



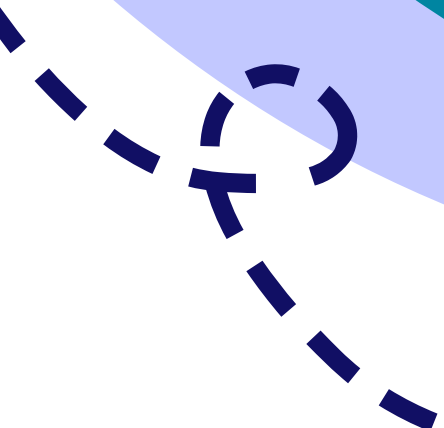
MISCARRIAGE  
ASSOCIATION



# Impact Report

2023-2024

Because every pregnancy  
loss matters.



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# Why we're here:

Around **1 in 4** pregnancies ends in loss, more than **1 in 5** in miscarriage.

A further **1 in 90** pregnancies is ectopic – a potentially life-threatening condition.

And **1 in 600** pregnancies is a molar pregnancy, requiring specialist care and follow up.

# Our Vision

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

# Our Values

**Empathy.** We listen, we care, and we understand.

**Advocacy.** We believe that pregnancy loss matters. We give a voice to people experiencing miscarriage, ectopic pregnancy or molar pregnancy and use our influence to make sure they are heard.

**Trust.** We put people experiencing pregnancy loss at the heart of everything we do and offer support without judgement. We can be relied upon to provide information that is dependable and evidence-based.



# We make a positive difference by:

- Providing emotional support and practical information for anyone affected by miscarriage, ectopic pregnancy or molar pregnancy.
- Increasing public awareness and understanding of pregnancy loss facts and feelings.
- Supporting the best care for patients with pregnancy loss.
- Promoting sensitive pregnancy loss policy and practice in the workplace.

**Because every pregnancy loss matters.**

# A note from our Chair of Trustees, Amy Braier

As Chair of Trustees, it is my privilege to reflect on what has been an incredible year of progress and impact for the Miscarriage Association.

More than one in five pregnancies ends in miscarriage and these figures never get easier. That's why our work is so vital, to ensure that no one has to face the heartbreak of pregnancy loss alone.

This year has been a landmark one for the pregnancy and baby loss space. We celebrated the introduction of the Government's pregnancy loss certificate scheme in England, a significant step forward, and one we have campaigned for. More and more businesses and organisations are prioritising the support they provide to employees affected by loss. And, through training, new policies, and commitments to our Pregnancy Loss Pledge, the culture around pregnancy loss is shifting.

One of the year's standout achievements was the introduction of NHS England's pregnancy loss policy, which provides 10 days paid leave for those who experience loss and five days for partners. We were incredibly proud to support and advise on this transformative step.

2023 also saw the launch of our Memory Walk during Baby Loss Awareness Week. This new fundraiser was an overwhelming success, not only raising vital funds but also offering comfort and connection to many of our supporters.

Finally, 2023 marked the end of Ruth Bender Atik's three-decades at the helm of the Miscarriage Association as our National Director. We were delighted to see her extraordinary contribution recognised with an OBE in the New Year Honours List and look forward to the organisation moving forward under the leadership of our new CEO, Vicki Robinson.

We're proud of what we've achieved this year, and these achievements are only possible because of the incredible dedication of our team, volunteers, and supporters, who share our vision of a world where pregnancy loss gets the attention it deserves.





**The Miscarriage Association has been a great source of support for me all throughout my journey.**

Sadly I've gone through baby loss three times now, at different points in my life, and I **couldn't recommend their services enough, even if I tried.**

*Nisha, one of our volunteers*

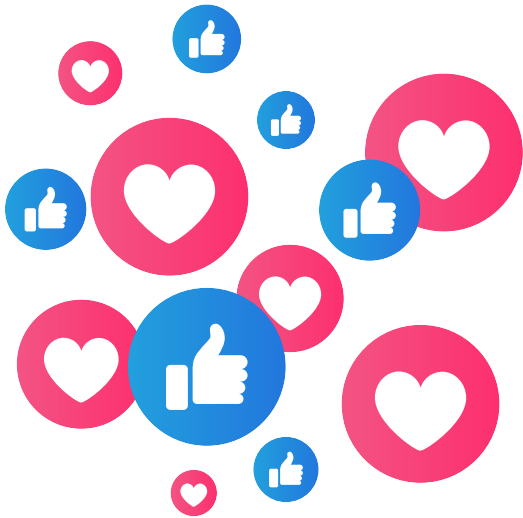




I've been attending the pregnancy after loss group since about week 6 or 7 of my pregnancy and found it **invaluable.**

**The Miscarriage Association gave me connections for life, and a network of people who understood me.**

*Cara, one of our service users*



We reached over

**4,484,773**

people on social media

**30,381**

people are now members  
of our online peer support  
platforms



**500**

health professionals  
completed our training



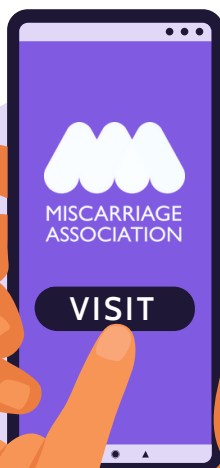
We received **7,593**  
direct contacts from  
people seeking support

We held **96**  
Zoom groups for those  
affected by pregnancy  
loss



**1,562,659**

people accessed our online  
support, information and  
resources





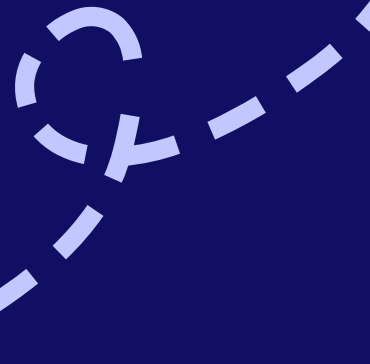
My wife and I have been through two miscarriages, and the Miscarriage Association have helped us by offering little pearls of wisdom and testimonials as we scroll on social media.

**It helps us to know that we're not alone through our grief, and there is love and support out there for us.**

*Singer-songwriter,  
Sean Smith.*



# Year in highlights





We were invited to join the Simplyhealth Women's Health Charity Alliance - working to break down taboos surrounding women's health conditions and drive meaningful change.

"Breaking the silence around pregnancy loss helps people to understand they are not alone in their experience and helps to validate their feelings of grief and loss.

**It is crucial that employers understand the impact of pregnancy loss, both physically and emotionally, and put in place thoughtful and supportive measures to help their employees at this really difficult time."**

**Vicki Robinson,**  
CEO  
Miscarriage Association



"We believe this alliance with these incredible charities will enable a deeper understanding of women's health conditions, their impact and the appropriate support needed that employers can put in place. **Together, we hope to amplify their impact and aim to drive positive change through policy, education, and better access to the right healthcare.**

**Claudia Nicholls,**  
Chief Customer Officer,  
Simplyhealth



**Pregnancy loss certificates became available for people in England who have experienced loss since September 2018. Two of our volunteers spoke to the media:**

**"I think the certificates validate the loss, I am allowed to grieve. Sometimes society expects you to get over it and move on."**

**Zainab**



**"I feel like the certificates emphasise that they were a real person. Sometimes it feels like they're not real because they didn't come. There's a guilt attached to being upset about loss, people think 'oh, you didn't have that baby'. But nothing changes what happened, you just learn to live with it. The certificates are a way of marking that it did happen and they existed."**

**Emma**



**We launched a new special fundraiser, our Memory Walk, to mark Baby Loss Awareness Week, and remember the tiny lives lost too soon:**

“I saw the 4 mile Memory Walk for Baby Loss Awareness Week. I was a little scared as it was right in the middle of my treatment and not many people knew about our news. I wanted to do something special more for myself as closure, and also to give back for all the support we had received!

**It really helped us realise we are not alone.”**

*Symone and her family took part.*









## NHS England launched its paid leave policy, enabling staff affected by pregnancy loss to take the time they need:

“NHS England has taken a hugely important step in implementing this policy, which will benefit thousands of its staff.

We were pleased to be able to offer our expert support and guidance on the development of this pioneering policy, and will continue to press hard for paid leave to be extended to all UK employees.”

*Vicki Robinson, CEO of the Miscarriage Association*



**We've continued to provide trusted and reliable information to hospitals, clinics, GP practices, private scan clinics and employers, free of charge.**

# 211,538

leaflets have been distributed this financial year, helping more people access the information and support they need at a difficult time.



We're helping workplaces to ensure they are safe and supportive spaces for those affected by pregnancy loss.

Our training, policy guidance and Pregnancy Loss Pledge are designed to educate, so that more employers can implement meaningful, lasting support, and commit to ensuring this continues.

Our Pledge commits employers to implementing and maintaining a supportive environment, through policies, staff training, and guidance, along with flexibility, empathy and leave for anyone affected by pregnancy loss.

Because **every** pregnancy loss matters.



## More employers like West Mercia Police have committed to our Pregnancy Loss Pledge to support affected staff, further informed by our advice and policy guidance.

“West Mercia Police recognise the devastating impact baby loss can have, both to the individual directly affected, as well as partners, both physically and emotionally.

We want to support those who protect and serve their communities, in many ways, when they are experiencing a difficult time, and we hope the ongoing work on pregnancy loss will also enable us to fulfil our strategic objectives of being an inclusive and compassionate employer.

We’re proud to have brought in a stand-alone pregnancy loss policy, which was developed with employee feedback taken into consideration, as well as supporting our key objectives.”

### **Kate Merchant**

**People and OD Business Partner,  
and member of the Families Network at  
West Mercia Police**





# 278

organisations had signed up  
to our Pregnancy Loss Pledge by  
March 2024,

meaning that in the UK, over

# 1 million

employees were covered.



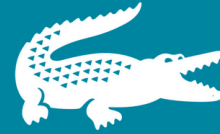
The Pregnancy  
Loss Pledge



Here are some of our latest signatories



**SEASALT**  
CORNWALL



**LACOSTE**



**BRITISH  
TRANSPORT  
POLICE**



Department  
for Work &  
Pensions



Prince's Trust



Department  
of Health &  
Social Care

**NHS**  
SCOTLAND



MISCARRIAGE  
ASSOCIATION

The Pregnancy  
Loss Pledge



# Helping employers go the extra mile:

In March 2023, we launched our formal training offer for employers and line managers. Between then and March 2024, we delivered bespoke training to the likes of:



Department  
for Education

**BRITISH AIRWAYS**



FINANCIAL  
CONDUCT  
AUTHORITY



We also held several open workshops for individual managers to attend from varied organisations:

**90%**

of those who attended these sessions felt more confident in being able to properly support an employee or colleague affected by loss.

# 100,652



followers across  
our social media  
platforms

## We continue to support health professionals:

We have reviewed and updated our eLearning resources for health professionals, to include new good practice guides and new detail on second trimester loss.

In 2023-2024, this training was **accessed over 500 times**.

We recognise that health professionals need support, due to high stress working environments, and perhaps their own experiences of loss.

In partnership with The Ectopic Pregnancy Trust, we have launched a new online **Professional Pause group sessions**, a safe space for health professionals to share experiences and seek advice and support. Here's some feedback from one of our attendees:

**“I love the sessions, they are so helpful to listen to others and how their hospitals work.”**



# 754

people signed up to fundraise for the Miscarriage Association





# fundraising calendar

We couldn't continue our work without our incredible fundraisers. Amongst other events, we had fundraisers in the London Marathon, Great North Run, and our own virtual events, too. The numbers you see below include our charity places, and those that ran for us with their own place.

Take a look at how well they've done!

## London Marathon

27 of you took part and raised

**£86,202**



## Miles That Matter

161 of you took part and raised

**£51,985**



## Great North Run

20 of you took part and raised

**£16,330**



## Memory Walk

222 of you took part and raised

**£45,091**



## Step Up

148 of you took part and raised

**£35,311**



# Hear from our fundraisers

“

We ran as a salute to all those who have experienced miscarriage, proudly wearing the Miscarriage Association t-shirts in solidarity, and to help raise awareness and funds. Everyone who has lost a pregnancy, at any stage, is a superhero in our eyes. We celebrate life after losing life; they will never be forgotten but forever honoured.



**Sara & Dave**

**Sara and Dave struggled with fertility issues, and had three losses before having their daughter through IVF. They decided to run the Great Bristol Run to fundraise for the M.A.**



# Hear from our fundraisers

“

My wife came across the Miscarriage Association on Instagram and started to follow them. Quickly she realised that she was not alone in how she was feeling, and began to share stories with me. It made the process of grieving feel ever so slightly less painful knowing we had somewhere we could turn to for support.



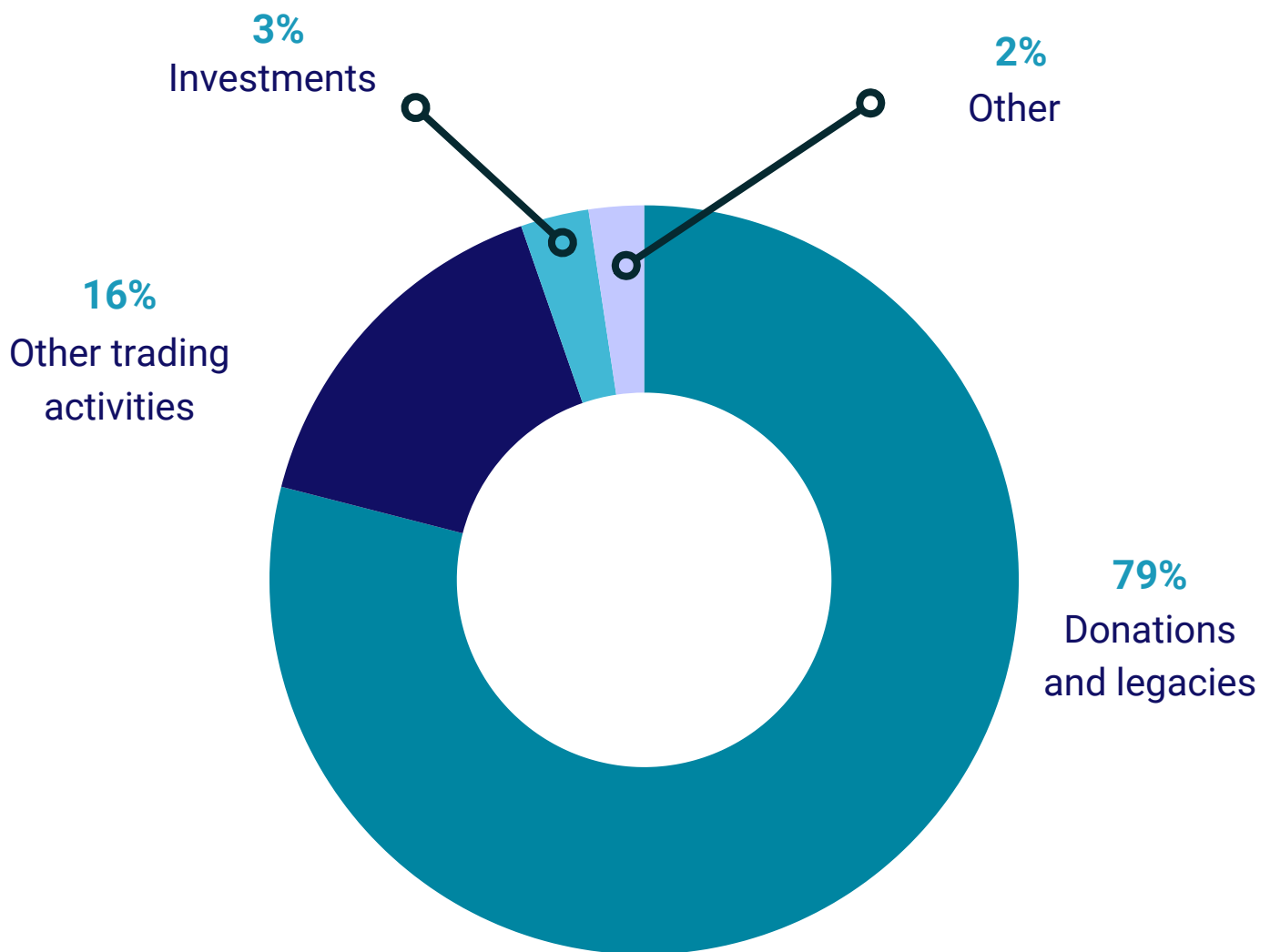
**Ollie & Harri**

**Ollie and Angharad suffered a miscarriage in January. After finding the M.A., Ollie decided to fundraise whilst doing the Plymouth Half Marathon.**

# Our Financials

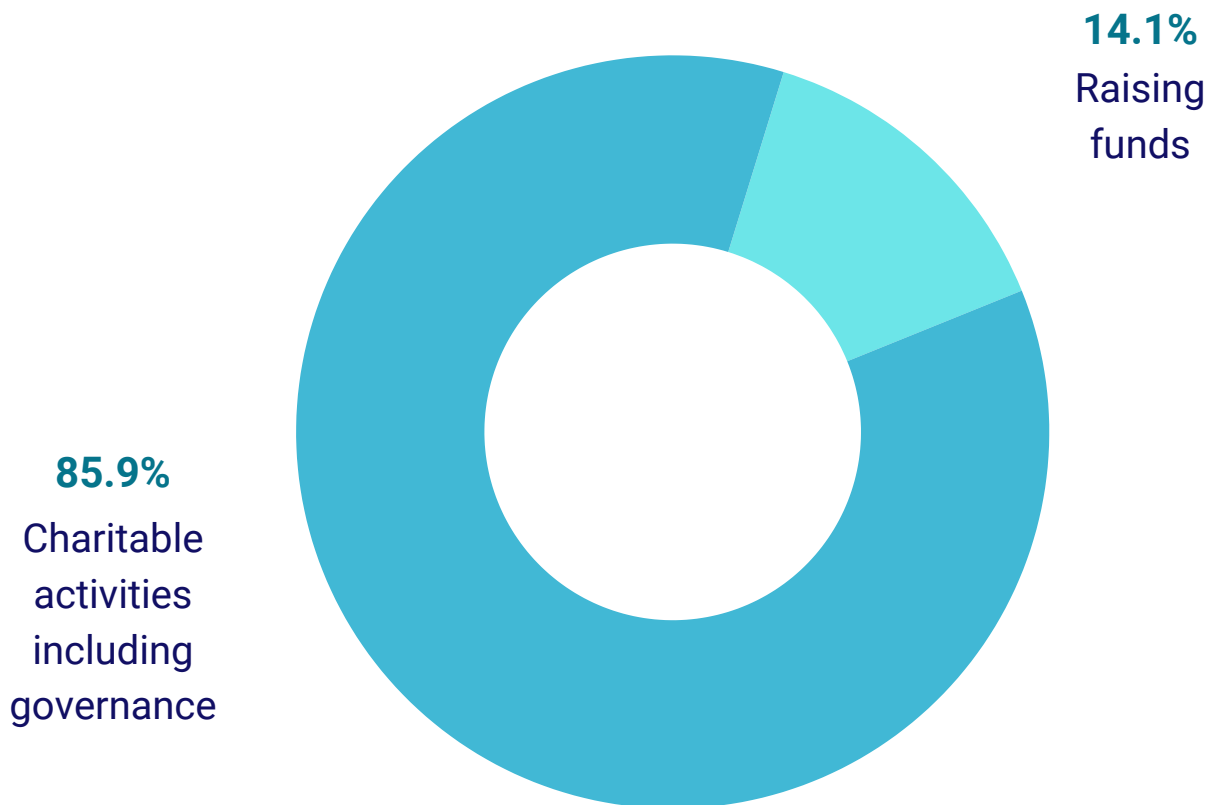
## Income

Despite the economic downturn, our generous supporters enabled us to generate a total of £737,094 including gifts in kind, during the year.



# Expenditure

During the year we spent a total of £654,900. For every pound we spent, **86p was spent on our charitable work, with the remaining 14p invested in raising funds to continue and develop our work.**



The resulting balance of income over expenditure was £82,194. This, together with reserves carried forward from the previous year, resulted in an overall balance of £1,185,253 at the end of March 2024. Of this, £500,000 has since been set aside as a designated fund to underpin a significant programme of growth for the Miscarriage Association over the next three years. In line with other charities, we have also set aside 12 months' operational costs.

Note: The brief financial information above has been extracted from the charity's full financial statements for the year ended 31 March 2024, which were approved on 21 September 2024. You can find the full financial statements, the independent examiner'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 Commissioner's website.

# Looking to the future

In April 2025, we will be launching a bold new three year strategy to boost our reach and raise our profile – to enable us to support more people going through the heartbreak of pregnancy loss.

Alongside our current activities, these plans include:



**Extending the opening hours of our support services**, so that more people can access support, when they need it most.



**A new approach to our communications**, becoming more campaign led and engaging with the issues our service users care about. This will be supported and led by a new Head of Communications and Campaigns, a new role to the charity.



**Developing and launching a new website**, including improved design, functionality, accessibility, and content to encourage wider reach and increased engagement.



**Extending our volunteer development scheme**, to nurture and develop a team of volunteers to be involved in media, fundraising and campaigns.



**Formalising our healthcare professional training and further developing our eLearning package**, to improve and enhance the care and support people receive at the time they experience a loss.



# Thank you!

A very big thank you to everyone who contributed to the work of the Miscarriage Association during the year:

- Our group and online support volunteers, media volunteers and others who shared their experiences in order to support others, inform our resources and contribute to policy, healthcare and research.
- Our professional advisors, clinicians and researchers who help inform and improve our services.
- Our donors and fundraisers, individuals and groups; and the companies, charitable trusts and government that chose to support the M.A. **Every donation is a gift that helps us make a difference.** Every gift helps to fund our work now and going forward.
- Our supporters, Ajaz.org, Google for nonprofits (gift in kind), IDS Media (gift in kind), Oakland Group, TCS UK, TIOC Foundation, and the Scottish Government



Thank you to our wonderful Trustees  
for their guidance, time and expertise.

We couldn't continue our work without you!



Pictured are from left to right, top to bottom - Amy Braier, Natasha Necati, Teresa Owen, Beena Lad, Ola Obaro, Sarah Bailey, Jane Harris, Kat Hattersley Greenish, Laura English-Rose and Alison Hylton-Potts.





**The Miscarriage Association proved to be a lifeline for me.** The helpline provided a friendly voice at the end of the line that I could rely on to just be there to listen and understand without any judgement.

Pregnancy is an isolating experience in itself even without experiencing a miscarriage, but the Miscarriage Association gives you a voice and offers that much needed support.

I will be forever grateful.

*A quote from Mya, one of our service users.*





# MISCARRIAGE ASSOCIATION

The knowledge to help

01924 200799

[info@miscarriageassociation.org.uk](mailto:info@miscarriageassociation.org.uk)

[www.miscarriageassociation.org.uk](http://www.miscarriageassociation.org.uk)

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