

## Who We Are

# Petals

The Baby Loss Counselling Charity

In the same way that a parent will only allow their newborn baby to be handled by those they trust, a bereaved parent will only be able to truly share their experience of loss with someone who they believe will understand and fully respect what it means to them. **We aim to be that person.**

When Petals launched in 2011, our aim was to ensure bereaved parents weren't left without counselling support due to NHS funding cuts. Since then, we have grown nationwide and continue to build our dedicated team of specialist counsellors, **providing life-changing support to bereaved parents.**

94%

of clients found a healthy way to live with their loss after counselling

## How We Help

Bereaved parents need specialist support to cope with the profound and often complex impact of baby loss. Petals expert counselling addresses not only grief, depression, and anxiety, but also trauma—aiming to reduce or prevent the development of PTSD.

**We are here for anyone affected by baby loss** — whether through miscarriage, termination for medical reasons, stillbirth, or neonatal loss — as well as those facing the emotional challenges of pregnancy after loss.

“

Our counselling sessions were like a beacon of light. I could hold on knowing that another session was coming where I could say what I needed to say and let it all out and then go into the world feeling like I could face another day.

”

6000

free, specialist counselling sessions delivered in 2024

[www.petalscharity.org](http://www.petalscharity.org)

20

bereaved  
parents  
turned  
away  
each  
week

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## Why Your Support Means Everything Right Now

Petals is an independent charity dedicated to providing specialist counselling support free of charge. However, the demand for our service is far greater than what we can currently afford to provide. **Every single day, we need to raise £1,255 just to sustain our current level of support—but heartbreakingly, this is not enough.**

Right now, we are forced to turn away **20 people every week** who reach out to us for help, simply because we do not have the funds. To meet the growing need, we would need to raise £3,255 per day. This shortfall means that too many people are left without the vital support they deserve during one of the most difficult times of their lives.

That's why we are committed to expanding our fundraising efforts—to ensure that no one has to face pregnancy and baby loss alone. We are incredibly grateful to the individuals, groups, companies, and trusts whose generosity makes our work possible.

**With your support, we can reach more people in need.**

£80

will fund one  
specialist  
counselling  
session for a  
bereaved  
parent

£500

will fund a  
counselling  
package for a  
bereaved  
family

“

*I didn't know how to grieve. I didn't know how to deal with sadness until we met Petals. Counselling allowed us to cope with what happened and allowed us to deal with the grief; to find the new us and keep us together as we were falling apart as a couple.*

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