Morgan's Wings

Supporting Parents Through Miscarriage

MORGAN'S Wings
Charity No: 1202610

Trustees' Annual Report
& Statement of Financial Activity
for the period 1 January 2025 to 31 December 2025

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1. Introduction

1.1 Objectives and Activities

For the public benefit, to relieve the needs of those suffering bereavement or loss as a result of a miscarriage, by means of, but not exclusively: i. the provision of memory boxes and emergency hygiene packs; ii. the provision of peer support via phone, email and online community; iii. raising public awareness of miscarriage."

This report outlines the activities, achievements, and financial performance of Morgan's Wings during the financial year January 2025 – 31st December 2025. Our mission is to help parents cope with the initial and long term aftermath of a miscarriage.

Morgan's Wings exists to provide support, services, and outreach for parents (and families) affected by miscarriage. In setting out our objectives and planning our activities, our trustees have given careful consideration to the Charity Commission's public benefit guidance.

2. Objectives for the year:-

- To provide support to families dealing with miscarriage.
- Increase awareness of miscarriage through campaigns, partnerships, and community activities.

During the year, Morgan's Wings carried out several key activities to achieve these objectives:

We provided 256 memory boxes to individuals

We provided 73 "Certificates of Life"

We delivered 48 care packages to hospitals

We supported 36 families via e-mail and text messages

We organised a memorial tree for Baby Loss Awareness week which had 91 names added to it.

We organised the lighting of Roath Park Lighthouse, The Office for National Statistics Newport, Coles Funeral Directors, Birchgrove and Coles Funeral Directors, Llandaff to be lit up Blue and Pink to raise awareness of Baby Loss Awareness Week.

We were interviewed on ITV news to call on the Welsh Government to introduce Baby Loss Certificates here in Wales. We were also interviewed on BBC Radio Wales about Baby Loss.

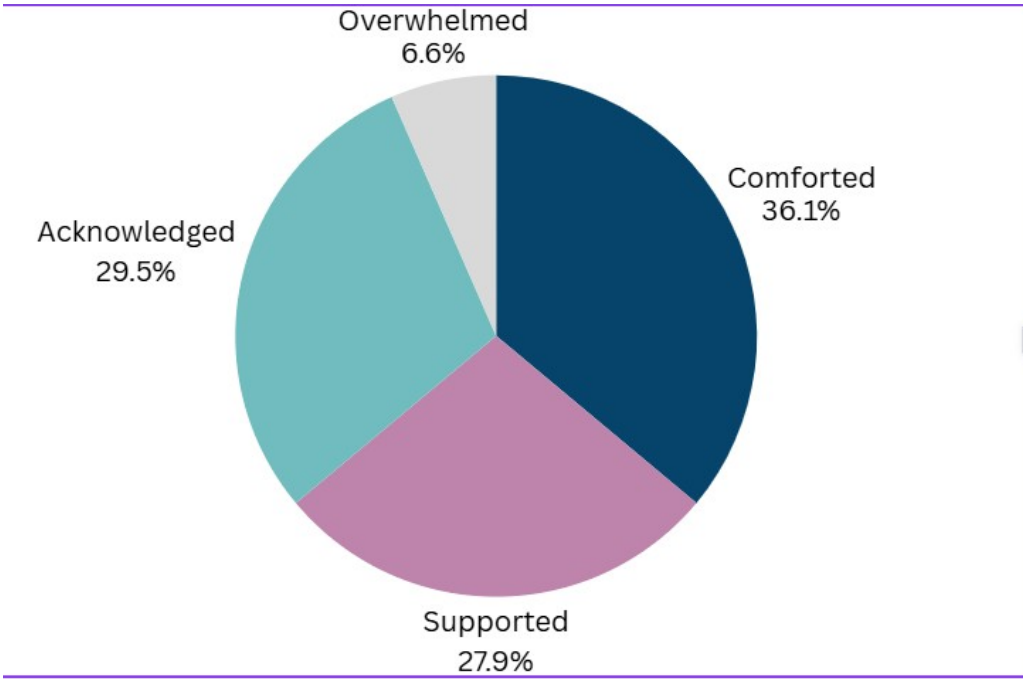
We collaborated with Cardiff and Newport Sands to host a lights of love service where people could come along and commemorate their baby.



3. Achievements and Performance

Our services directly impacted 504 individuals and families.

The feedback we received from families highlights the meaningful difference Morgan's Wings is making to those experiencing miscarriage and pregnancy loss. The majority of respondents told us that receiving support from us helped them feel comforted, acknowledged and supported at a time when they needed it most.



When asked how meaningful they found their memory box, 87.5% of respondents rated it 10 out of 10, with a further 8.33% rating it 9 out of 10 and 4.17% rating it 7 out of 10. These responses demonstrate the value of providing families with something tangible to acknowledge their baby and offer comfort during an incredibly difficult time. The impact on the grieving process was equally encouraging, with 75% of respondents rating the positive impact of their memory box as 10 out of 10. Most importantly, 100% of respondents said they would recommend our memory boxes to others experiencing miscarriage, and 100% said they felt Morgan's Wings was there to support them. We are incredibly grateful to every family who took the time to share their experiences with us. Their feedback reinforces why our work matters and motivates us to continue developing our support, ensuring that more families feel acknowledged, cared for and less alone following pregnancy loss.

Feedback in this period included:

"The box brought me so much comfort for my angel baby and made me realise that I am not alone and I always have my babies memory alive within this beautiful box. I am forever grateful"

" Thank you SO much for this box. It means more to me than anything else in the world."

The Roles & Contributions of Volunteers

Morgan's Wings are lucky enough to have an incredible army of volunteers. During the period of January 1st – December 31st 2025, 14 people volunteered their time to help do bucket collections, making up memory boxes and helping at events, donating approximately 72 hours between them. With another 38 volunteers who knitted and crocheted items donating a further estimated 630 hours.

4. Financial Review

Morgan's Wings received funding from various sources, including donations and fundraising events. Our total income for the year was £7,349.79 which represents an increase compared to the previous year.

The total expenditure for the year was £5,258.36. This is broken down into support costs, charitable activities, fundraising costs and governance costs.

61.3% of our expenditure is charitable activities which include but is not limited to the memory boxes, memory box items, the products for the hygiene care packages and postage.

The charity holds £5,500 in reserves, which is sufficient to cover just over 12 months of operational costs at its current level. This target will provide sufficient funds to:

- Cover operational costs for a minimum of 12 months in case of unexpected income fluctuations.

- Support strategic initiatives and project development.

- Respond to emergencies or unforeseen circumstances."

Morgan's Wings has no debt outstanding.

5. Structure, Governance, and Management

Morgan's Wings is a CIO and is governed by our constitution which clearly sets out how we operate.

Trustees are recruited by nomination and remain in post for a period of 1 year. There must be at least six charity trustees. In accordance with the Constitution, Trustees are appointed or re-appointed for a term of 1 year by a resolution passed at a properly convened meeting of the charity trustees.

In appointing Trustees due consideration is given to ensuring that the Trustees have, between them, the skills and experience necessary to manage the charity effectively and in accordance with charity law.

Trustees for the year included:

Judith Davies - Secretary
Geoffrey Davies - Chair
Niall Quinn
Emma O'Sullivan
Gareth Brown
Louise Howells
Cerys Watkins – Treasurer

During the year 2025, we held trustee meetings to ensure we updated and upheld our governance processes.

6. Last year our priorities for this year included:

- Increasing awareness of Morgan's Wings and miscarriage by collaborating with the media and organising bucket collections. Geoff was on ITV news in April talking about Baby Loss Certificates. We held 3 bucket collections.

- Increasing fundraising by holding more fundraisers and to engage others to run fundraising events. We held our usual fundraising events and were lucky enough to have others fundraising on our behalf.
- Increasing volunteer engagement with practical face to face volunteer mornings. We held 10 volunteer mornings which were attended by both one off volunteers and regular volunteers.

7. Future Plans
Priorities for the Upcoming Year

- Opening our own premises

One of our key priorities for the coming year is to establish our own premises, separate from the proposed charity shop element of our longer-term plans. Having a dedicated space will provide Morgan's Wings with a central base from which to coordinate and develop our services. It will allow us to store and prepare memory boxes, organise resources, welcome volunteers and provide opportunities for families to connect with others who understand the impact of pregnancy and baby loss.

Having our own premises will also strengthen our identity within the community, provide greater consistency in our operations and create a foundation for future growth. As demand for our support continues to develop, a dedicated space will help us work more efficiently, increase our capacity and ensure that we can continue to provide compassionate, practical support to families experiencing loss.

- Increasing our participation in networking events

We aim to increase our participation in local networking events to raise the profile of Morgan's Wings, strengthen existing relationships and establish new partnerships. Building awareness of our work is essential to ensuring that families know where to turn for support, particularly at a time when they may feel isolated or unsure of what help is available.

Networking will also allow us to connect with healthcare professionals, bereavement services, funeral directors, businesses, community organisations and potential funders. These relationships can help us reach more families, improve signposting to our services, identify opportunities for collaboration and develop sustainable sources of support and funding. By increasing our visibility, we hope to ensure that miscarriage and pregnancy loss receive greater recognition and that more families are aware of the support available through Morgan's Wings.

- Developing a Chief Executive Officer (CEO) position

As Morgan's Wings continues to grow, developing a CEO position is an important step towards strengthening the charity's operational leadership and long-term sustainability. To date, all of the charity's work has been delivered through the commitment of trustees and volunteers. While this approach has enabled us to establish our services and support families, continued growth brings additional responsibilities and requires greater capacity for day-to-day management and development.

The CEO will provide clear operational leadership, supporting the trustees by overseeing the daily running of the charity, coordinating volunteers and partnerships, developing services and outreach, and helping to ensure that our activities remain focused on our charitable objectives.

Establishing this role will help create greater continuity, improve coordination and enable the charity to plan more strategically. It will also allow trustees to focus more effectively on governance, accountability, oversight and the charity's long-term direction, while ensuring that operational responsibilities are managed consistently. Ultimately, this investment in leadership is intended to strengthen our ability to reach more bereaved families, develop our services responsibly and build a sustainable organisation for the future.

Our Long-Term Vision: The Next Ten Years

Over the next ten years, our ambition is to establish Morgan's Wings as a recognised centre of support for families affected by miscarriage and pregnancy loss, with our own dedicated premises serving as the heart of the charity's work.

Our long-term vision is to own or secure a permanent base that brings together the different elements of our work. This would include dedicated space for storing and assembling memory boxes, office facilities for the coordination and development of the charity, and a charity shop to generate income to support our services.

Having a permanent hub would provide greater stability, improve the efficiency of our operations and create opportunities for volunteers and supporters to become more involved. It would also give Morgan's Wings a visible and established presence in the community, helping to build awareness, strengthen partnerships and support the continued development of our services.

We aspire to provide a defined number of funded counselling hours for individuals affected by miscarriage and pregnancy loss. We recognise that grief can have a lasting emotional impact and that some individuals may benefit from professional support to help them navigate their bereavement.

By developing partnerships with qualified counsellors and exploring sustainable funding opportunities, we aim to improve access to appropriate support for those who may otherwise struggle to obtain it. This would complement our existing practical and peer support, helping us respond to the differing needs of bereaved parents and families.

To develop educational resources and awareness sessions for pupils in Years 10 and 11. The aim is to provide age-appropriate information about pregnancy loss, bereavement, grief and how to support someone who has experienced a loss.

To develop our work with businesses and employers to provide information, awareness and practical guidance around pregnancy loss and bereavement in the workplace.

We aim to increase our involvement with local hospitals and develop a wider network of healthcare and bereavement professionals. Stronger relationships with maternity services, early pregnancy units and other relevant healthcare teams would help ensure that families are made aware of Morgan's Wings at an appropriate point in their experience of loss.

We hope to build collaborative relationships that improve signposting, increase awareness of the emotional impact of miscarriage and help identify where additional support is needed. By working alongside professionals, we can contribute to a more compassionate and informed approach to pregnancy loss, ensuring that families are treated with dignity, their experiences are acknowledged and they are not left feeling alone.

Our Overall Ambition

All of these priorities support our central aim: to ensure that no one goes through miscarriage alone. By investing in our premises, leadership, partnerships and future support services, we want to build a sustainable charity that can respond to the needs of more families, provide meaningful support at a difficult time and contribute to lasting improvements in the recognition and understanding of miscarriage and pregnancy loss.

4. Reference and Administration Details

4.1 Charity Name & Registration

Name of the Charity: Morgan's Wings

Any other names by which the charity is known: Morgan's Wings, Miscarriage Support

Charity No: 1202610

Registered with HM Revenue & Customs No

4.2 Charity's Principal Address

Office 09, 65 Penarth Road, Cardiff, CF105DL

e-mail: info@morgans-wings.co.uk

website: www.morgans-wings.co.uk

5. Exemptions from Disclosure

There are no exemptions from disclosure.

6. Funds held as custodian trustee on behalf of others

There are no funds held as custodian trustee on behalf of others.

Approved by the Trustees and signed on their behalf. 18th October 2026

Geoff Davies (Chair)