



# Annual Report

## 2025



# Who we are

**At Simba, we are dedicated to honouring and remembering babies who have died at any stage of pregnancy or close after birth.** We support bereaved families at their critical time of loss primarily through the provision of our beautiful, 'made with love' Memory Boxes, gifted to hospitals, homes and communities across Scotland, training of healthcare professionals to use the Boxes and our Bereavement Rooms. On average, we provide around 3000 Memory Boxes across Scotland.

We are the only Scottish based charity that solely focuses on providing memory-making opportunities for anyone affected by baby loss and have been carrying this out since 2005.

We keep the voices of bereaved parents and families at the heart of everything we do.



## Mission

To support bereaved families to honour and remember their precious baby whenever the time is right, primarily through the provision of Memory Boxes.

## Vision

Every family in Scotland receives the support they need following the loss of a baby.

## Values

Support

Compassion

Empathy

Collaboration

Thoughtful



# Welcome from our Chair

**2025 marked a pivotal period of transition and consolidation for Simba. With our strategic focus refined exclusively on Scotland, we delivered the first full year of our ambitious three-year strategy, Honouring the 1 in 4. Our decision to deepen our roots within Scottish communities has resulted in more meaningful connections, robust partnerships, and a strengthened foundation for the future.**

Strong leadership and governance is critical to our strategy, and in May, we appointed four new Trustees, bringing diverse skill sets and lived experience, further strengthening our existing Board. We want to attract and retain the best people to work and volunteer with Simba, and I am delighted to have Trustees and staff who are engaged, involved and living our values.

One of the first actions of our strategy was to conduct a review of our memory making offerings, ensuring we continue to provide a high quality service that meets the needs of bereaved families and reflects a diverse Scottish community. Our comprehensive Memory Box review included online surveys and focus groups with recommendations to be implemented in 2026.

Our commitment to aligning our work to national bereavement standards and clearly demonstrating our contribution and impact has been recognised through Simba's increased role within the National Bereavement Care Pathway in Scotland network. Furthermore, being awarded the Bereavement Charter Mark Award from the Scottish Partnership for Palliative Care formally recognises Simba as a 'Good Practice' organisation.

A defining highlight of the year was the formation of the Scottish Baby Loss Collaborative. Co-founded by Simba, this alliance of seven prominent baby loss charities provides a unified, powerful voice for families across Scotland. Our advocacy work has been further bolstered by increased engagement with MSPs and MPs, as well as Voluntary Health Scotland and key academic institutions. We will continue to work in partnership with like-minded organisations to collectively raise awareness of the impact of baby loss and ensure bereaved families are at the heart of decisions.

Ensuring we are financially strong and sustainable, proactively future proofing our organisation has been a focus in 2025, with the decision to undertake a property review and investment readiness. In a challenging third-sector landscape, our approach has been to reduce expenditure without compromising our services and diversifying income streams. We will continue to build on our approach over the remainder of the strategy.

As we transition into the second year of our strategy, the Board remains focused on scaling our reach and diversifying our volunteering opportunities. We will continue to step up our advocacy work, ensuring that anyone affected by baby loss receives the support they need, when they need it. Our mission remains clear: to support bereaved families to honour and remember their precious babies whenever the time is right.

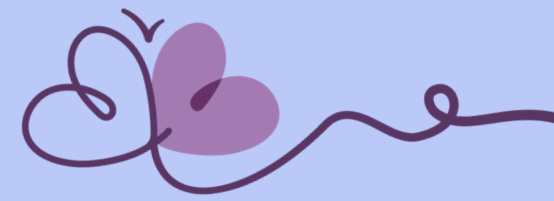
Finally, on behalf of the Board of Trustees, I would like to extend my sincere gratitude to our dedicated staff team and our selfless volunteers. Your unwavering commitment and hard work are the reason Simba continues to be a beacon of support for so many.

**With heartfelt thanks,  
Theresa Fyffe, Simba Chair**





# 2025 in Numbers



**2915**

Memory Boxes gifted

**203**

Healthcare Professionals trained

**8**

Bereavement Leads reached

**6**

Health Boards engaged

**20**

Connections with local and national organisations

**1354**

Volunteer hours provided

**1**

Bereavement Charter Mark achieved

**Co-founded** the Scottish Baby Loss Collaborative





# STRATEGIC OBJECTIVE:

*Consistent, high quality memory-making experiences exist for every bereaved family in Scotland to mark the loss of a baby*

**In 2025, we:**

- 🧡 Provided **2915** Memory Boxes to hospitals, homes and communities across Scotland:
  - **Small** (for a loss of less than 14 weeks gestation) **2616**
  - **Medium:** (for a loss between 14-24 weeks gestation) **169**
  - **Large:** (for a loss over 24 weeks gestation) **130**
- 🧡 Upskilled **203** healthcare professionals through bespoke, data informed education sessions
- 🧡 Engaged **8** Bereavement Leads across **6** Health Boards
- 🧡 Developed **20** meaningful connections with local and national charities & organisations
- 🧡 Undertook our first Memory Box review **since 2017**



***Consistent, high quality memory-making experiences exist for every bereaved family in Scotland to mark the loss of a baby***

“We at Alternatives Counselling have loved our partnership with Simba this year. We have learned from their skills and experience in memory-making and this is embedded in our practice through a shared learning workshop.

Our clients have benefitted from the Memory Boxes we were able to give them, made even more significant by our understanding of the memory-making process which has become part of what we offer to bereaved parents.”

**Rachel MacDonald, Service Lead,  
Alternatives Dundee**



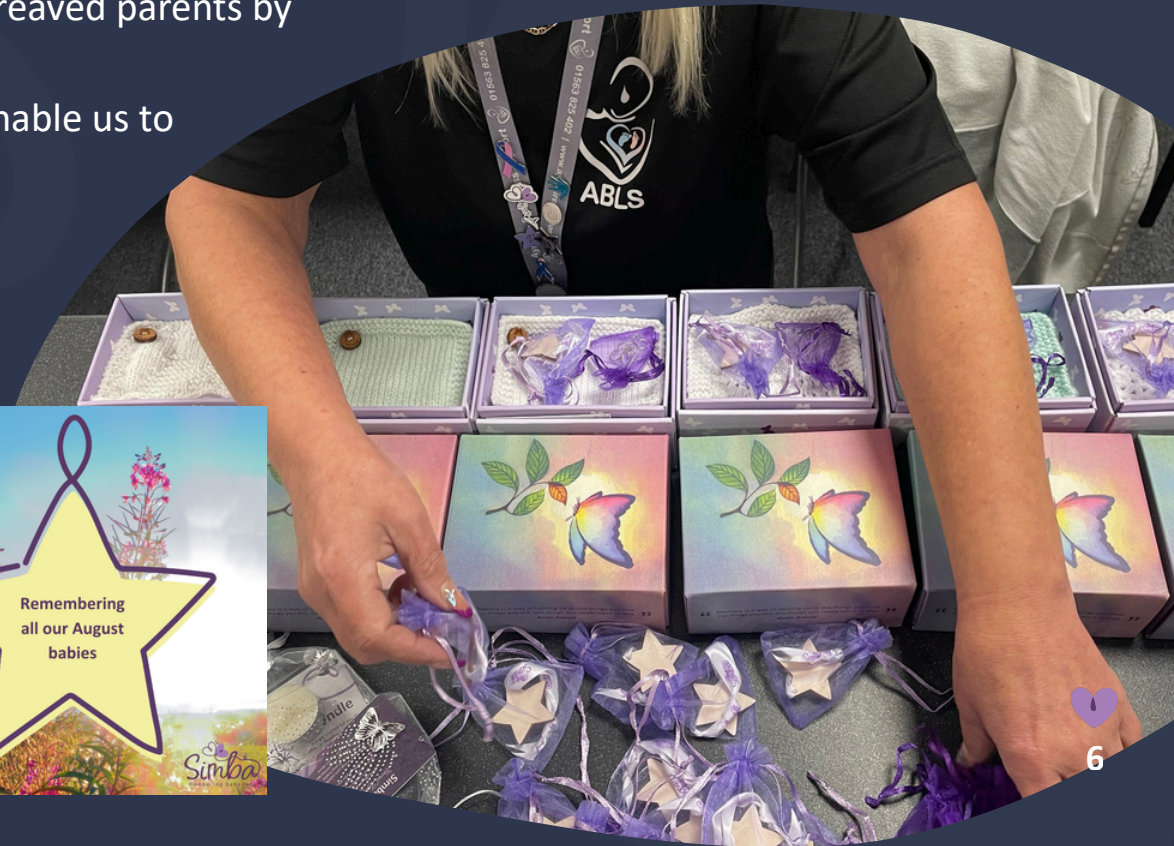


# STRATEGIC OBJECTIVE:

*Sustainable and accessible opportunities exist for Scottish communities to continue to honour and remember a baby who has died*

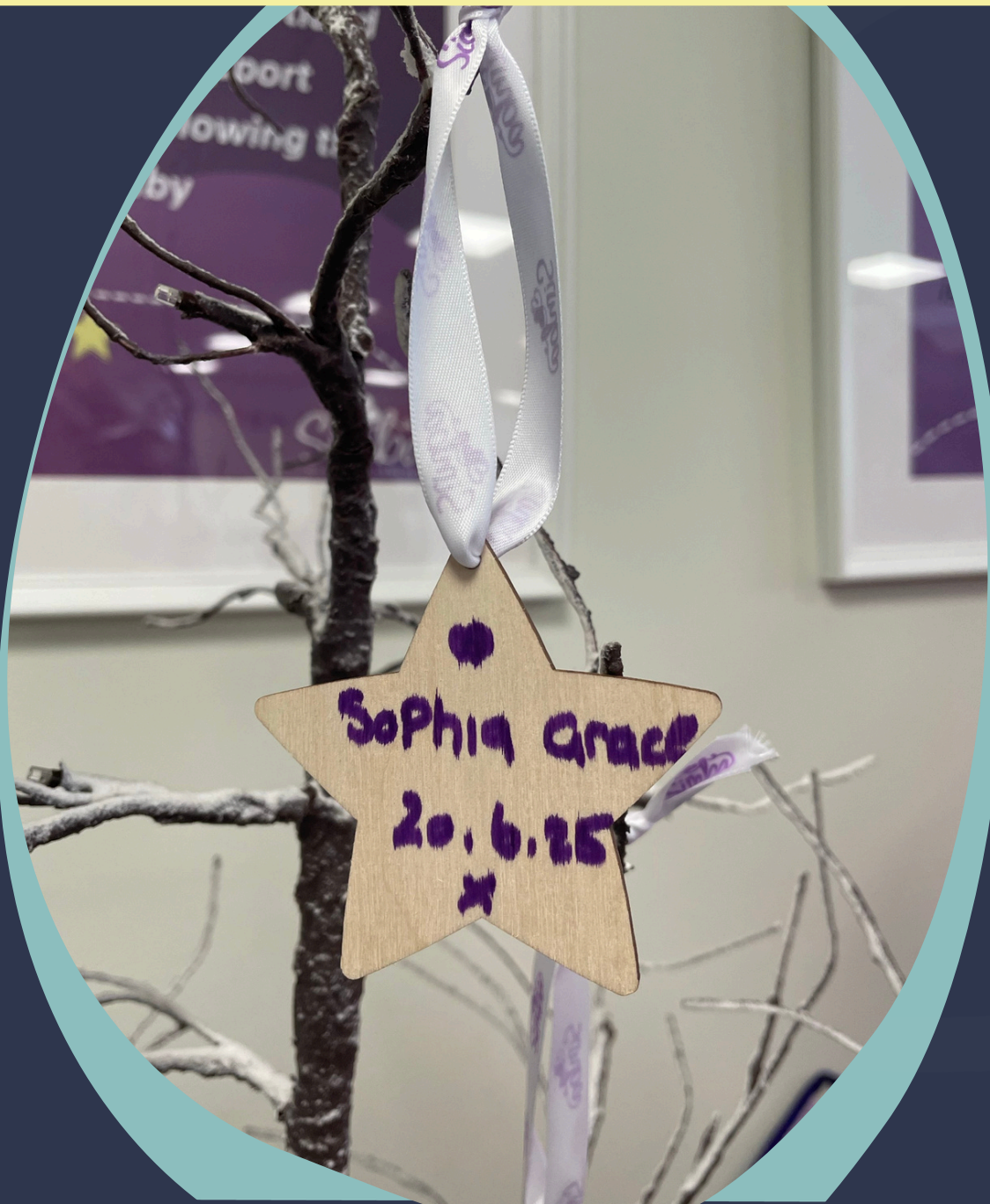
In 2025, we:

- Created monthly birthday/anniversary social media posts with an **average reach of 4.8k per post**
- Developed **2** community focused and locally led partnership agreements for our **Trees of Tranquillity**
- Streamlined our closed Facebook peer support groups, offering more clarity, focus and engagement
- Provided more accessible and seamless support for bereaved parents by enhancing the **Further Support** section of our website
- Researched remembrance events across Scotland to enable us to signpost effectively





*Sustainable and accessible opportunities exist for Scottish communities to continue to honour and remember a baby who has died*



“We are delighted to be taking over the custodianship and care of the Tree of Tranquillity in Oban and Inverness. For us at Anam Cara Fasgadh, this is an honour, our co-founders Susan and Andrew Simpson were privileged to be part of the installation of both Trees.

We are truly grateful to Simba for entrusting us with this responsibility and we look forward to continuing their legacy of love, compassion and remembrance.”

**Anam Cara Fasgadh**

# STRATEGIC OBJECTIVE:

*A trusted, supportive, and inclusive organisation, where people are at the heart of everything we do*

**In 2025, we:**

- 🧡 Provided volunteering opportunities for corporates, bereaved families and community crafters equating to **1354** volunteer hours
- 🧡 Achieved the **Bereavement Charter Mark Award** and were recognised as a 'Good Practice' case study by the Scottish Partnership for Palliative Care (SPPC)
- 🧡 Signed up to the **Miscarriage Association's Pregnancy Loss Pledge**
- 🧡 Launched our first ever **Simba Star Awards** to recognise our most loyal supporters
- 🧡 Launched our **staff engagement survey** and delivered a **holistic health and wellbeing programme** for staff

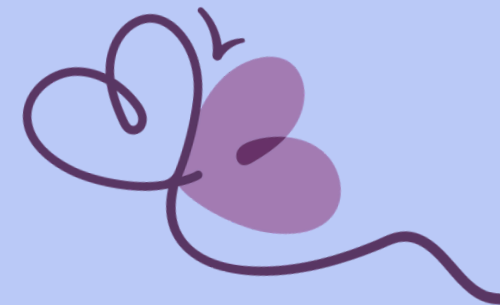




***A trusted, supportive, and inclusive organisation,  
where people are at the heart of everything we do***

“I had the pleasure of working with the Simba team as they worked towards achieving the Bereavement Charter Mark for Workplaces in 2025. They are a small, hardworking team with a huge impact and they brought this approach when it came to meeting the Charter Mark criteria. They have also been very generous with sharing their learning so that other workplaces might take similar steps to becoming more bereavement-friendly. I was delighted that after meeting all the criteria they were awarded the Charter Mark - it was very well deserved! I really enjoyed working with Simba charity and look forward to our paths crossing again in the future.”

**Caroline Gibb,  
Community Development Lead  
Scottish Partnership for Palliative Care**





# STRATEGIC OBJECTIVE:

*A recognised and respected organisation that advocates for and on behalf of bereaved families; raising awareness of baby loss and championing change*

**In 2025, we:**

- 🌸 Published quarterly **impact reports** on social media
- 🌸 Continued to be an essential partner in the Scottish Baby Loss Collaborative - a powerful, united voice calling for compassionate, consistent care for every family in Scotland
- 🌸 Supported the **Miscarriage Association's Leave for Every Loss** campaign
- 🌸 Increased our role in the **Scottish National Bereavement Care Pathway** network
- 🌸 Increased our profile, engagement and visibility across the voluntary sector





*A recognised and respected organisation that advocates for and on behalf of bereaved families; raising awareness of baby loss and championing change*



“There were a lot of tears the morning of my visit to Simba’s office, but so much love too. The families shattered by baby loss have my whole heart. I am awed by what Simba Charity’s staff and volunteers achieve while carrying such a heavy grief.”

Kirsty McNeill,  
Member of Parliament for Midlothian





# STRATEGIC OBJECTIVE:

An organisation that is financially secure, for now and the future

In 2025, we

- 🦋 Confirmed our commitment to donors by signing up to the **Good Fundraising Guarantee in Scotland**
- 🦋 **Strengthened our financial resilience** in a challenging voluntary sector landscape by proactively managing risk to protect our mission and sustain our impact
- 🦋 **Boosted visibility at fundraising events** throughout the year, leading to stronger supporter engagement and a more rewarding participant experience
- 🦋 **Conducted reviews of cost-saving opportunities** across property, operational contracts and suppliers, identifying efficiencies that reduced expenditure while maintaining quality
- 🦋 Developed a **long-term fundraising approach** and structure, strengthening sustainability and future growth





“We’re proud to play a small but meaningful role in the incredible work Simba does. These aren’t just deliveries; they’re moments of connection, memory and healing for families going through unimaginable heartbreak.”

**Ailsa Hamilton,  
Sales Manager at The Alternative  
Parcels Company**





# Looking ahead...

**2025 has been a year of purposeful delivery, reflection, and momentum for Simba. As we completed the first year of our three-year strategy, our focus has been firmly on translating ambition into meaningful action for bereaved families across Scotland.**

By concentrating our efforts nationally, we have strengthened how we listen, respond, and adapt to the needs of the families we support. This has not only improved the consistency and quality of our services, but also ensured that our work remains relevant, inclusive, and shaped by lived experience.

A key priority this year has been service development. Our Memory Box review has provided invaluable insight into what truly matters to families at the most difficult times in their lives. The voices of those we support are guiding the evolution of this offering, ensuring it remains compassionate, culturally sensitive, and impactful. Alongside this, we have continued to invest in our wider support services, reaching more families while maintaining the depth and quality of care that defines Simba.

Collaboration has been central to our progress. The establishment of the Scottish Baby Loss Collaborative marks a significant step forward in uniting the sector and strengthening our collective influence. Through this and our wider local and national partnerships, we are contributing to a more joined-up system of care, where bereaved families feel seen, heard, and supported at every stage of their journey.

We have also made important strides in demonstrating and measuring our impact. Strengthening our role within national frameworks and aligning with recognised standards ensures that Simba not only delivers meaningful support but can clearly evidence the difference we make. This is critical as we continue to advocate for improved bereavement care and equitable access to services.

Like many organisations, we are operating within a challenging financial environment. However, we have approached this with clarity and discipline, carefully balancing sustainability with service delivery. By diversifying income, strengthening our fundraising approach, and reviewing how we operate, we are building a more resilient organisation for the future.

As we move into the second year of our strategy, our focus will be on growth with purpose expanding our reach, enhancing volunteer engagement, and deepening our impact. We will continue to champion the needs of bereaved families, ensuring their experiences shape not only our services, but the wider systems and policies that affect them.

I would like to extend my heartfelt thanks to our staff, Board of Trustees, volunteers, partners, and supporters. Your dedication, compassion, and belief in our mission make everything we do possible. Together, we will continue to ensure that no family faces baby loss alone, and that every baby is honoured and remembered, now and always.

**Sarah Pryde-Smith**  
**CEO**



# **A huge thank you to everyone who has supported us in 2025**

**The Vardy Trust**

**TNL Awards for All**

**Cordis Charitable Trust**

**Charities Aid Foundation (Warburtons)**

**The Constance Paterson Charitable Foundation**

**The Basil Death Trust**

**The Ward Family CT**

**WO Street Foundation**

**Wm Sword Charitable Trust**

**Card Factory Foundation**

**ABBIE**

**The Pat Munro Foundation**

**The Stevenson Trust**

**Ayrshire Baby Loss Support**

**The Robert Murphy Charity Foundation**

**Bank of Scotland Foundation**

**Utility Warehouse**

**Vet Partners**

**XPS Group Pensions Consulting**

**BNI Braidlaw**



**Souter Charitable Trust**

**Edinburgh Airport Community Fund**

**Len Thomson Charitable Trust**

**Hospital Saturday Fund**

**Alexander Moncur Trust**

**McNab Family Fund**

**Buccleuch Charitable Fund**

**Thistledown Trust**

**The Mary Brown Memorial Trust**

**James Inglis Testamentary Trust**

**St James Place**

**Glasgow Fort**

**Police College Scotland**

**Glasgow Freight Club**

**Smurfit Kappa**

**Edinburgh Crematorium**

**Vecto**

**Certas Energy**

**Altera Infrastructure**

**Strathmore Foods**

**Diageo PLC**







Thank you to all our incredible  
fundraisers and supporters





Honouring baby loss

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



**OSCR**  
Scottish Charity Regulator  
[www.oscr.org.uk](http://www.oscr.org.uk)

**Registered  
Charity  
SC038243**

