

**A charity campaign to  
support those affected by  
the death of a baby**



Russells Hall Hospital  
**Baby Bereavement Campaign**

# Baby Bereavement Campaign

Supporting those affected by the loss of a baby



Please help us to raise funds to offer support and  
make improvements to our baby bereavement rooms



Reg No: 1056979

Contact: Karen Phillips, Fundraising Manager on 01384 456111 ext 3349

Email: [karen.phillips5@nhs.net](mailto:karen.phillips5@nhs.net) | [www.dudleygroup.nhs.uk/our-charity](http://www.dudleygroup.nhs.uk/our-charity)



@DGNHSCharity



/DudleyGroupNHSCharity

**After the death of a much longed for baby; thinking about what to do next can feel completely overwhelming. Every parent reacts differently, and how each decides to say goodbye will vary. There is no right or wrong way - it is a very personal decision.**

**Hannah and Quinn Swancott have shared their experience.**



### **Luna's Story:**

Luna was born just three months after our wedding, three months early, on Friday 8<sup>th</sup> June. We've never felt so many emotions. Heartbroken, devastated, scared, broken, sick and anxious but excited to meet our little girl and give her a big cuddle.

We were booked into Russells Hall Hospital delivery room 20 knowing we would be delivering our little girl sleeping; leaving with empty arms. Knowing the heartbreak we were facing, we presumed we would be in a specialist room, away from other mothers-to-be, however this sadly wasn't the case. We could hear other babies being born. However, we knew in that moment, that we needed to try and cram a lifetime of memories into just a few hours.

Luna was so beautiful. She had the longest legs and feet (like mine!) and the tiniest little nose and ears, just like her father Quinn's.

The baby bereavement appeal is so important and we are determined to raise as much money as possible to improve the facilities to help other families going through the same heartbreak. This is a time of our lives which we will never forget; which is why it's so important for hospitals to get this right. It is important that parents can come away with as many happy memories together as a family, in a calm, safe and supportive environment.

# Help us to make a difference

Thank you for taking an interest in helping our charity which funded the much needed renovations to our Baby Bereavement Suite in the Maternity Unit at Russells Hall Hospital. Your support will help us to continue to make a positive difference to those who need valuable help during this stressful time.



During 2018 we ran an appeal to raise £50,000 to improve the facilities available to our families who are adjusting to the death of their baby. The appeal raised over £80,000.

The suite allows the family to stay together from labour until they are ready to go home.

**Your support with this appeal was invaluable.**

Help us to continue this valuable work but being able to offer further support to our families.

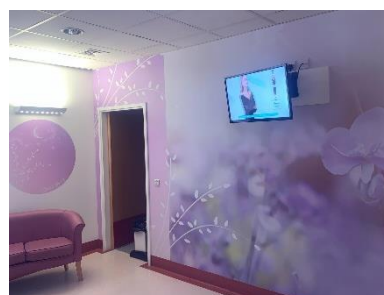
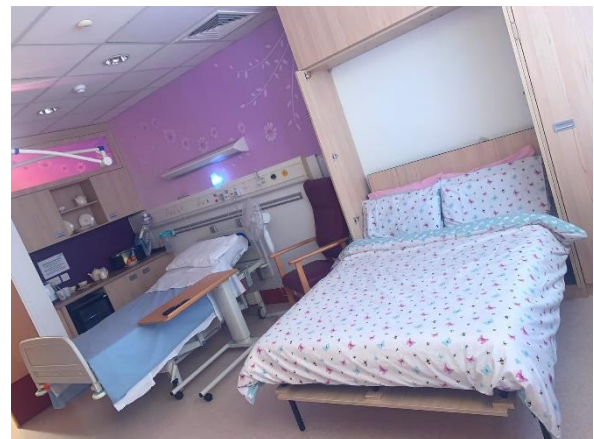
# Together we can make a difference

The dedicated baby bereavement suite is a calming, comfortable and private space with access to specialist equipment in a less clinical setting.

## Your donations enabled us to:

- Redesign and restructure the suite to include extra private spaces and soundproofing where possible.
- To tastefully redecorate with soft furnishing, mood lighting and a double bed. Also to offer facilities such as a water fountain.
- Provide provisions to create keepsakes which will enable the family to build some precious memories.

We worked alongside members of staff and bereaved families to ensure that the new suite offers the very best facilities in a comfortable and safe environment.



# How you can get involved

Whether you wish to make a one off donation, organise some fundraising or nominate the appeal as your charity of the year, please get in touch; we can offer our support.



## Charity Champions

To meet our appeal target we are inviting individuals, workplaces and organisations to act as Charity Champions. The aim is for each Champion to raise £1,000.

You can raise this amount by organising an event, getting sponsored for a challenge or over a number of events and activities throughout the year.

Contact us for further information and a Fundraising Guide.

## Charity of the Year

Would your company like to get behind our appeal? We would be delighted to meet with you to find out how we can work together.

## Company match funding

Some companies run a scheme where they match fundraising carried out by their staff. Ask if your employer offers this; you could double your donation!

## Sharing stories

We will be keeping our supporters informed of our progress. We would be happy to share your fundraising stories.

Show your support and be the first to hear news and updates:



@DGNHSCcharity



/DudleyGroupNHSCharity

# How to make your donation

To ensure that your donation goes to the Baby Bereavement Suite Appeal please ensure that you make a reference to the appeal when making your donation.

## Making a donation in person

You can visit the General Office anytime between 9.00am-12.00noon and 2.00pm-4.00pm Monday-Friday (located on the ground floor, near the main entrance of Russells Hall Hospital) and give your donation to the cashier, who will issue you with a receipt.

*Please include a reference to the Baby Bereavement Appeal – 0005 / 4601 / 0222*

## Donate through JustGiving

If you are a taxpayer you can make a donation via our appeal fundraising page.

Please select GiftAid and we can claim a further 25% from the taxman on your behalf.

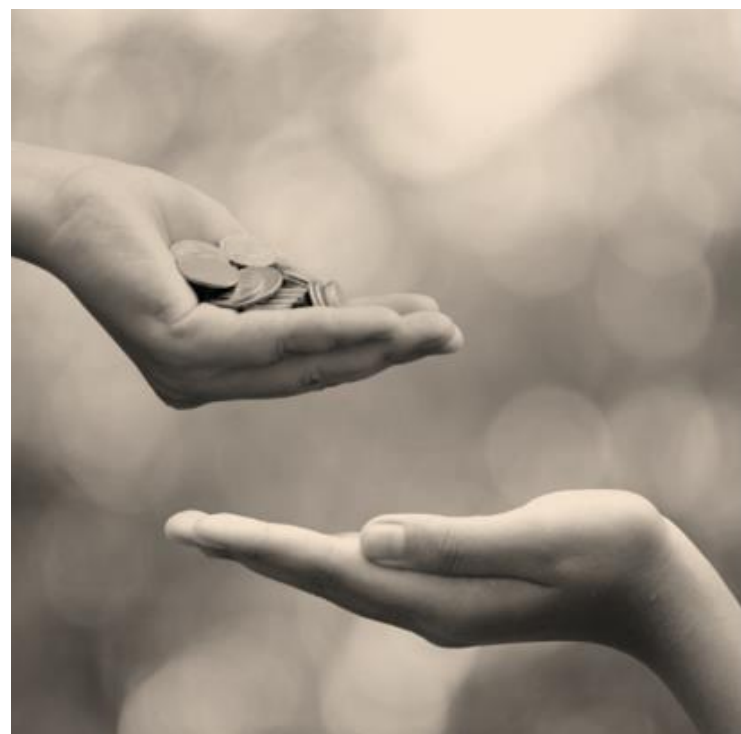
[www.justgiving.com/campaigns/charity/dghc/babybereavement](http://www.justgiving.com/campaigns/charity/dghc/babybereavement)

## Send a cheque

Payable to: Dudley Group NHS Charity/Bereavement Campaign; to the Fundraising Manager, General Office, The Dudley Group NHS Trust, Russells Hall Hospital, Dudley, DY1 2HQ

## Donation by debit or credit card or BACS

Contact the Cashier, General Office on 01384 456111 ext. 2872



Russells Hall Hospital

# Baby Bereavement Suite

Charity Campaign

There is no  
foot too  
small that it  
cannot leave  
an imprint  
on this world



Reg No: 1056979

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