

WILLOW'S RAINBOW BOX

**CHARITABLE INCORPORATED
ORGANISATION (REGISTERED NUMBER
1186779)**

STRATEGY DOCUMENT

2021



About us

Willow's Rainbow Box is a registered CIO that aims to support women and families going through a new pregnancy following a pregnancy loss or neonatal loss. The charity's focus is to help reduce anxiety and promote positive mental health and wellbeing for families going through this journey, through the provision of online support throughout the UK and physical goods/services in Newcastle upon Tyne and surrounding areas. The charity has six dedicated Trustees - all of whom have experienced the loss of a baby and all of whom bring different angles and experience to the work of the charity.

Values: Empathetic, Approachable, supportive



Goals 2021

Our aim: To help reduce anxiety and promote positive mental health and wellbeing for families going through pregnancy after loss.

Our goals:

1. To seek to improve our comfort box service and resume this in a Covid safe way.
2. To explore opportunities to support other family members in pregnancy after loss.

3. To normalise discussion and help reduce anxiety in pregnancy after loss in different communities.
4. Continue to build on digital support available for those who are pregnant after loss.



1. To seek to improve our comfort box service and resume this in a Covid safe way.

We plan to achieve this goal by gaining insight into public opinions of what would help them and their anxiety during pregnancy after loss. We will create a survey and engage through social media to get more ideas about how to improve our boxes and what further items we could introduce to benefit families. We will look to introduce at least 1 new item to our box during 2021.

We are going to explore the option of delivery for our boxes. Our original plan was to distribute boxes through a collection point system, but due to Covid-19 this has been put on hold. We have decided to look at delivery of boxes as a means to continue our service during and beyond the pandemic. We plan to grow our fundraising team to help us achieve the funding needed to do this.

2. To explore opportunities to support other family members through pregnancy after loss.

Our plan for 2021 is to introduce a new resource to help dads and partners through pregnancy after loss. We've acknowledged through our 2020 survey for dads and partners and through the impact of the pandemic that this group would really benefit from targeted support to help reduce their anxiety. We plan to engage directly with dads and partners to co-create this resource.

3. To normalise discussion and help reduce anxiety in pregnancy after loss in different communities.

In 2020, we started a South Asian mini series to help normalise discussion around baby loss in South Asian communities. It is clear that in order to help support these communities and reduce anxiety in pregnancy after loss that pregnancy loss itself first needs to be understood and accepted as a topic for discussion in these communities. We introduced a signposting section on our website with culturally appropriate support sources. We plan to add to our existing resources and to explore baby loss in at least one more community during 2021. Our hope is to be a safe place for different communities to access support on their journey through pregnancy after loss.

4. Continue to build on digital support available for those who are pregnant after loss.

In 2020, we officially made all of our online resources available UK wide. The pandemic has created a need to introduce more digital sources of support and we made our hope and support cards into PDF format for download. We also hosted a few Zoom support sessions.

In 2021, we plan to move our #RainbowBabyHour to Instagram to improve engagement and offer more people support during their pregnancy after loss journey. We also plan to create a new Instagram group for peer led support. We will explore further digital opportunities such as involvement in podcasts. We will create additional resources for our website too, aiming to add at least 2 extra sections for support during 2021.

