



Miscarriage UK

Because every
loss matters

Our three year strategy

2025-2028

Delivering support, driving awareness and demanding change:
because every loss matters



Our vision:

A society where every miscarriage is recognised and met with knowledge, compassion, and understanding. Where no one has to go through it alone, and no one faces it in silence.



Our mission:

Our mission is to guide people through pregnancy loss with the information and support they need – for themselves, for their patients, and for a society that must do better.

Our values:



Integrity

We tell the truth with grace and share knowledge people can depend on



Empathy

We understand the feelings that come with the experience and respond with compassion.



Inclusivity

We believe every loss matters and all experiences belong.



Advocacy

We use our influence to speak up, to ensure our community's voices are heard to effect change across healthcare, employment and wider society.

Our key aims:



Direct Support

Provide more people experiencing pregnancy loss with the support and information they need, when, and how they need it.



Enhancing Healthcare

Through training, guidance, and resources, enable more health professionals to provide the best possible patient care from the outset.



Campaigns & Communications

Ensure pregnancy loss and its impact is more widely acknowledged and the feelings of people affected are recognised across society.



Policy & Advocacy

Advocate for changes to law, regulation and practice so that pregnancy loss is included in relevant policies from healthcare to employment.



Operational Excellence

Position ourselves as a strategy and data driven, operationally effective, collaborative and inclusive charity.

How we're going to
achieve our aims





Aim 1:

Direct Support

Provide more people experiencing pregnancy loss with the support and information they need, when, and how, they need it.

We'll do this by:



Expanding our support services, increasing availability and accessibility and enhancing and strengthening our peer support network.



Reviewing our services to identify gaps and exploring innovative ways to meet evolving needs.



Redeveloping our website, improving design, functionality, content, and accessibility, to reach more people and boost engagement.



Enhancing our workplace resources and training so more employers and managers have the skills to better support their staff at this distressing time.



Aim 2:

Enhancing Healthcare

Through training, guidance and resources, enable and support more health professionals to provide the best possible patient care from the outset.

We'll do this by:



Ensuring our healthcare professionals' training offer and online learning resources are responsive, engaging, interactive and widely accessed.



Refreshing our range of information leaflets to respond to patients and professionals' needs and to improve accessibility.



Staying connected to frontline practice by establishing a new Health Professionals Advisory Panel, and building more direct, regular communication with practitioners through channels like social media and newsletters.



Aim 3:

Communications & Campaigns

Ensure pregnancy loss and its impact is more widely acknowledged and the feelings of people affected are recognised across society.

We'll do this by:



Strengthening our Communications Team by adding additional capacity, experience and skills, including in campaigning, media and digital marketing.



Reviewing and refreshing our brand identity and developing a bold communications strategy that highlights our unique expertise in pre 24-week loss.



Taking a more proactive approach to media engagement and building partnerships that can amplify our messaging and signpost to our support and information.



Expanding our online reach through platforms like TikTok, sharing stories and developing our use of engaging content formats.



Aim 4:

Policy & Advocacy

Advocate for changes to law, regulation and practice so that pregnancy loss is included in all relevant policies, from healthcare to employment.

We'll do this by:



Developing a compelling approach to public affairs, leading our own campaigns (such as our successful Leave for Every Loss campaign) and working with others to influence political and societal change.



Continuing to build strong partnerships with aligned organisations to expand our reach and strengthen advocacy for those affected by pre-24 week loss.



Introducing lived experience research, national surveys and reports to help us ensure our advocacy and awareness work is grounded in real insight.



Ensuring our voice is included in key policy debates and coalitions, and continuing to mobilise our community to push for change.

Aim 5:

Operational Excellence

Position ourselves as a strategy and data driven, operationally effective, collaborative and inclusive charity.

Tommy's
The pregnancy and baby charity

nct

Sands
Stillbirth & neonatal death charity

NASUWT
The Teachers' Union

**CO
OP**

 **Aching Arms**[®]

Deloitte.

**PREGNANT
THEN SCREWED**

Simba
Honouring baby loss

**Antenatal
Results &
Choices**

MIS2
Miscarriage Support

M&S

TUC
Changing the world
of work for good

The
Ectopic
Pregnancy
Trust



**THE WORST
girl
gang
EVER**

We'll do this by:



Using data more effectively to inform decisions and develop our supporter journeys to build engaged communities across support, advocacy and fundraising.



Developing an effective and sustainable income generation strategy to create a solid foundation for future growth.



Reviewing our systems and processes and further investing in tools, training and resources to support our small staff and volunteer team to thrive.



Strengthening our approach to impact measurement and increasing our understanding of our audiences to help us further enhance our reach and support.

We will continue to provide support, raise awareness and advocate for change.





Miscarriage UK

Because every
loss matters

A donation can make all the difference.

Help us achieve our aims and improve care and support for
those going through the heartbreak of pregnancy loss -
because every loss matters.

Miscarriage UK is the working name of The Miscarriage Association, a registered charity in England and Wales (1076829) and Scotland (SC039790), which is a company limited by guarantee registered in England and Wales (3779123). Registered office: 2 Otters Holt, Wakefield, WF4 3QE.