



Simba
Honouring baby loss

Honouring the 1 in 4

OUR 3 YEAR STRATEGY 2025-2028



OUR VISION:

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

OUR MISSION:

To support bereaved families to honour and remember their precious baby whenever the time is right.

OUR VALUES:

At Simba we live our values in the way we support every family in their journey with us:

- ♥ We offer **compassion** when families first come into contact with us because every loss is heart-breaking
- ♥ Whether we have personal experience or not, we show **empathy** when we support families.
- ♥ We are at our best when we work in **collaboration**, supporting each other, celebrating diversity, and using collective skills and abilities to achieve a common goal.
- ♥ **Thoughtfulness** is behind everything we do. Every moment is considered, because it really matters.
- ♥ And we offer **support** now – and always – because every family's experience is different; simply, we are there whenever they need time, space, or love.



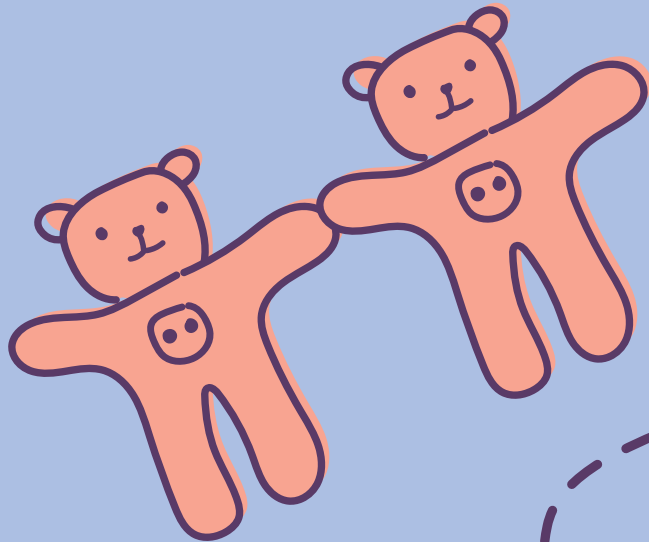
STRATEGIC OBJECTIVES:

- ♥ Consistent, high quality memory making experiences exist for every bereaved family in Scotland to mark the loss of a baby.
- ♥ Sustainable and accessible opportunities exist for Scottish communities to continue to honour and remember a baby who has died.
- ♥ A trusted, supportive, and inclusive organisation, where people are at the heart of everything we do.
- ♥ A recognised and respected organisation that advocates with and for bereaved families; raising awareness of baby loss and championing change.
- ♥ An organisation that is financially secure, for now and the future.

ENABLING OUR SUCCESS:

- ♥ A values led, purpose driven approach to everything we do.
- ♥ Strong leadership and governance at all levels.
- ♥ Meaningful and effective partnerships.
- ♥ Financial stability and strong financial management.





STRATEGIC OBJECTIVE:

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

OUTCOME:

More bereaved families experiencing memory making as part of their bereavement journey.

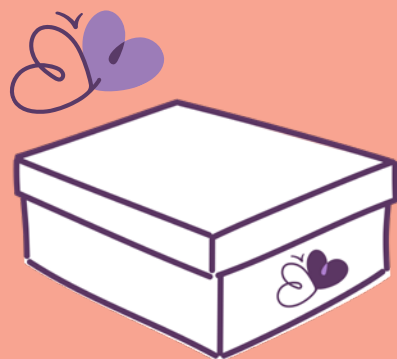
OBJECTIVES; BY 2028, WE WILL:

- ♥ Improve our understanding of early baby loss in a community (non-healthcare) setting and how we can expand our reach.
- ♥ Work with local and national partners to improve the memory making experience for bereaved families within a healthcare setting.
- ♥ Increase the percentage of bereaved families receiving a Simba Memory Box within a health care setting.
- ♥ Increase the percentage of bereaved families receiving a Simba Memory Box within the community.
- ♥ Increase the percentage of healthcare professionals accessing learning and development opportunities.

OUR APPROACH, WE WILL:

- ♥ Research early baby loss support and expectations around memory making, in a community setting.
- ♥ Align our work to national standards and clearly demonstrate our contribution and impact.
- ♥ Review 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.
- ♥ Work in partnership with healthcare professionals to ensure quality, inclusive and sensitive environments exist for bereaved families.
- ♥ Provide quality and accessible online and face to face learning and development opportunities for healthcare professionals to increase confidence in discussing options and supporting families to make memories.





STRATEGIC OBJECTIVE:

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

OUTCOME:

More families and communities can honour and remember their babies through a variety of ways.

OBJECTIVES; BY 2028, WE WILL:

- ♥ Develop innovative, flexible, and creative ways to honour and remember babies who have died.
- ♥ Work in partnership with local providers to develop a network of support for bereaved families.
- ♥ Complement existing opportunities to mark baby loss and identify where Simba can work collaboratively to address gaps.
- ♥ Share guidance and examples of memory making across Scotland, supporting bereaved families to honour and remember their babies, whenever the time is right.
- ♥ Increase awareness of options and choices in relation to continued memory making at a local and national level.

OUR APPROACH, WE WILL:

- ♥ Review our existing offerings to ensure these are sustainable and continue to meet the needs of bereaved families.
- ♥ Create meaningful partnerships with local organisations to ensure Simba can signpost support to bereaved families effectively.
- ♥ Work in partnership with local and national organisations, conduct an analysis of memory making options across Scotland.
- ♥ Ensure imagery is representative of a diverse Scotland, delivering innovation in marketing and communication.
- ♥ Ensure memory making is a key part of national campaigns, such as Baby Loss Awareness Week.





STRATEGIC OBJECTIVE:

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

OUTCOME:

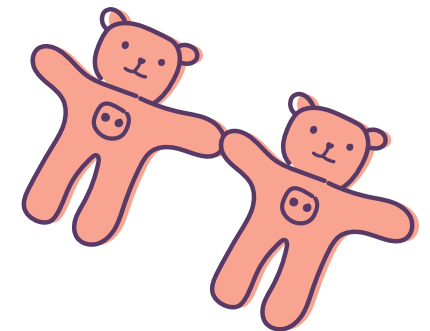
Our people are engaged, involved, connected and we are living our values.

OBJECTIVES; BY 2028, WE WILL:

- ♥ Continue to attract and retain the best people to work with Simba through policy and practice.
- ♥ Develop and implement a Volunteer Development Strategy and underpinning action plan.
- ♥ Continue to recognise our people, our team, and our community.
- ♥ Develop a network of champions and ambassadors, increasing our reach and promoting our brand.
- ♥ Develop a sustainability plan to help reduce the environmental impact of our services.

OUR APPROACH, WE WILL:

- ♥ Provide an environment where everyone feels welcome, valued, and can contribute effectively.
- ♥ Deliver volunteering opportunities that balance the needs of volunteers with delivering Simba's vision.
- ♥ Ensure Simba continues to be represented at local and national recognition awards.
- ♥ Ensure our culture and values are central to everything we do.
- ♥ Take a sustainability conscious approach to decision making and delivery of services.





STRATEGIC OBJECTIVE:

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

OUTCOME:

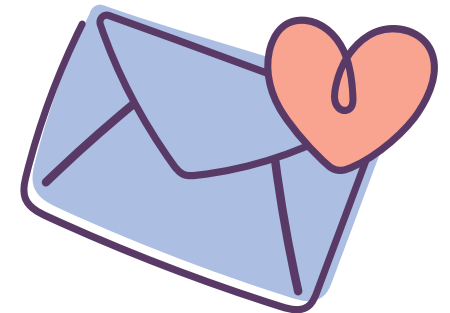
We are clear on our impact and where we make a difference.

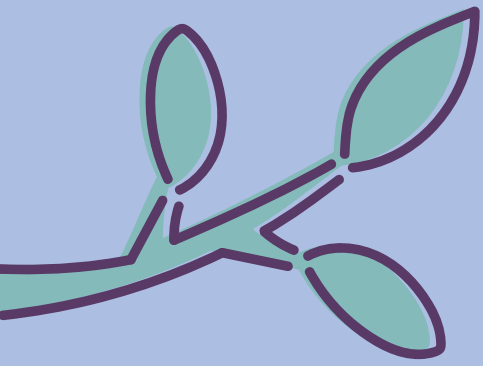
OBJECTIVES; BY 2028, WE WILL:

- ♥ Strive to be the 'go-to' baby loss charity for memory making in Scotland.
- ♥ Develop strong, meaningful partnerships across Scotland, at a strategic and operational level.
- ♥ 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.
- ♥ Clearly communicate our impact in relation to baby loss.
- ♥ Establish and develop a bereaved family advisory group.

OUR APPROACH, WE WILL:

- ♥ Align our work to national and local priorities and policies, and respectfully challenge where necessary.
- ♥ Use data, research, and feedback to inform policy and practice.
- ♥ Provide quality, consistent, and clear information on our services, in a community and healthcare setting.
- ♥ Foster a safe and welcoming environment at our Simba offices, where bereaved families are supported.
- ♥ Amplify the voices of bereaved families to help decision-makers better understand the impact of baby loss on communities across Scotland.





STRATEGIC OBJECTIVE:

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

OUTCOME:

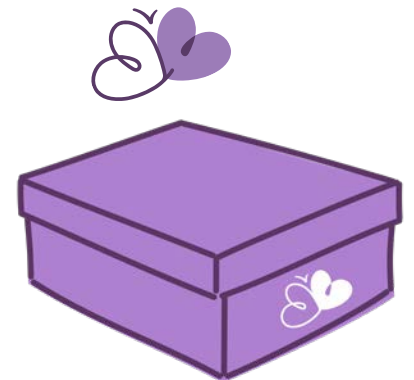
We are financially strong and sustainable, proactively future proofing our organisation.

OBJECTIVES; BY 2028, WE WILL:

- ♥ Develop and implement a financial strategy, including investment and facilities.
- ♥ Grow and establish sustainable income streams across community fundraising, trusts and corporate partnerships, philanthropy, and individual giving, legacy, and online shop.
- ♥ Inspire, engage, and motivate our community to offer support through time, money, and voice.
- ♥ Ensure our infrastructure, systems and processes continue to meet our needs, allowing us to grow and evolve.
- ♥ Demonstrate our commitment to the Code of Fundraising Practice.

OUR APPROACH, WE WILL:

- ♥ Be systematic, informed, and aligned in our approach to finance.
- ♥ Invest in fundraising resources to empower our team to identify, approach and secure diverse funding sources.
- ♥ Deliver quality experiences for Simba supporters, to encourage a lifetime of support and connection.
- ♥ Be innovative and creative in our thinking, looking for the most effective and efficient way of working.
- ♥ Develop a culture of honesty, openness and respect between fundraisers, supporters, and Simba.





simbacharity.org.uk

