

2024-2025 Impact Report

Thanks to you, we've continued to deliver support, drive awareness and demand change.

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Our why:



1 in 4 pregnancies will end in loss; around 1 in 5 in miscarriage.



That's around **200,000 miscarriages** taking place each year in the UK.



For many, the emotional and physical impact can be overwhelming. Yet too often, those grieving don't receive the support they need.



That's why we're passionate about providing quality support for those going through this heartbreak when they need it most.

Our mission:

We raise awareness of pregnancy loss and its impact, and advocate for all those affected.

We provide people with the support and information they need and guide health professionals to deliver the best possible care.

We challenge policy and practice, so people experiencing pregnancy loss are seen, heard and supported in all aspects of life, from healthcare to employment.

Our vision:

Everyone affected by pregnancy loss gets the care, support and information that's right for them.

Miscarriage, ectopic and molar pregnancy can be a deeply distressing and difficult experience and, all too often, one that is endured alone. For many people, the loss of a baby in pregnancy will feel like a bereavement and we want to ensure that they feel validated to treat it as such.

We want to instil a lasting shift in the way society views pregnancy loss. It is our vision that pregnancy loss and its impact should be widely recognised, and everyone who experiences it gets the understanding, care and support they need.

Our values:

TRUSTWORTHY

We provide information and guidance that is easily accessible, well-informed and evidence-based.

PEOPLE-CENTRED

We believe that every pregnancy loss matters and we put people experiencing it at the heart of everything we do.

COLLABORATIVE

We believe we can achieve more by building relationships and working in partnership with individuals, organisations and communities with aligned aims.

A note from our Chair of Trustees

This year has been the start of an exciting new chapter for the Miscarriage Association, with a new CEO in post, four new trustees joining our board, and the introduction of our ambitious 2025–2028 strategy.

We're proud to have led and won our *Leave for Every Loss* campaign, working alongside fellow charities, supportive businesses, and Sarah Owen MP to ensure pre-24-week pregnancy loss is included in bereavement leave legislation as part of the Employment Rights Bill. We are deeply grateful to our community, business partners, Sarah Owen MP, and the many campaigners whose tireless advocacy made this possible. Together, we've shown that there is no hierarchy of grief, and from 2027, the law will reflect that.

Thanks to the support of our fundraisers and donors, we were able to extend our support services to be available two evenings a week, to be there for more people when they need it most.

We are pleased to have worked closely with the Department of Health on the improvement and extension of the Baby Loss Certificates scheme, which in England is now open to all historic losses. This recognition and validation has been momentous for our community, providing acknowledgement for all losses, no matter when they occurred.

Thanks to you, we're able to continue to work hard to improve the care and support of those affected by miscarriage, ectopic and molar pregnancy. We have seen huge societal changes this year, along with some really meaningful achievements for the charity and our community.

1 in 4 pregnancies end in loss, and no one should have to face the heartache of this alone.

Amy Braier



Our year in numbers

Thanks to your incredible support:



5,890 people going through the heartbreak of pregnancy loss received direct support from our helpline team.



33,450 people were members of our online peer support spaces.



209,812 patient information leaflets were distributed to women and couples through GP surgeries, clinics and hospitals.



1,803,094
people accessed our website for support or information.



600 media articles highlighted us as a trusted source of support and information.



470 health professionals now support patients with best practice care after completing our online training.



4.3 million

people were reached through our social media accounts.



We've provided people experiencing pregnancy loss with the support and information they need, when and how they need it.

Extending our support hours

You've helped us support more people through heartbreak

In May 2024, we trialled the extension of our helpline hours, so that phone and live chat support was available on Wednesday and Friday evenings. This was in response to our helpline survey, in which our community told us they wanted us open for longer.

The extension of our hours meant we were open for an extra eight hours a week. Due to the positive response, we made this change permanent in August 2024.

We have directly supported 449 people during these hours this year.

A user of our helpline service was able to access our support in the evening.
Afterwards, she shared:

"Thank you Miscarriage Association for letting me cry down the phone and discuss options. The support worker was so kind. Now booked into hospital tomorrow."

The very first person to contact us during our extended hours said:

"Thank goodness you're there."

Your support worker was so kind to me, she let me sob down the phone and discuss options when I had no clue what to do, so I'll always be grateful to you for that.

Ellie

The Miscarriage Association's leaflets and online pages about miscarriage were so helpful during such a horrid time ... Honestly, the information you provide - though obviously accessed in pretty awful circumstances - couldn't have been more helpful and comforting.

So thank you!

Jemima

Joining the Helplines Partnership

In 2024, we became a member of the HP professional body. This means:



We now belong to the only organisation in the UK dedicated to representing, supporting and developing the helplines sector.



We have more opportunities to share the difference our support services make and to raise awareness of pregnancy loss.



We can learn from sector best practice to develop our support services to better meet the needs of people affected by pregnancy loss.



We've ensured pregnancy loss and its impact is more widely acknowledged and the feelings of people affected are better recognised across society.

With the support of the Miscarriage Association, I was able to learn about what had happened to my body. Having this understanding was invaluable and I will forever be grateful to the charity for this.

Esme

I called the Miscarriage Association helpline and I'll never forget the kindness I received. Every reason I could think of to blame myself was carefully explained away with sympathy and understanding.

The UK Covid-19 Inquiry

Our community provided evidence to enhance future care and pandemic response

As part of a collective of pregnancy and baby charities, we gave crucial evidence on how the pandemic affected experiences and care of those affected by pregnancy loss.

The Inquiry, spanning two years, looks into the impact of Covid-19 on healthcare, healthcare professionals, and looks to evaluate considerations, should this event or similar occur in future. Our evidence was collected from over 600 members of our community who had experienced loss during the pandemic.

The concerns addressed by the charities include the deprioritisation of pregnancy and maternity services, failure to address specific needs, inconsistent guidance and the long-term impact on patients. A large factor contributing to distress was having to face bad news, surgery, and appointments alone, due to changing restrictions during the pandemic.

The stories and experiences we heard were distressing:

"Even with a history of PTSD from previous losses, I had to be scanned alone, and be given the news on my own, having no one to hold me when my world fell apart all over again. The rules seemed harsh anyway, but when you have experienced such deep loss, it's truly heartbreaking. To top it all off, the gynaecology ward, where you are sent when under 13 weeks pregnant, had no early pregnancy support, so I dealt with it all alone." - Michaela, service user.

"I remember meeting my husband at the entrance to the hospital to decide on how to manage things. I'll never forget the group of men standing there waiting for their partners to come out from appointments and scans, it was so inhumane and a memory I'll never forget." - survey respondent.

After our collective charities gave evidence, it became clear: lessons need to be learned to avoid exacerbating distress and trauma related to pregnancy loss in future pandemics.

Baby Loss Awareness Week

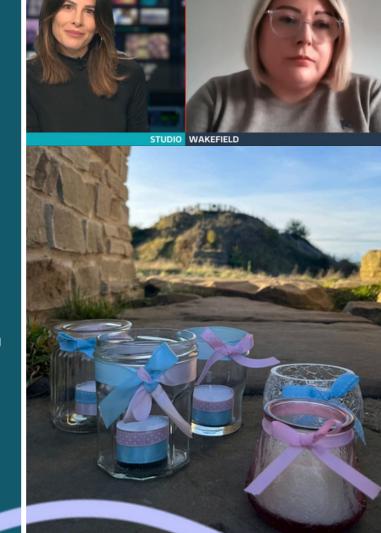
Together we care

This year, we worked with the Department of Health to announce the extension of the Baby Loss Certificate scheme to include all loses, however recent or long ago. This much-welcomed news helped to elevate the conversation and public awareness of Baby Loss Awareness Week.

Thanks to the support of the public and press, we featured in the media 466 times during Baby Loss Awareness Week. Our CEO also appeared on national news (syndicated across regions) – alongside our volunteer Emily Clearly – discussing the impact of the Baby Loss Certificate extension.

On the Sunday of this week, we held our annual Memory Walk fundraiser, which asked people across the UK to walk 4 miles at 4pm to remember the little lives lost too soon.

Our social media content reached almost 900,000 people throughout the week and we gained almost 1,000 new followers



Baby Loss Certificates Extended

Recognition and validation for all historic losses in England

We were incredibly pleased to work closely with the Department of Health and Social Care on the extension of baby loss certificates.

Our CEO Vicki Robinson said:

"We've campaigned hard to see the certificate scheme extended to include losses before 2018, so today marks a significant milestone for those who have waited for this recognition.

"For many, even the earliest of losses can be deeply distressing, both emotionally and physically, but having a formal acknowledgement as a marker of their loss can be a meaningful part of the grieving process.

"We know from the people that we support how much the certification scheme has helped those who have experienced pregnancy loss, so this is great news that people whose losses were previously not acknowledged now can be."

Speaking on ITV News, our volunteer, Emily, spoke about what the certificates meant to her:

"It's a sense of acknowledgement and it's a sense of accepting that this thing happened. It wasn't, as the doctor referred to mine, a 'blighted ovum' - I didn't lose a blighted ovum, I lost a baby. And this piece of paper will go some way towards validating that in a way."

The impact of certificates

Messages of meaning from our community

"This is fabulous news. I have nine angel babies, but had only been able to get a certificate for our last loss, which always made me feel like the others were seen as 'just a number'. It may only seem like a piece of paper to those who haven't been on this journey, but it is such an incredible moment to us."

"I cried when I heard this news this morning. I had twins but until now, only one existed officially because my son was born alive at 23 weeks and 5 days and my daughter was not, so now my daughter can have her certificate too. She exists, too, as she always has done."

"Thank you so much for this - just the acknowledgement means so much, especially when there are still close family and friends who are yet to acknowledge the losses we experienced."

Collaborating to improve workplace support

Developing a new national model miscarriage policy with the Trades Union Congress

We've been delighted to be able to support the development of a new workplace model policy, which advocates for better support for employees affected by pregnancy loss.

The policy, developed with TUC Northern, recommends 10 days of paid leave for all employees who experience a loss, and five days for partners/co-parents, recognising the need for support during what can be an incredibly difficult time.

The policy, which is accompanied by new Pregnancy Loss in the Workplace guidance, helps to address the current gap in UK law, which provides no statutory leave for those who suffer a miscarriage before 24 weeks of pregnancy (read more about this on page 25).

The model policy, which is available for adoption by workplaces, offers comprehensive support, including paid leave, flexible working options, and a phased return to work.

Vicki Robinson, CEO of the Miscarriage Association, spoke on the launch of the policy:

"We're proud to have collaborated with TUC Northern to create a comprehensive model policy that promotes paid leave and offers practical guidance for employers on how to support colleagues through this heartbreak.

"It's encouraging to see organisations like Gateshead Council already adopting the policy, and we hope many others will follow their lead."

Region-specific work

Much of our work is relevant to all UK nations - below, we highlight our nation-specific projects.

Northern Ireland

We chair the Miscarriage Pathway Development Group for the new National Bereavement Care Pathway (NBCP) in Northern Ireland.

Our leaflets were stocked in GP surgeries, hospitals and clinics.

We have an in-person support group in Belfast. They also took part in Belfast Pride, with a Miscarriage Association support and information banner.

Wales

We chair the Miscarriage Pathway Development group for the new National Bereavement Care Pathway (NBCP) in Wales.

We attended listening events alongside Sands baby loss charity, to hear from those with lived experience of pregnancy loss to inform the new NBCP

Our leaflets were stocked in GP surgeries. hospitals and clinics.

Scotland

We are a core group member of the National Bereavement Care Pathway in Scotland, and supported the Scottish Government in the development of the nation's Miscarriage Care Framework to improve and standardise care for those affected.

We exhibited at the Scottish Early Pregnancy Network Annual Scientific Meeting.

Our leaflets were stocked in GP surgeries, hospitals and clinics

England

We worked with the Department of Health and Social Care to extend the Baby Loss Certificate scheme

We continued our membership of the NHS Baby Loss Working Group, seeking to improve support for NHS staff themselves affected by pregnancy loss.

> We contributed to the new internal NHS England guidance on supporting staff affected by pregnancy loss.

To support our work with the National Bereavement Care Pathways, we took part in several health professional networking sessions, sharing best practice UK wide.

Our leaflets were stocked in GP surgeries, hospitals and clinics.



locations of our face-to-face support groups



nationwide support, involvement and information

We've advocated for changes to law, regulation and practice so that pregnancy loss is included in relevant policies - from healthcare to employment.



EVERY LOSS



Our history-making campaign

In December 2024, we launched our campaign, Leave for Every Loss, calling for legal change so that women and their partners who experience pregnancy loss before 24 weeks can take bereavement leave from work.

The campaign quickly gained momentum. Leading employers, including the Co-op, lent their support alongside major union organisations such as the TUC and NASUWT, and a coalition of pregnancy loss and women's rights charities formally supported us. In Parliament, Sarah Owen MP, Chair of the Women & Equalities Committee, championed the issue, steering an inquiry that placed the voices of our lived-experience volunteers centre stage. Their testimony on the emotional, physical and workplace impacts of loss brought a human reality to policy debate.

In March 2025, the Government committed to changing the law, pledging to include bereavement leave for miscarriage in the forthcoming Employment Rights Bill, a landmark step in recognising miscarriage as bereavement.

While we welcome its acceptance into bereavement leave legislation, our campaign will continue with the goal of ensuring the leave is paid.



Partner Support

Messages from fellow charities and campaigners upon the news of the Campaign's success:

"Special thank you to Vicki and her team at the Miscarriage Association, both professionally and personally. You are a voice for so many during their darkest times. Thank you."

Sarah Owen MP, speaking in Parliament

"This type of work requires so much of ourselves and you have demonstrated what can be achieved when the right people come together and don't stop till their voices have been heard.

"I hope you will allow yourself to stop and take in this huge achievement and allow yourself to feel exceptionally proud."

Nicola Welsh, CEO, Held in Our Hearts

"Thank you for everything you and colleagues are doing. It takes a village! Proud to be part of yours."

Rafaella Goodby, Chief People Officer, Birmingham Women's and Children's NHS Trust



"Thank you for your non-stop tenacity. You're brilliant "

Joeli Brearley, former CEO, Pregnant Then Screwed



"Thank you @miscarriageassociation and @sarahowenmp. What an incredible achievement for women and their families."

Myleene Klass

Working with healthcare professionals

Supporting those providing care

This year 470 health professionals completed our updated e-learning resource, which includes best practice guidance and recommendations for high quality, sensitive care.

In 2025, we'll be launching our new healthcare professionals training programme, created in consultation with over 100 healthcare professionals.

We continue to work alongside the Association of Early Pregnancy Units, sitting on its Executive Committee and attending its yearly conference (pictured bottom right), promoting best practice care and understanding of pregnancy loss.

In April 2024, we also attended the Scottish Early Pregnancy Network's Annual Scientific Meeting (pictured middle right), connecting with health professionals and units, and raising awareness of our resources and support for health professionals, including our Professional Pause sessions.

Professional Pause provides space and time for health professionals to share experiences, compare practice and receive support. We're grateful to The Ectopic Pregnancy Trust for continuing to co-lead these sessions alongside our facilitator, Helen.





Improving workplace support

We've continued to work with businesses to provide guidance, training and advice on how to implement the best support for staff affected by pregnancy loss.

Our Training Lead Katy (pictured furthest right, at Energy UK's EDI in Energy conference) has delivered bespoke awareness sessions for many organisations.

We've also provided training for staff, HR teams, and senior leaders and managers for organisations such as Deloitte, the Crown Prosecution Service and Lacoste.

In addition, we've developed pregnancy loss policies for companies, making sure that the guidance, processes and procedures in place are inclusive, supportive and flexible.



348

organisations signed our Pregnancy Loss
Pledge* committing to providing meaningful
support to their employees.

1.29 million

staff members were covered by its terms.



This year's signatories included:

NSPCC M&S





Social Security Scotland
Tèarainteachd Shòisealta Alba





Celebrating our fundraisers:

All challenging themselves in memory of the little lives lost too soon.

710 of you dedicated your time and effort to fundraising to support others!



Nicole's skydive story:

"I decided to do a charity sky dive for the Miscarriage Association as I wanted to do something that really pushed me to show the impact the charity has made for not only me, but other women and men. So what better way to do it than facing my worst two things, flying and heights. I decided the perfect date would be 19.04.24 - two years to the day we had our 12 week scan and found out our baby no longer had a heartbeat.

"I wouldn't have got through the early days of my loss without the Miscarriage Association's support. I did weekly Zooms and was also able to use their leaflets and online support to talk over my options for my missed miscarriage. Not only did the Miscarriage Association support me throughout my loss but also when I found out I was pregnant again. There's not much support at all for pregnancy after loss and I couldn't be seen by the early pregnancy unit as I had only had one loss and they still have the rule of 3 [losses].

"I was nervous on the day of the skydive, we had to wait a bit longer than expected due to winds. Once I got geared up and spoke about the reason I was doing my jump my adrenaline took over. Free falling was one of the best things I think I've experienced. So if you are interested in raising money by doing something out of your comfort zone for such a good cause, then do! I can't think of a better charity to give back to than the one that supported me at my lowest points."





Why Jennifer ran the Great North Run:

"Falling pregnant and bringing a life into this world is something I thought would come easy for me. I love children and work with kids daily; I'm basically a big, energetic kid myself. However, my journey came as a huge shock to me. I never imagined it would be anything different from 'we decide to try, we grow a baby, and we're parents', because that's how it's seemed for pretty much everyone else I know.

"Why can't my body do the thing it's pretty much designed for, to grow a baby? You see, fertility is not the issue here; we can get pregnant, but we've lost the pregnancy each time. And we're talking more than a few now. And every time, I feel like I've failed at being a woman, like it's my job to make it grow. I can't, and I don't know why ...

"The taboo around miscarriage can be just as damaging to the hopeful mam-to-be as the ordeal itself. I want to be open about my ongoing journey. I need to be; it's a chapter in my story now and I don't want to hide any part of who I am. We need charities like the Miscarriage Association to help raise awareness of its normality, so the women out there who have suffered loss, are currently experiencing a loss, or are yet to know that they will, can say out loud, 'It. Is. Not. My. Fault'."

We launched a pawsome new fundraiser!

In March 2025, we launched Paws for Pregnancy Loss. We challenged our fundraisers, and their canine companions, to walk 100km in March, raising awareness of pregnancy loss and the work of the Miscarriage Association.

We engaged our supporters by asking them to share their stories of how their dogs had helped them through difficult times. We shared these to spread a sense of community and support. Here's the story of one of our fundraisers, and how her dog Henry supported her:

"Henry has been by my side throughout my miscarriage and IVF treatment. From his daily walks providing routine, happiness and relaxation to his endless cuddles when a snuggle on the sofa is needed, I can't imagine not having him here to offer his unconditional and unknowing support."

The fundraiser was a huge success, raising over £35,000 for our support, information and advocacy services.

We hope you will join us next year!



A big thank you, from us to you.

We couldn't do what we do, without you!

















Our corporate supporters

We're very grateful to our corporate supporters who in their generosity have helped us improve the accessibility of our support services, and aided our advocacy work.

A huge thank you to our biggest corporate supporter, Simplyhealth.



We're proud to be part of their Women's Healthcare Charity Alliance, working alongside Bloody Good Period, Ovarian Cancer Action, Endometriosis UK, Prevent Breast Cancer and Wellbeing of Women to raise awareness of women's health issues and reduce the stigma surrounding them.

We're also grateful to Bloom North, Window to the Womb, and Holmes and Hills Solicitors for selecting us as their charity of the year.

Corporate support can take many forms, including:

- Naming the Miscarriage Association as your charity of the year
- · Gifting your knowledge and expertise
- Making a donation to support our work

To find out how your organisation could support us, and those going through the heartbreak of pregnancy loss, email us at

fundraising@miscarriageassociation.org.uk.



Our financials

Income

As with many charities, our income was significantly reduced in 2024-25. However, our generous supporters helped us generate income of £551,666, including gifts in kind, during the year. We receive only a tiny percentage of our income from statutory sources, so it is only thanks to you that we can continue to be there for people through the heartache of pregnancy loss.

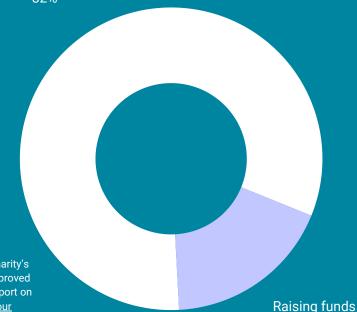
Charitable Investments activities 5.4% 1.8% Trading income 1.3% Donations and legacies 91.5%

Our financials

Expenditure

During the year we spent a total of £585,649. For every pound we spent, 82p went on delivering our charitable work, with the remaining 18p invested in raising funds to continue and develop our support, advocacy and information services.

Charitable activities 82%



18%

Note: The brief financial information above has been extracted from the charity's full financial statements for the year ended 31 March 2025, which were approved on 24 July 2025. You can find the full financial statements, the auditor's report on those statements and the Trustees' annual report by following this link to our website or you can obtain a copy free of charge from the Miscarriage Association, 2 Otters Holt, Wakefield WF4 3QE or from the Charity Commission's website.

Looking ahead - a note from our CEO

The next 12 months are set to be another milestone year, as we continue to develop and grow the charity so that even more people can benefit from our crucial support and advocacy. As I write, we are only six months into our new three-year strategy, but thanks to your support, we've already started to take some important steps towards realising our vision - a world where **everyone** affected by pregnancy loss gets the care, support and information that's right for them.

As part of our aim to make our services as inclusive as possible, we've recently launched a new national phone number and made vital changes so that you can talk to us regardless of the language you speak (including BSL).

By the end of 2025, we will have launched our new health professionals' training package, supporting nurses, midwives and doctors to provide compassionate care for women and their partners. We'll also be reviewing our workplace resources and training to help employers provide their staff with the best possible support, too.

In Spring 2026, we will unveil the results of our brand review (we're currently consulting with stakeholders and beneficiaries) to help ensure our identity is as relevant, relatable and visible as it needs to be. As part of that, we'll also be launching a new-look and easier to navigate website to help you get the information you need as quickly and simply as possible.

And, building on the success of our Leave for Every Loss campaign, we'll absolutely continue to advocate for those affected by pregnancy loss in **all** walks of life.

Together, we've made some real headway in the past 12 months, but we know there's still a way to go. We hope you will join us on our journey.



Vicki Robinson

A huge thank you to our dedicated **Board of Trustees**



Amy Braier Chair of Trustees



Natasha Necati Vice Chair



Teresa Owen Honorary Treasurer



Ola Obaro







Jane Harris



Kat Hattersley-Greenish



Beena Lad





A donation can make all the difference.

Help us be there when people need us most, and advocate for improved care for those going through the heartbreak of pregnancy loss.

Click to donate: https://ow.ly/QKZu50W5jLb



SCAN TO DONATE

