



Féileacáin

STRATEGY

2024 – 2027

FOREWARD:

We've come a long way since we were founded in 2009. Back then, a small group of determined, courageous parents (bereaved through stillbirth and neonatal death) came together with one goal: to provide support to anyone else affected by perinatal loss. We wanted to make sure the best practical, emotional and peer support was always available to bereaved parents and their families – just as we do today.

Jump forward to today and our work now encompasses advocacy, research and a more developed range of support services. All of our work is supported by an incredible community of donors. But while we have achieved so much together, we still have so much to do.

Care for our parents must continually improve, with a greater focus on women being listened to in their pregnancy. Research must continue to ensure preventable perinatal deaths are stopped. Everyone affected by stillbirth and neonatal death in Ireland must get the best possible support at the right time, every time.

This strategy outlines how we will achieve the greatest possible impact for anyone affected by stillbirth and neonatal death between 2024 and 2027. It outlines four key priorities and objectives for Féileacáin over the next few years, and we'll regularly review and adapt it to make sure we're making the biggest difference to bereaved parent's lives.



VISION:

Our vision is the prevention of avoidable deaths of babies.

When a baby dies we envision a future where every bereaved parent and family member has the opportunity to create precious memories with their baby at the time of their baby's death and all necessary support services will be available to them afterwards.

We strive for a Society where the impact of perinatal death is fully acknowledged, supported by enhanced public awareness, education, and appropriate legislation.

MISSION:

Féileacáin is dedicated to supporting those affected by the loss of a baby. We provide personal, emotional and practical support to bereaved parents and their families whenever they need it. Our services include Memory Making, counselling, social work advice, befriending services, play therapy, support meetings and Services of Remembrance.

VALUES:

- Inclusion: We welcome everyone and ensure all voices are heard
- Compassion, Empathy and Respect: We treat every individual with the utmost care and understanding
- Collaboration: We work together with families, communities and professionals to provide the best support.
- To work with Integrity and to be Accountable: We operate with transparency and are committed to our mission.
- Quality & Development: We continuously strive to improve our services and support for bereaved parents



STRATEGIC PRIORITIES AND OBJECTIVES:

1. To provide the best possible support to anyone affected by Stillbirth and Neonatal Death
2. To invest in Research and Advocacy
3. To ensure Féileacáin operates efficiently and delivers enhanced quality services
4. To grow and develop sustainably to ensure we have a positive impact now and in the future

The four strategic priorities outlined above have 25 associated objectives that will guide the activities of Féileacáin over the period 2024 – 2027.

STRATEGIC PRIORITY 1

To provide the best possible support to anyone affected by stillbirth and neonatal death by:

- 1.1 Providing an equitable, warm welcome to anyone affected by any type of pregnancy loss and baby death
- 1.2 Breaking the silence and reducing the stigma and isolation associated with pregnancy loss and infant death
- 1.3 Focusing on understanding and meeting parents needs
- 1.4 Enhancing our Memory Boxes to ensure parents are given every opportunity to make precious memories with their baby
- 1.5 Increasing the type of support meetings available to parents
- 1.6 Advocating for the long ago bereaved and providing tracing and registration support
- 1.7 Building a supportive journey that allows people to get what they need from being involved with Féileacáin and which changes over time with the person's needs



1.8 Improving volunteering opportunities within Féileacáin which provide real choice and helps Féileacáin to achieve its vision and mission

Outcome:

Féileacáin is recognised as a national charity which provides support to anyone who wants to avail of it. Féileacáin is known to be continuously learning and developing and whose core mission is to provide the best support possible.

STRATEGIC PRIORITY 2

To invest in Research and Advocacy by:

- 2.1 Supporting research projects that will make the biggest difference to saving babies lives
- 2.2 Working with others to create collaborations of research excellence and advocacy support
- 2.3 Turning research evidence around safety into education, training and learning resources and working in partnership with others to improve care
- 2.4 Amplifying the voice of bereaved parents
- 2.5 Identifying key policymakers and advocating on behalf of all bereaved parents
- 2.6 Campaigning to ensure that statutory entitlements reflect the needs of bereaved parents
- 2.7 Offering quality assured training and education that is recognised as being excellent

Outcome:

Féileacáin is respected as a key stakeholder and champion for both policy and change in relation to baby loss.



STRATEGIC PRIORITY 3

To ensure Féileacáin operates efficiently and delivers enhanced services by:

- 3.1 Ensuring that high governance standards are in place
- 3.2 Strengthening Féileacáin's ability to meet bereaved parents' needs in a changing environment
- 3.3 Ensuring Féileacáin is appropriately resourced with suitably qualified, experienced and skilled staff
- 3.4 Allocating resources to achieve maximum impact and enhancing the services to bereaved parents
- 3.5 Developing volunteering at Féileacáin to provide a positive and rewarding experience, and to help achieve Féileacáin's core aims

Outcome:

Féileacáin is a highly regarded charity with the knowledge, expertise and resources to effectively and efficiently deliver on our mission and vision.

STRATEGIC PRIORITY 4

To grow and develop sustainably to have impact now and in the future by:

- 4.1 Developing Baby Loss Awareness Week to effectively raise awareness, enable commemoration, and drive improvement in support, care, and mortality rates
- 4.2 Working collaboratively with others in the sector, developing relationships and beneficial ways of working
- 4.3 Continuing to grow and develop as a learning charity, supporting innovative thought and a drive for continual improvement
- 4.4 Embedding a holistic approach to diversity, inclusion, and equity across all that Féileacáin does
- 4.5 Taking an environmentally sustainable approach to all aspects of Féileacáin's work

Outcome:

Féileacáin ensures that it is known for making a real impact and difference. We are constantly learning, developing and improving.



TRACKING AND REPORTING ON OUR PROGRESS:

Féileacáin's operations are overseen by the Board and are supported by a process of regular updates from the Senior Management Team on all financial and operational matters. We will track and report on our progress regarding the strategic objectives outlined in this Strategy through the following:

- Key Performance Indicators (See Appendix)
 - Annual plans aligned with our strategic objectives
 - Regular updates to the Board
 - Annual Report
 - Annual Financial Statements
 - Information on our website and social media platforms
-



Appendix: Key Performance Indicators:

KPI	March	June	Sep	Dec
Number of Support Meetings held				

KPI	March	June	Sep	Dec
Number of People who attended Support Meetings				

KPI	March	June	Sep	Dec
Number of Workshops / Events / Services held				

KPI	March	June	Sep	Dec
Number of support calls answered				

KPI	March	June	Sep	Dec
Number of Memory Boxes sent to hospitals				

KPI	March	June	Sep	Dec



Number of New Fundraisers started				
-----------------------------------	--	--	--	--

KPI	March	June	Sep	Dec
Number of ongoing fundraisers being supported				

KPI	March	June	Sep	Dec
Number of Fundraisers closed and thanked				

KPI	March	June	Sep	Dec
Number of Precious Imprints Taken				

KPI	March	June	Sep	Dec
Number of Precious Imprints Returned				

KPI	March	June	Sep	Dec
Number of Candles Sent to Parents				

KPI	March	June	Sep	Dec



Number of Thank You Cards Sent				
--------------------------------	--	--	--	--

KPI	March	June	Sep	Dec
Number of external meetings we were represented on				

KPI	March	June	Sep	Dec
Number of Presentations given				

KPI	March	June	Sep	Dec
Number of collaborative events supported				

KPI	March	June	Sep	Dec
Number of people being supported through social work / registration				

KPI	March	June	Sep	Dec
Number of Complaints received				





