

A person with long blonde hair, wearing a pink t-shirt and dark shorts, stands with their back to the camera on a stone monument. Their arms are outstretched horizontally. The t-shirt has 'Team Petals' and 'www.petalscharity.org' printed on it. The monument is made of stacked stones and features a circular plaque with 'THE NATIONAL TRUST' and a leaf logo, and a rectangular plaque below it with 'SKIRRID FAVER'. The background shows a vast, hilly landscape under a clear blue sky.

Team Petals 15 for 15 Challenge

Welcome to Team Petals

To celebrate 15 years of Petals, we are running, rolling or walking 15 miles a week in August. Thank you so much for signing up to join our very special anniversary challenge.

Fifteen years of giving parents hope after baby loss. Of creating space to talk openly and be heard. Of making sense of the unimaginable. Of finding the strength to try again, and the courage to move forward.

Petals began with the belief that parents shouldn't go through the trauma of baby loss alone. Our founder, who was a bereavement counsellor in a maternity hospital, recognised that specialist psychological support should be available for all parents in the days and weeks after their loss. One friend agreed and donated our first £200. From this small seed something very special grew.

That was fifteen years ago. Since then, with 34 hospital partnerships now in operation, more than 12,500 parents have been supported through one of the hardest experiences imaginable by our specialist counselling.

But the need is greater than ever.

- Every four minutes a baby will be miscarried, stillborn or die shortly after birth.
- That means 590 parents a day are impacted by baby loss.
- Today, 1 in 2 referrals to Petals Counselling are turned away because of insufficient funding.

These are devastating statistics. We have the expertise, experience and the ability to support parents through the most difficult time in their life, but not the means. Demand for our counselling has never been higher. By joining our 15 for 15 challenge, you will help us reach more bereaved parents and provide them with the specialist trauma support that we know is needed, and as one client described it 'a gateway back to life'.

Bunting

Our anniversary bunting will be printed and hung between the trees right outside our office as a mark of the support we have now and in the future.

When you signed up to join our 15 for 15 challenge, you will have been given the opportunity to add a message to our bunting. Email events@petalscharity if you would like to add to this message or send an additional message.



15 for 15 Challenge

Our August challenge is to either **run, roll or walk** 15 miles each week. Track your progress each day using our 15 for 15 calendar.

The great thing about this challenge is that you can take part wherever you are - whether you're on holiday, at home, or out with family, friends or your pets. Every mile makes a difference. We'd love to see photos of you clocking up the miles and moving for Petals throughout August.

There are just a few steps to complete:



Set up your Just Giving page



Once you've raised over £50, we will send you a Petals t-shirt



Join our 15 for 15 Challenge WhatsApp community (we will send you the link)

By joining our WhatsApp community, you agree to the terms and conditions shown in the announcement group and understand that if you stay in the announcement group only, your number is private. If you join any other group within the community, your number can be seen by others within the group. Petals staff run the community and will approve entry to each new member.



Share your photos on social media and tag us @petalscharity

Fundraising

Your fundraising will make a real difference. Every pound you raise will help us to be there for bereaved parents when they need us the most.

£80

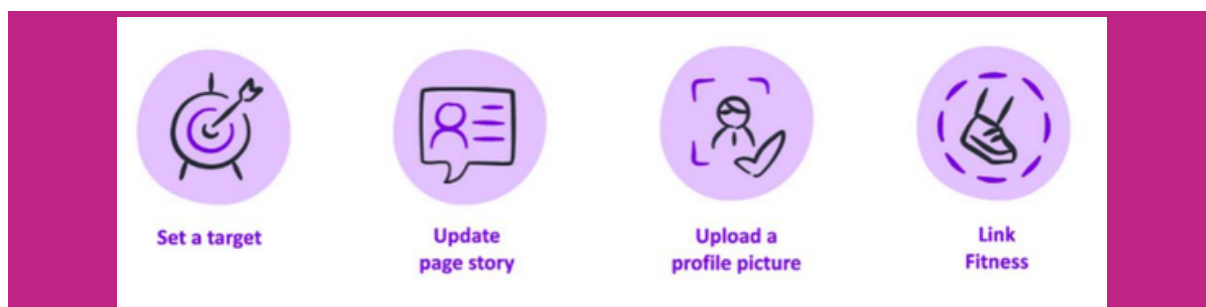
will fund
one specialist
counselling session

£500

will fund a
counselling
package for a
bereaved family

Create your Just Giving page and kick-start your fundraising for Petals. [Click on this link and select 'Start Fundraising'](#).

You can personalise your page with your photos and tell your supporters why you are fundraising for Petals.



We can create bespoke posters for you with a QR code linked to your fundraising page. Please don't hesitate to get in touch with our events team if you need support with your fundraising. We are here to help - events@petalscharity.org.

Thank you
for
supporting

Petals 

The baby loss counselling charity