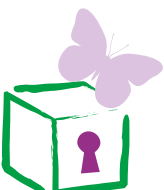
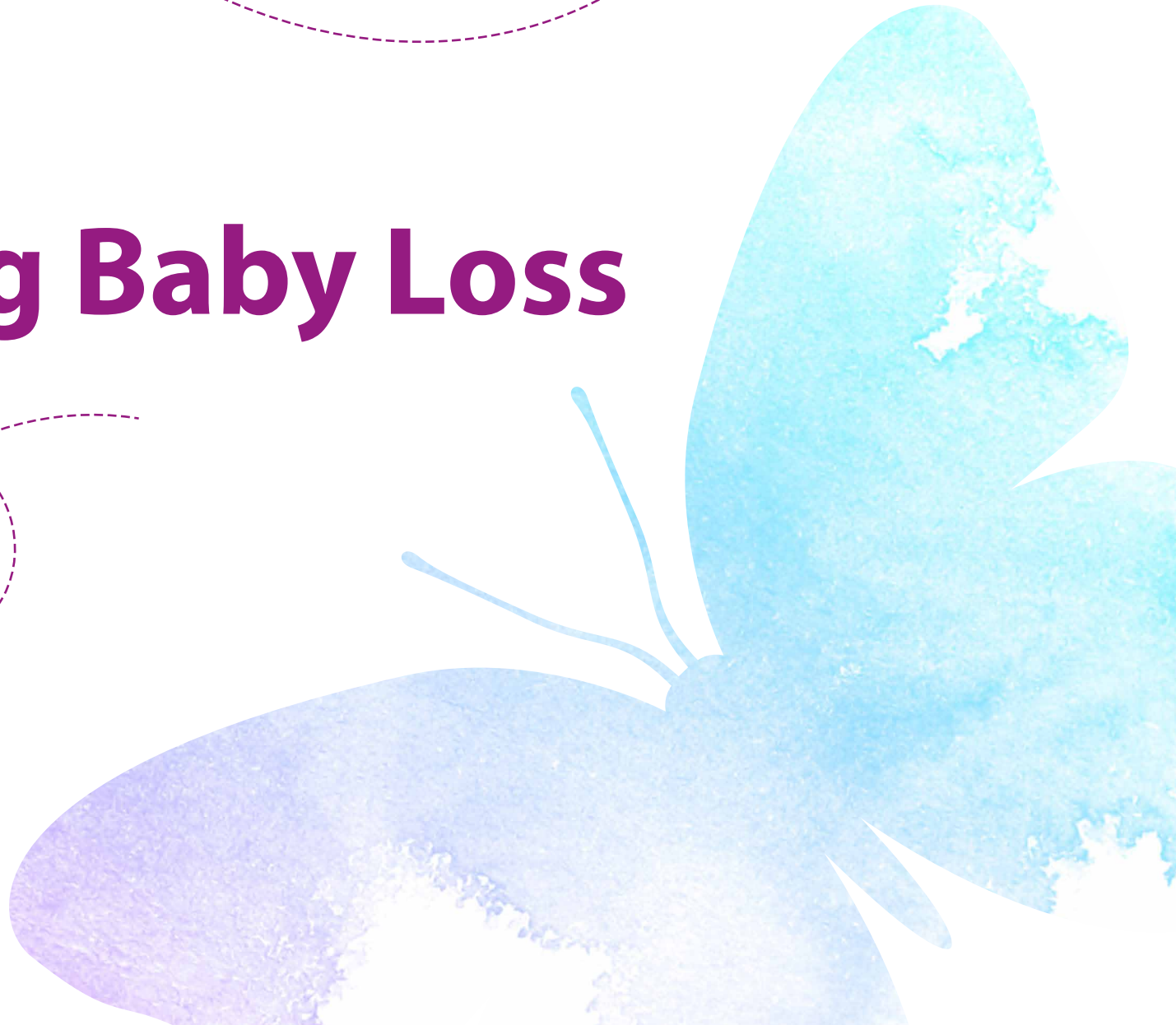




# Honouring Baby Loss



**SIMBA**  
Simpson's Memory Box Appeal<sup>©</sup>





Skilled and compassionate healthcare professionals are trained to provide confident bereavement support to parents and families whose baby has died

Bereaved parents and families are gifted a Memory Box, where possible and are supported to make memories at the earliest opportunity

Supportive and understanding employers are able to offer empathy and support employees who have experienced baby loss

**Vision**  
Through memory making, raising awareness and education we improve the lives of bereaved parents and families affected by baby loss



Opportunities for parents, families and friends to continue to acknowledge and create memories, honouring a baby who has died

An understanding and empathetic society that is empowered to support the journey of those who have experienced baby loss



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