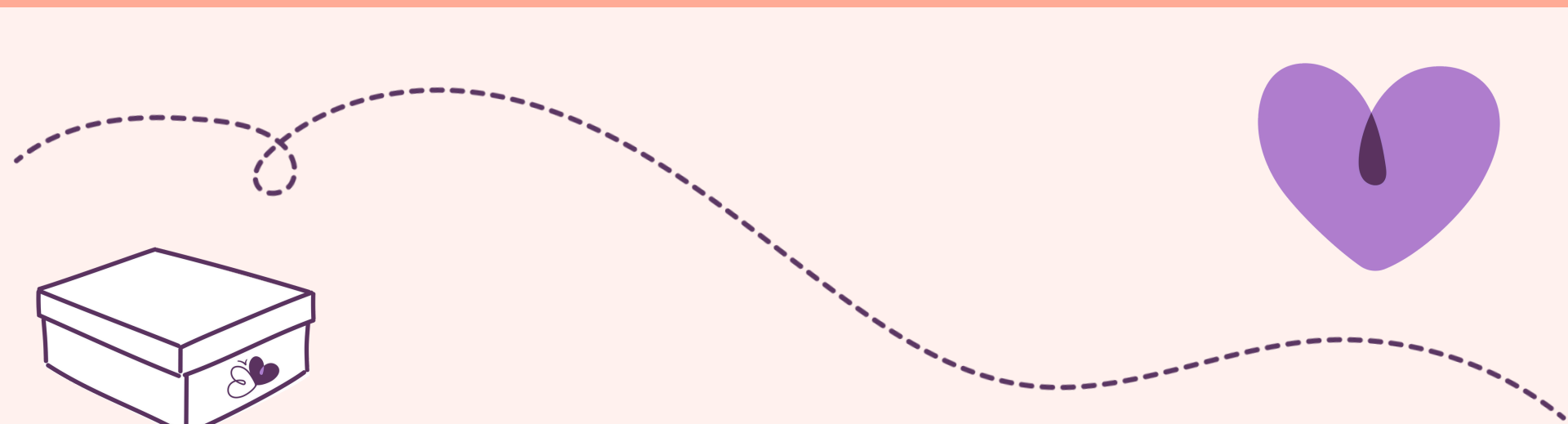




Simboa

Honouring baby loss

**Youth and
Philanthropy
Initiative Scotland**



yw The Wood Foundation

Hello,

Thank you so much for reaching out to us at Simba and looking to put our charity forward as part of the YPI Project. We have created this information pack which we hope will be helpful to you for your project. If you would like to organise a chat to ask our team more questions, please do let me know. I hope this provides further background about our charity and answers a few of your initial questions. Please remember, that as much as the YPI judges want to know about Simba, they are equally as keen to see how you present and talk about us – so try to involve everyone in your team and perhaps explore a different way to get your message across. In the past, teams that have represented us have used a quiz show style, used colourful infographics, or included quotes from family members who have experienced baby loss themselves. These are just some ideas to get you started when thinking about your own presentation. If you or anyone in your team has a personal connection to Simba and are happy to share their story and talk about the support that came from us, then that is also very powerful.

Wishing you lots of luck!

**The Fundraising Team
Simba**



Simba's Objectives

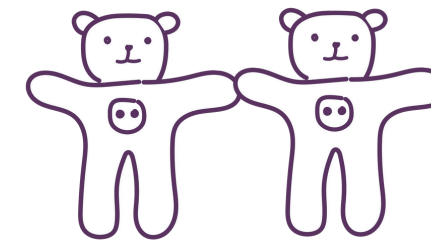
At Simba we support families who have lost their baby.

We help those grieving create precious moments to honour their memory.

Where there is darkness, we shine gentle light by making time, giving space and sharing love.

The approach we take is deeply personal, our team and volunteers coming together because every baby matters.

One of the most important things we offer is a Memory Box, each one unique, handmade with love.



How Simba Started

Simba (originally named 'SiMBA - Simpson's Memory Box Appeal') was founded in October 2005 (became a registered charity in May 2007) by a group of dedicated individuals, including Sara Fitzsimmons, MBE, MBA, who was the CEO until 2023. Back in 2005, Sara worked full time as a midwife in Simpsons, Edinburgh Royal Infirmary and saw first-hand the heartbreak families went through after losing their baby.

Parents were given a brown envelope, which included Polaroid photos, hand and footprints and a birth acknowledgement certificate. Sara felt this was not enough and wanted to introduce Memory Boxes to the unit so approached her manager who agreed. Sara got a group of friends together and they organised an event and fundraised enough money to purchase 100 Memory Boxes for Simpsons Maternity Hospital; this was the beginning of Simba. After introducing the Boxes to the unit, Sara was then approached by St Johns Hospital and Borders General Hospital to start supplying them. 19 years later, the charity now supplies hospitals across Scotland.



Simba's Services - Memory Boxes

We have 3 sizes of Memory Boxes, in brackets are the costs for us to create each Box:

Small – for a loss under 14 weeks (£16.39)

Medium – a loss between 14 and 24 weeks (£57.64)

Large – for a loss over 24 weeks including neonatal death (£64.99)



The items within the Boxes have been specifically chosen to be used by families at that gestational loss. Both the large and medium Memory Boxes contain a Clay Imprint Kit which has been supported by [the Haydon Kennan Foundation](#). The way that we approach families, and the way that we help them to make memories with their baby is incredibly important; even the smallest gesture can mean the world. Our job is to empower parents, to take away their fear if we can by encouraging them to hold and cuddle their newborn and create memories that can never be taken away.

Each time a parent looks into their Memory Box, we want it to be full of memories; time spent with their baby, time creating the clay imprint kits, inkless certificates, making hand and footprints together, taking photos together. A Memory Box is often described as a parent's most treasured possession.

Simba's Services - Bereavement Rooms

Simba refurbish Bereavement Rooms within Maternity Units to offer families the opportunity to spend precious time with and prepare to say goodbye to their baby in peaceful and private accommodation. We work with each hospital to select the perfect rooms to be refurbished for our projects. Our Rooms are ideally positioned away from the main wards but with maternity staff and medical facilities on hand. We want extended family members and friends to also be able to visit, so a Bereavement Room refurbishment may include a small sitting room area that is refurbished for their use as well as counselling or support rooms in early pregnancy support units.

Bereavement Rooms are the most special place; a place where we can't change the sadness of what has happened, but we can and have changed the feel and sanctuary of the space. Time spent in our Bereavement Rooms making the most precious of memories together as a family or with extended family and friends is time that can never be replaced. Facilities in our Rooms include tea/coffee making facilities, a sofa bed so that parents can stay in the room together, a mini fridge, Bluetooth speaker, parent packs full of toiletries; while the quiet room holds books of remembrance (with a cabinet specially designed for this purpose), a mini fridge and tea/coffee making facilities. The fund also donates hospital equipment including Cuddle Cots, beds, furniture, cameras and printers.

You can view a map featuring our Rooms here:

<https://simbacharity.org.uk/bereavement-rooms/>



**Our Eildon Bereavement Room,
Borders General Hospital**

Simba's Services - Trees of Tranquillity

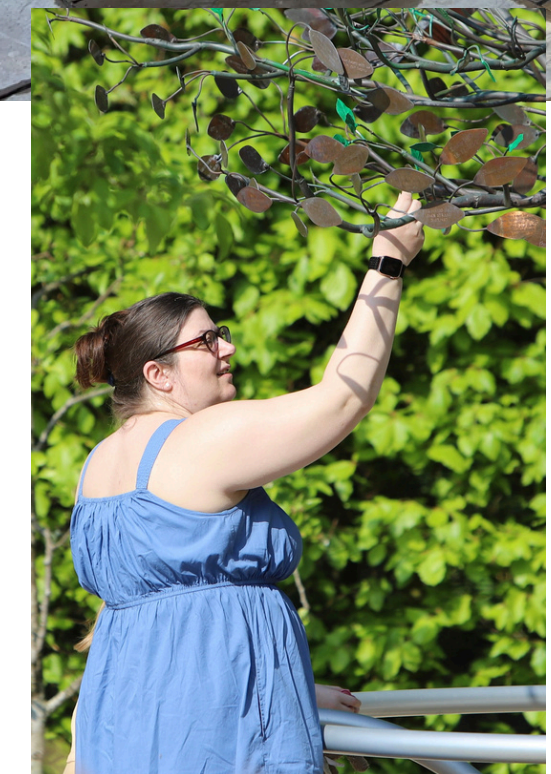
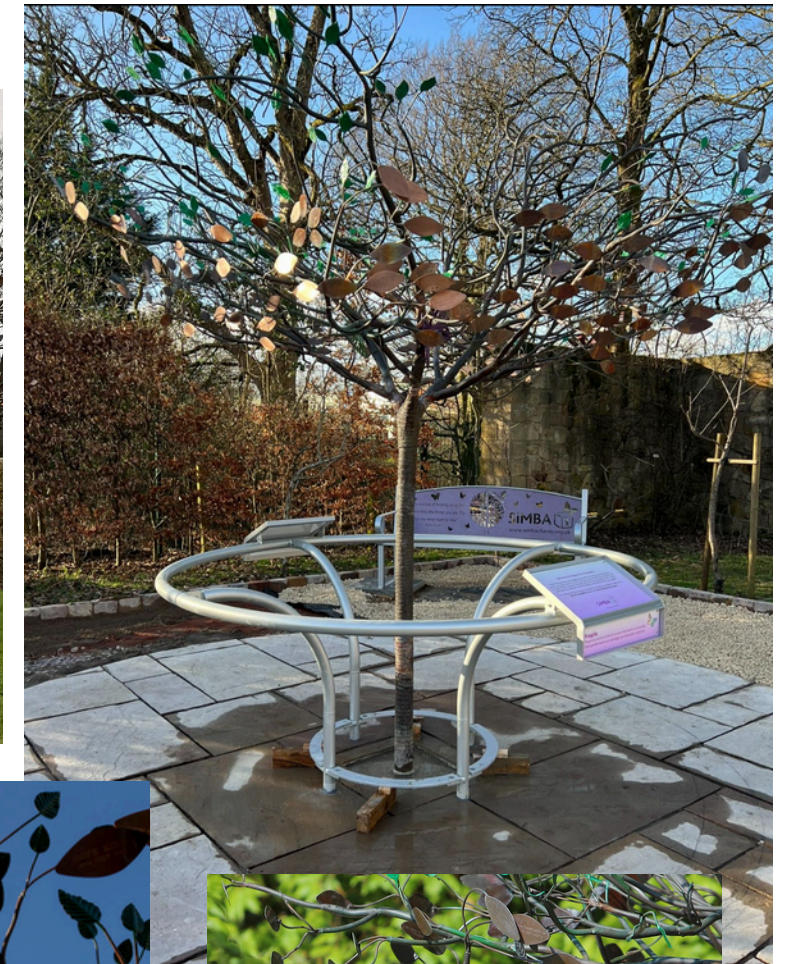
The Simba Trees of Tranquillity are stunning hand-crafted, life sized sculptures, made from re-cycled metals, which have been created in response to the needs of parents.

The Tree's design is unique to Simba, and is adorned with individual leaves, which each represent a baby and can be engraved with a personal message. Its aim is to offer bereaved parents the opportunity to honour their baby in a simple, quiet way.

We currently have 10 Trees; Edinburgh, Glasgow, Galashiels, Orkney, Inverness, Oban, Dundee, Inverclyde, Dumfries Inverclyde and Airedale.

You can view a map featuring our Trees here:

<https://simbacharity.org.uk/trees-of-tranquillity/>



If we win, where will the funds go?

Simba is all about honouring baby loss. We provide direct support to bereaved families at their critical time of loss through our Memory Boxes and our Bereavement Rooms. Simba is funded primarily by donors and fundraisers. If you win the £3,000 then we would allocate the funds to support our core services ensuring that we are able to provide support on every step of a bereaved families journey; from receiving a Memory Box, to staying in a Bereavement Room.

We are the only Scottish based charity that focuses on providing memory making opportunities for parents who have experienced miscarriage as well as stillbirth and have been carrying this out since 2005. Right now, the demand for our services has never been greater. We work tirelessly to donate hand finished, unique Memory Boxes to individuals at home and to maternity and gynaecology wards, neonatal units, and hospices so that families can, where possible, create memories of precious time spent together.

We would use this donation to continue carrying out our vital work in supporting families, and honouring babies in Scotland.



Quotes you may like to use in your presentation:

“We were given a Memory Box while in the hospital after our daughter, Anya, was stillborn. The box has meant so much to us as a family. Our son has 'teddy Anya' and the other teddy is with Anya, it's so lovely for him to have this connection to his baby sister.”

Sara, bereaved parent

“In what was the worst time of our lives, Simba arrived and gave us the most precious memories of our much loved boys that we will cherish forever. We got to spend as much time as we could with them in the beautiful family room. To this day Simba still and always will be a huge part of our hearts and play a huge part in our story.”

Lynsey, bereaved parent

“What I have because of our Simba Box are treasures to me now. It was not just the things, but the experiences the Box allowed us to have. Without the Simba Box, I'd never have been able to read my baby a story before I said goodbye. I will be eternally grateful. Thank you for doing something so invaluable and giving me everything I didn't even know I needed.”

Bereaved parent



FAQs

“When did Simba start?”

2005, but we became a registered charity in 2007

“How many people have you helped since you began in 2005?”

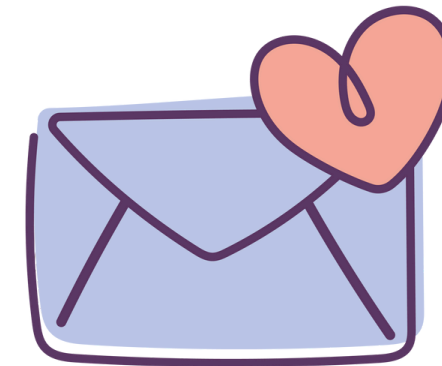
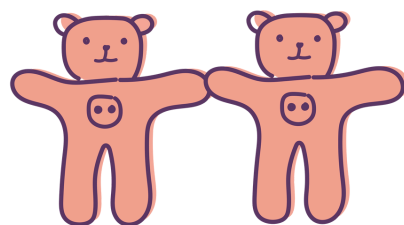
We have sent out almost 65,000 Memory Boxes as of summer 2024

“How would we use the £3,000?”

We would use the amazing funds to continue providing our services to bereaved families across Scotland

“How can we fundraise for you?”

If you would like to support us beyond YPI, you are welcome to create a fundraiser yourselves and/or contact our fundraising team who will be happy to help you!



From all the staff and volunteers at Simba,
thank you so much for choosing to talk
about our work.

If you have any further questions at all,
please email us at
fundraising@simbacharity.org.uk

We wish you the best of luck!



Simba

Honouring baby loss

www.simbacharity.org.uk

You can learn more about our work by visiting our website here:

www.simbacharity.org.uk

