



Annual Review 2022

*Join the movement that's creating a world
where no one faces pregnancy or pregnancy loss alone*

Pregnancy and maternal support is one of the most important things we as a society can do

My heart bursts with pride at what Life is accomplishing. The 45,000 lives we transformed in 2022 are just one chapter in the story of Life that reaches back to 1970 and is continuing into a bright future.

As you read this Annual Review and reflect on our work, I challenge you to catch the vision of a world where no one faces pregnancy or pregnancy loss alone. I challenge you to help us empower women facing unexpected pregnancy as we come alongside them through their motherhood journey, and support those who are suffering pregnancy loss to find their feet again.

We live in a culture that can often – even unwittingly – work against that. Our culture can stigmatise the pregnant student, ignore the pain of pregnancy loss, pass judgment on the woman who struggles with pregnancy, and be unforgiving to the career woman who is trying to integrate motherhood and her aspirations.

It takes a village to help raise a child. Those children also shape us, help us grow, and enable us to be a part of a legacy and miracle greater than ourselves. I have great hope in making Britain a truly parent- and adoption-

friendly society, one where every life is valued.

So I challenge you to join us. Let's advance public will for the wellbeing of mother and child. Let's recognise that the challenges of parenthood and adoption are precisely what make them so valuable and rewarding.

Life is here for anyone facing these challenges. And, as I invite you to join us, I thank everyone who has helped make Life what it is today and is working to ensure our impact continues for generations.

Kerry Smart
Life CEO



Kerry has more than 25 years' experience in the charity sector, including retail, supported housing, fundraising, marketing, and strategic planning. She's worked for the British Heart Foundation, YMCA, the Salvation Army, and the Air Ambulance Service. She is Life's former Director of Retail and Deputy CEO.

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Life is a national charity which helps and supports anyone affected by pregnancy-related issues. This includes women and families before becoming pregnant, those who are pregnant, those after pregnancy, and those who've experienced pregnancy loss (including abortion, miscarriage, or stillbirth). We do not refer for abortion or give information on abortion providers.

All names and potentially identifying information in this review have been changed to protect the identity of our beneficiaries. Quotes are created from real interactions with beneficiaries.



What we do

Life is one of the UK's largest pregnancy support charities. Through our services, in 2022 we helped 45,000 people to meet pregnancy or pregnancy loss with courage and dignity so they could flourish.

Our services include:

- Free emotional help, counselling, and skilled listening via phone, text, email, or in person.
- Housing and community support around the country for mums and their babies.
- Free pregnancy tests and baby supplies.
- Crafting content that educates the public about pregnancy, pregnancy loss, and our work.

All our work is underpinned by the universal human values of humanity, solidarity, community, charity, and the common good.



Our vision: creating a world where no one faces pregnancy or pregnancy loss alone

For many, pregnancy is the happiest news of their life and a fulfilment of their dreams.

However, as Life co-founder Professor Jack Scarisbrick MBE so wisely noted, sometimes a pregnancy – particularly if unintended and even in a stable relationship – can initially seem like a disaster.

The overwhelming sense of change, the upending of plans, the practical necessities, and the unexpected new role as a parent can all feel so devastating that they threaten to end her dreams and her life as she knows it.

If we truly value the wellbeing of both mothers and their children, we need to recognise their feelings. We need to walk alongside them as they reorient their life and navigate the changes that pregnancy brings. Whether it's practical or emotional support, we can be there for her as she makes new plans, learns new skills, sees her own strength, and finds a new way to flourish.

A lot of people are facing these changes. There are 800,000+ pregnancies a year in the UK¹; according to the Government, nearly half “are unplanned or associated with feelings of ambivalence.”²

One in five women experience mental health problems during the perinatal period (conception to one year after birth), which can also have long-term impacts on the child.³ The financial costs linked to maternal mental ill health during the perinatal period is £8.1 billion per cohort of UK births.⁴

There are 3,000 children placed for adoption every year.⁵ Adoption can take immense courage, responsibility, love, and strength. It's a journey where sadness and happiness mingle together as birthmothers work to provide a better life for their child than the life they feel able to provide themselves.

In addition to parenthood and adoption, three in eight pregnancies end in some form of pregnancy loss – miscarriage, abortion, or stillbirth.⁶ The emotions associated with this – which are unique for each person – can be complex and intense.

Pregnancy, motherhood, parenting, adoption, and pregnancy loss – these are experiences that go to the core of what it means to be a human being. Nothing will call on our reserves of strength and love quite as these journeys do.

Life is a gentle, non-judgmental support for people navigating their way through all that pregnancy and pregnancy loss brings. We provide a space for people to explore their situation, the new sense of self-identity it brings, and to respond to and integrate these changes successfully into their life.

Supporting the child starts with supporting the parents.⁷ Life's services are carefully designed to meet their emotional and practical needs so they can flourish. Our work supports the Government's 1,001 Days initiative, which aims to promote child and parent wellbeing from conception to two years after birth.⁸

By offering our services, the people we help can transform themselves through the powerful experiences they undergo. The legacy this leaves is tremendous: babies carry families and communities into the future; motherhood can be one of the greatest accomplishments in someone's life; even the most unexpected pregnancy can open new doors and invite us to find new depths of love within ourselves.

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1. Office for National Statistics (2022) - Conceptions in England and Wales: 2020.
 2. Public Health England (2018) - Health Matters: Reproductive Health and Pregnancy Planning.
 3. NHS England - Perinatal Mental Health, <https://www.england.nhs.uk/mental-health/perinatal/>
 4. The Royal Foundation Centre for Early Childhood (2021) - Big Change Starts Small.
 5. HM Government (2022) - Children looked after in England including adoptions, <https://explore-education-statistics.service.gov.uk/find-statistics/children-looked-after-in-england-including-adoptions>
 6. NHS - Overview: Miscarriage, <https://www.nhs.uk/conditions/miscarriage/>; NHS - Overview: Stillbirth, <https://www.nhs.uk/conditions/stillbirth/>; Office for Health Improvement & Disparities (2023) - Abortion statistics, England and Wales: 2021
 7. Ipsos MORI (2020) - State of the Nation: Understanding Public Attitudes to the Early Years.
 8. Department of Health and Social Care (2021) - The Best Start for Life: A Vision for the 1,001 Critical Days.

How we help

We listen: Genuine accompaniment through your pregnancy journey, whatever it looks like for you

"I just wanted to say thank you for the wonderful help and support you have given me over the past nine weeks ... When I contacted you, I was in a place of darkness and pain - the worst place I have ever been. But all I have received from you is acceptance, listening, and care. The words 'thank you' do not seem anything in comparison for what you have done for me, but: Thank you."

– Life listening client

Our person-centred online pregnancy listening service was inspired by the Samaritans. It's free, confidential, non-coercive, and non-judgmental. In 2022, 8,370 people used this service.

The service works over freephone, text, web, and email. Whatever pregnancy-related issue you're facing, a Life listener will face it with you.

Acceptance. Reassurance. Care. We're all these things and more. With one listening ear, you have a whole new journey.

Life is an associate member of the British Association for Counselling and Psychotherapy (BACP), and we adhere to their ethical guidelines. We're also members of the Helplines Partnership and are an NCFE-accredited centre of excellence delivering counselling training.

If clients wish to explore medical topics, we inform – not advise – using NHS information in skilled listening sessions.

We house: Helping women transform themselves into capable and confident young mums

“Thank you so much for all your help! I greatly appreciate what you did for me and [my son] ... All the girls in the Life House are very lucky to have you! Thank you for being a great support for everyone in need! You have been my safe haven during my stormy seas!”

– Former Life House tenant

In 2022, we housed 181 mothers and their children in our 19 Life Houses, with 46 babies being born in our Houses.

Our network of supported accommodation gives a place of safety and sanctuary for mums and their babies who would otherwise be homeless, unsupported, or at risk.

Whilst in this place of safety, we help them transition into early motherhood using the Trauma-Informed Approach.

This is a specialist approach that focuses on strengthening relationships with tenants that will enable them to build confidence, self-esteem, and a belief that they can be the best parent and version of themselves now and in the future.

Tenants typically stay in a Life House for up to two years before they move on to independent living. They're encouraged to create their own strength-based support plans on entering the House to achieve their goals.

We help them to integrate motherhood into their goals so that they don't have to give up on their dreams.

Our approach empowers tenants to:

- Build confidence, self-esteem, and wellbeing.
- Be healthy and eat healthily for them and their child.
- Attend education and training.
- Develop their parenting skills.
- Increase employability and future financial stability.
- Create lasting relationships with others.
- Participate in the local community.
- Enjoy life.
- To flourish!

Most of the Life Houses are shared accommodation with communal facilities. This helps to create a community of support among the tenants during their time in a Life House. This is so crucial because finding health and wholeness in community assists the transition into early motherhood and helps the child in their early years development.

We also have a community support service where we give help to women in their own homes.

“The Life House is honestly really nice. The area is really good shops-wise and all the staff and people in the House are really lovely - all made me feel very welcome, Thank you!”

– Life House tenant



We support: Acceptance, reassurance, and a community of support

“Your organisation is amazing. I can’t thank you enough for how much it helps me knowing Life is there for support if I need it.”

– Life client

“You guys are such an amazing charity. The work you do and provide is so important and is second to none.”

– Life client

Imagine having a friend who’s with you from day one. Every month we help women as they face the possibility that they might be pregnant. By offering free pregnancy tests, we’re accompanying women from the very first moment of their pregnancy journey. In 2022, 36,081 women asked us for a free pregnancy test – that’s nearly 100 every day!

Those getting free pregnancy tests can also take the test and share in a safe space guided by a Life listener.

Life also gives practical support – free mum and baby supplies like cots, prams, buggies, and maternity clothes. These relieve practical concerns so women can focus on being the best mother they can be to their child. In 2022, we serviced 320 requests for practical support.

We educate: Changing the conversation around pregnancy, motherhood, adoption, and parenthood

How we view pregnancy plays a large role in whether we respond to it with love or with fear. At the core of how we view pregnancy is how we were educated by our culture about pregnancy.

Life supports education around parenting, the adoption process, prenatal development, and pregnancy loss. We believe that education should help people to develop realistic notions of motherhood, including its joys and ideals, as well as adoption. Most importantly, we should show women how they can incorporate motherhood positively into their careers and future selves.

For more than 20 years, Life ran a school talks programme that, at its peak, spoke to 50,000+ pupils a year about pregnancy, pregnancy loss, and Life's work. The COVID-19 pandemic unfortunately forced us to stop this service.

However, we have plans over the next few years to innovate and expand our public education service.

We plan to use our experience accompanying tens of thousands of people on their pregnancy journey to create a digital education hub. It'll be a community for

those facing the unexpected and the difficult.

It will include unplanned pregnancy success stories, adoption success stories, money advice, parenting skills, higher education guidance, relationships advice, and prenatal care information – all given through blog posts, videos, and extensive link lists of resources and helpful sites.

All of this educational content – offered for free – will also be linked to Life's other services, including our free and on-demand listening service.

We hope to empower people to see and value motherhood and adoption for what they really are.

“Thanks Life for the care, the advice, education, support, the shelter, our lives – everything.”

– Life client



The difference we've made

In 2022, we had the privilege to walk with 45,000 people on their pregnancy journeys.

They tell their story – and Life's – better than we can.

So here are ten of the people we've helped, in their own words.

Their stories – some short and some longer – show the variety of needs and situations Life's services help with, as well as the courage of those we help.

Cassie's story

I became pregnant through a short-lived, abusive, and coercive relationship. I was in spiraling debt, staying with a family friend without a permanent address, and had really bad mental health.

Only a couple of months in and the pregnancy had become too much. I'd been asked to leave the home I was living in, which meant packing up and moving halfway across the country to live with my mum. This also left my job hanging in the balance. I was terrified as I knew that I would no longer be receiving wages or entitled to maternity pay and yet I had increasing debt defaults.

With my head in a spin, I decided that the only way out for me was to terminate my pregnancy.

I called the abortion clinic and received their counselling, but this only ended up adding to my problems. I knew I didn't want to be pregnant and that I didn't have the stability to bring a child into this world ... but then I couldn't even bring myself to commit to terminating the pregnancy.

After receiving that counselling, I searched high and low online for answers to my conflicting questions, which led me to Life. I felt dread and hopelessness at every avenue but decided to give them a call regardless. This one call changed everything for me.

I spoke with one of the Life listeners for as long as I needed. She listened, she let me cry, and she let me discuss every dark corner of my mind. In return I received empowerment, encouragement, and warmth from her. I felt understood from every angle and she gave me things to do to tackle my overwhelming fears.

Calling Life changed everything for me.

After this call, I was able to rationalise my thoughts better. With more sessions the scary thoughts of 'what if', 'I won't be able to give this child a good life' and 'I can't do this' started to slowly break away and I could finally see a more harmonious way forwards with my pregnancy.

The obstacles throughout my pregnancy weren't always easy. But Life were constantly on hand to offer me further support and to ease my situational worries even down to helping me with nursery items.

Three years later and I am now a mother to the most beautiful little boy. Our lives are positive and bright. He is by far the greatest gift I could have ever been given and he has definitely aided my healing journey in every

I would urge anyone who is struggling, feeling confused, or worried to please give Life a call and just like me, receive a warm and friendly listening ear, without any judgment.

way. The unborn child who I once feared has now grown into my most precious treasure.

I've learnt from my experience that life sometimes throws us these unexpected curveballs, where we don't think we can cope, but once we're through to the other side, we find out that these curveballs actually contain the most beautiful surprises.



Thomas' story



I called the Life Helpline after finding out that my girlfriend was pregnant. I was really angry and upset at her wanting to continue with the pregnancy and I wanted to know how to change her mind.

Over several sessions, the listeners helped me explore my thoughts and feelings around what was happening for me. I began to realise that my reaction to the pregnancy was relating back to my fear that it would destroy our relationship. I also realised that it related back to my own relationship with my dad and that I didn't want to risk being a bad father to my child.

This really was a turning point. It allowed me to begin building a friendship with her that allowed me to become part of the continued pregnancy.

Jasmine's story



I was pregnant, due in December, and living in a box room in my dad's house. I couldn't stay for much longer as my dad was moving in with his new partner, and his new partner wouldn't allow me to live with them.

I found Life and made a housing enquiry – I saw a list of Life Houses on the website and hoped I could get in. Life didn't have a House near me, so they helped me to make a housing application to my Local Authority. They also helped me ensure that my dad gave information to show I was being made homeless.

I found talking with the people at the Local Authority difficult, but the Life listener helped me with that.

The Life listener supported me through that journey.

I also used Life's practical support service which helped calm my anxiety about how I would be able to gather all the necessities for my baby. I got things like a Moses basket, steriliser, baby bath, and pram – thanks to Life.

I'm now settled in my own flat with my newborn child and keep in contact with the Life team.

I was 17, pregnant, sleeping on a sofa at a family member's house, and my partner didn't have a permanent address. I wouldn't have been able to stay at the house once I had the baby due to a lack of room.

I didn't have anywhere to go – until I came to live in the Life House.

When I first arrived in the House, I'd spend a lot of time in the room during the day. I needed encouragement to attend sessions. But, with the encouragement of my Support Worker, as time went on I used the communal areas more and more. After a while I'd put myself forward for Life Skills sessions and ask for support each week when needed. I started to blossom!

I had a traumatic labour which made it difficult for me to feel close to my baby. Life worked with me, my family, and my friends to help us both.

Amber's story

Now I have a stronger relationship with my child. Trauma turned into connection.

With Life's help, I learned lots of skills about being a mother. I can now cook healthy meals, manage my money, get help when I need it, and do basic DIY.

The benefits I found with living in the Life House was having other new mums to talk to and ask advice. I mostly enjoyed the making new mum friends and doing activities with all the babies and mums with Support Workers and volunteers.

Before moving into the Life House, I was worried and scared of being alone especially with a newborn. I'm most proud of the things I have overcome such as going out on my own and how I'm doing with budgeting money. I'm still friends with one of the tenants in the Life House and we regularly meet up.

I recently moved out of the Life House into my very own two-bed home with my child. The house is amazing and I'm looking forward to making new memories in my own place.



Melanie's story

I can't begin to express how grateful I am to Life for giving me somewhere to safely bring my little boy into the world. Although it has been tough, I could have ended up in a much worse situation.

Living in the Life House has given me confidence to say how I'm feeling, to meet new people, and given me the confidence to push through any problems I am facing, because I know now I am strong enough to face anything.

I found a passion for cooking, for design, and made a good friend for me and my baby. This is all because Life gave me somewhere I could be myself and grow as a person and a mother.

I have a long way to go, but I have been given the very sturdy foundations to build the rest of my life.
Thank you!

Life gave me somewhere I could be myself and grow as a person and a mother.



Bethany's story

A friend had given me Life's details. When I phoned Life, my emotions were very high and I was crying continually. The month before, I'd given birth to my son at 22 weeks and had lost him.

I couldn't talk to my partner or family about the pain I was feeling. It either upset them too much or they'd say things that I couldn't cope with, like, "You need to put it behind you."

I'm so appreciative of your service. Finally, I had space to talk when I could between my tears. I'd been screaming inside, feeling like I'd denied my baby had been real because I hadn't been able to talk openly about him, or hold him.

At the end of the first session, I felt like a weight had been lifted from me. I had five more sessions with Life and I'm so grateful for their beautiful and compassionate listening.

I'm so grateful for Life's beautiful and compassionate listening.

Farida's story

I contacted Life wanting support with a pregnancy test. I was scared and worried that I might be pregnant – I'm Hindi and my family wouldn't be happy if I was pregnant.

Life sent me a test – it was really discreet. The test came back negative. In the short time with Life, I felt empowered in learning how my own body works and how I can chart my menstrual cycle.

Imogen's story

I'm 17 and had a one-night stand. My friend encouraged me to take the morning-after pill the next day, but several weeks later my period still hadn't started. I was scared and panicking.

The Life listener helped calm me down and gave me information about the

morning-after pill, how it works, and that it can suppress future periods by up to three weeks.

They supported me in taking a pregnancy test, which came back negative. They helped me to understand how to track my periods so that I understand my fertility better.

Emma's story

I rang Life wanting to know if it was normal to still feel emotional pain after my abortion in the mid-1970s.

I was approaching my 70th birthday and felt that I needed to talk about what had happened for me. It was a secret I had held for 50 years. At the beginning I hadn't wanted to dwell on what happened. But as I travelled through the years, I was thinking of my lost child more and more. I would think about what he looked like – I just felt he would've been a boy. I'd think about what job he would have had, if I would now have grandchildren ...

I'd become pregnant with my

black boyfriend. Back then, there was no way my family – especially my dad, who was a local Councillor – would allow the pregnancy to continue. So my mum and dad agreed between themselves that we should end the pregnancy.

After the abortion, my life changed. I was drinking and experimenting with drugs. Until working with Life, I never recognized that this was related to me not being able to grieve a loss that nobody felt but me. Normal everyday life went on around me but that day my life changed. It was Life who gave me the space to realise this and to start to come to terms with this.

It was Life who gave me the space to start to come to terms with my loss.

Kim's story



I rang Life the day I found out I was pregnant.

I hadn't told anyone and didn't know how I'd tell my boyfriend or family.

The listener helped me explore my own feelings around my pregnancy and how I could share these feelings with others.

When I told my boyfriend, he asked me to have an abortion. But because I'd been able to share my thoughts in a safe place with Life, I was able to affirm my wish to continue the pregnancy.





*“Motherhood
is the greatest
adventure.”*

– Life client

Key statistics

You've seen the human reality of Life's work. Now let's take a look at the big picture of Life's impact, by the numbers.

Life in numbers, 2022

We helped 44,281 people.

8,370 people contacted our online service for support.

- 62% (5,228) through email
- 8% (684) through freephone
- 29% (2,444) through Text-to-Talk



In 2022...

36,081

Free pregnancy tests were sent, with an offer of support.

8,370

People contacted our online service for support.

23

People contacted us for support every day, on average.

53%

Called us for help worried that they might be pregnant.

26%

Contacted us about getting or taking our free pregnancy tests.

70%

Of our clients found Life through an internet search.

94

Women moved into our houses.

46

Babies have been born in Life Houses.

583

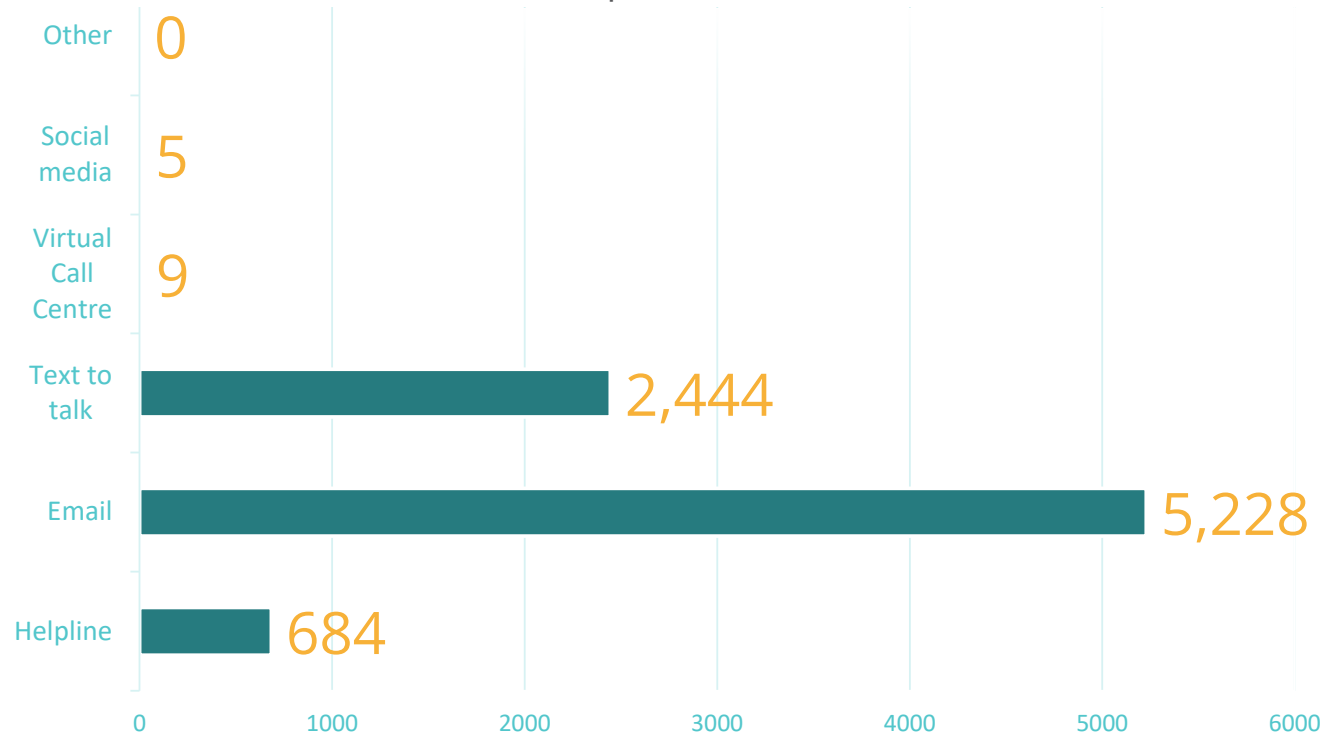
Skills sessions have been delivered to Life mums.

In more detail

How people reach out to Life for help

We received 8,370 calls for help to our online service in 2022. May was our busiest month, with 1,179 calls for help. On average, we received nearly 700 calls for help per month, or 23 per day.

Our email and Text-to-Talk pathways are particularly popular among clients. We believe this is because it can be easier for them to feel anonymous and therefore safe; it also gives them time to process their emotions and responses.

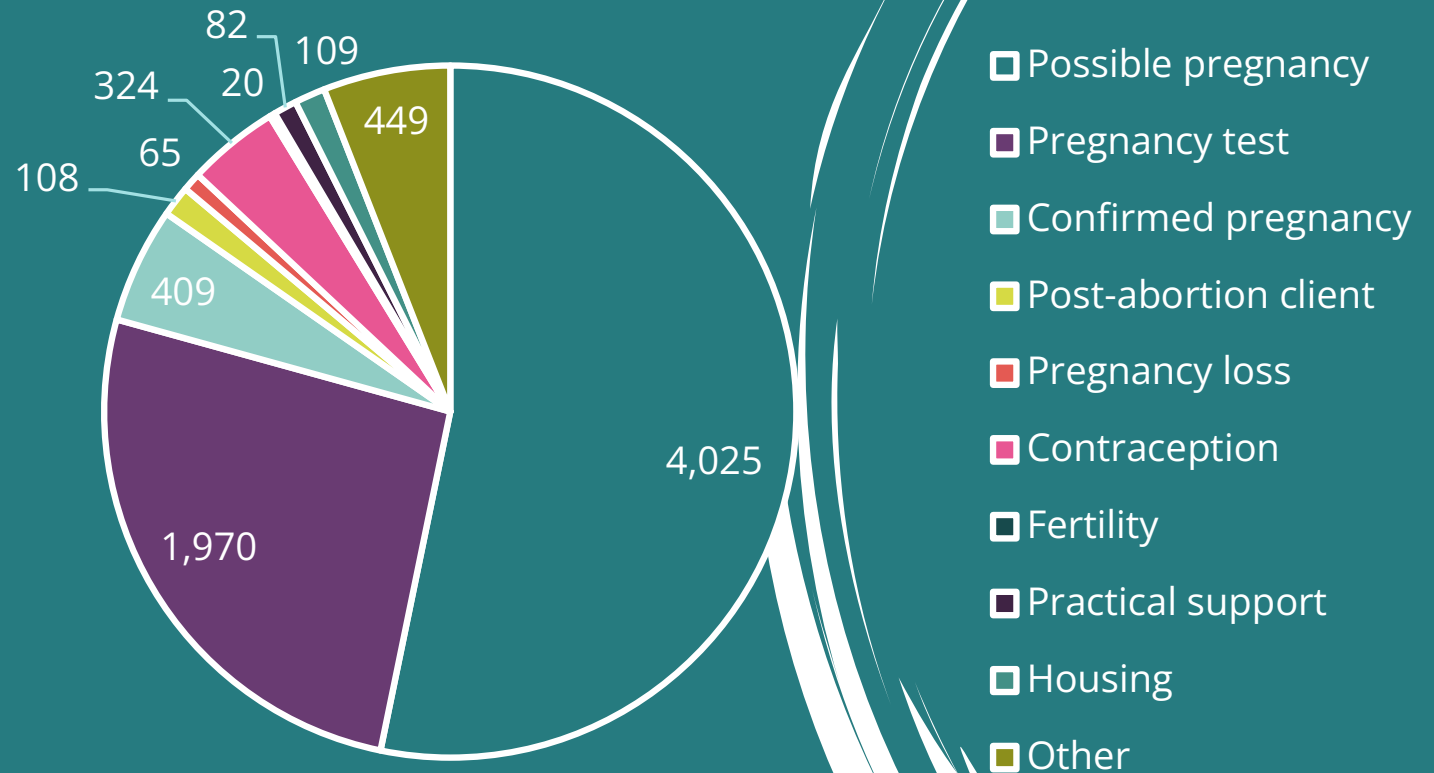


Clients' presenting needs

We log the presenting need of each online service client. This isn't the only need that the client has; it's the need that they present with.

Just over half of our clients were worried that they might be pregnant ('Possible pregnancy'). A quarter of our clients were getting and/or taking our free pregnancy tests ('Pregnancy test'). Our listeners were able to give them a safe space as they confronted the possibility that they might or might not be pregnant and all the emotions that can come with these.

Clients also presented with needs around a confirmed pregnancy, pregnancy loss, contraception, fertility, housing, practical support, and other issues.



Our free pregnancy tests

We serviced requests for 36,081 free pregnancy tests in 2022. We made a change to our services in April which dramatically increased the number of counselling clients and concentrated our pregnancy test offer among those clients.

This let us give even better support to this client group, allowing them a chance to explore their situation fully with us. It also helped

ensure they were taking the pregnancy test at the best possible time for them to ensure a more accurate test result.

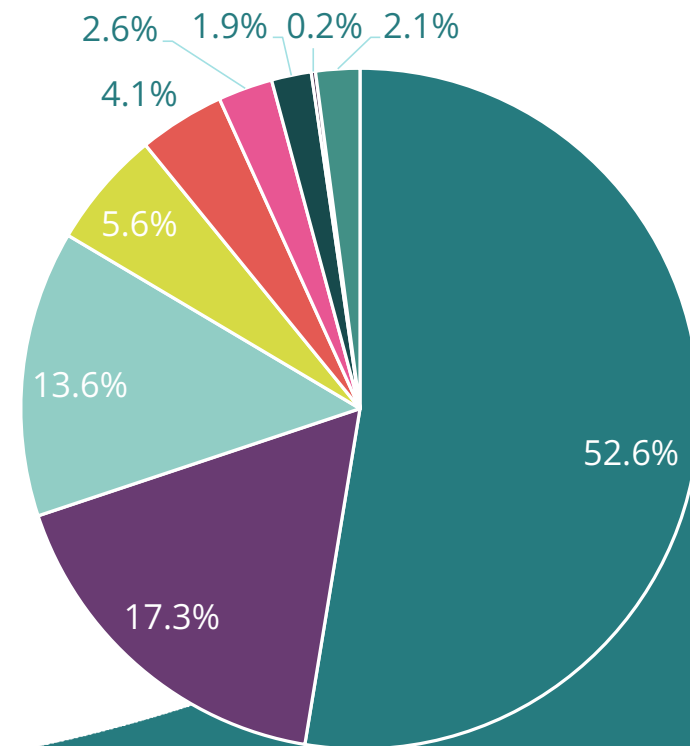


How clients find us

When people experience pregnancy difficulties, one of the first places they go is online. Life's digital presence is specifically designed so that anyone who needs our services can find them; we're therefore delighted that the majority (70%) of our clients came through digital channels.

A further 10% came through recommendations and word-of-mouth; another 4% are returning clients. This shows that people value Life's services and are telling others about us!

- Internet search
- Website
- Pregnancy test card
- Friend
- Returning client
- Unsure
- Word of mouth
- Social media
- Other



Tenants moving into and moving on from our Houses

In 2022, we welcomed 94 women into our Life Houses and 83 moved on to independent living.

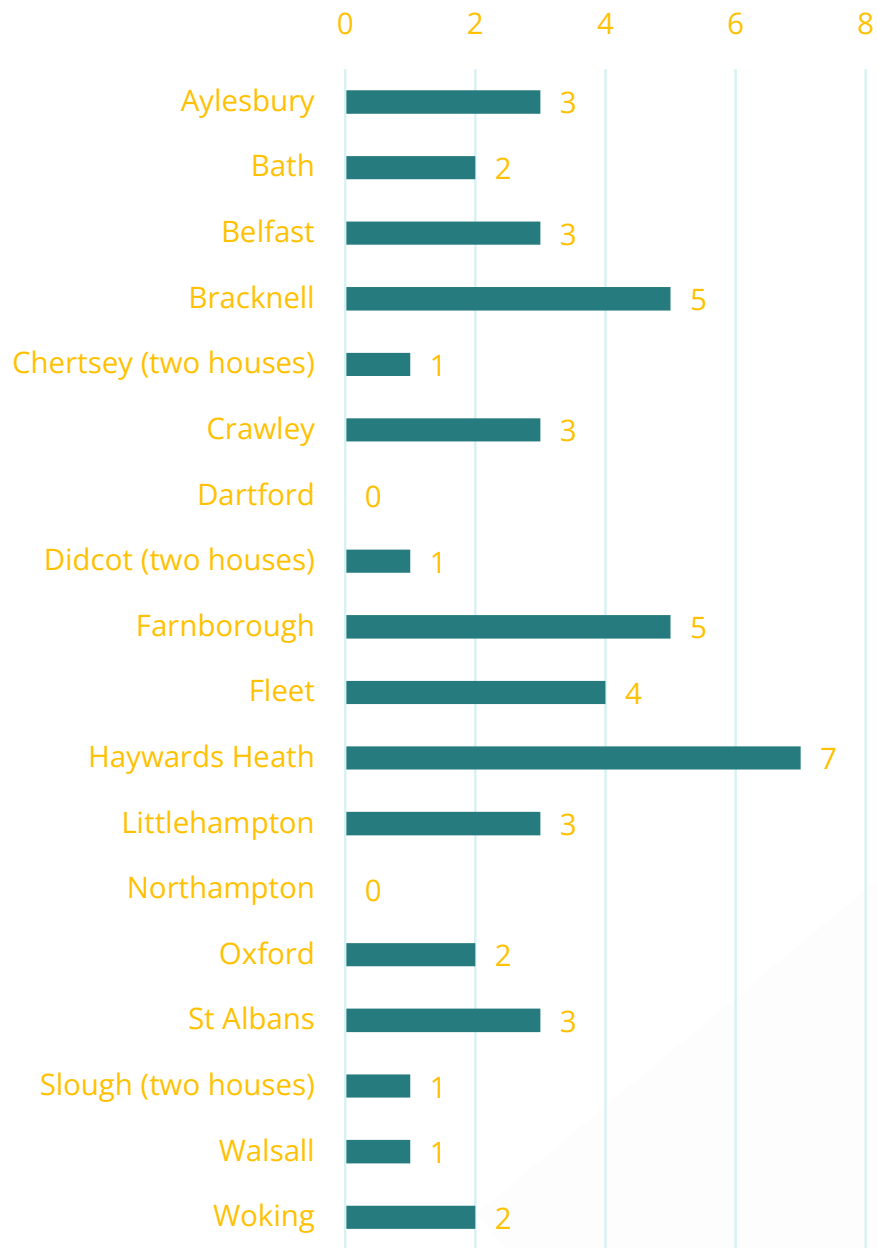


94



83

Babies born in Life Houses



There were 46 babies born in Life Houses in 2022; that's 46 miracles and 46 legacies extending far into the future.

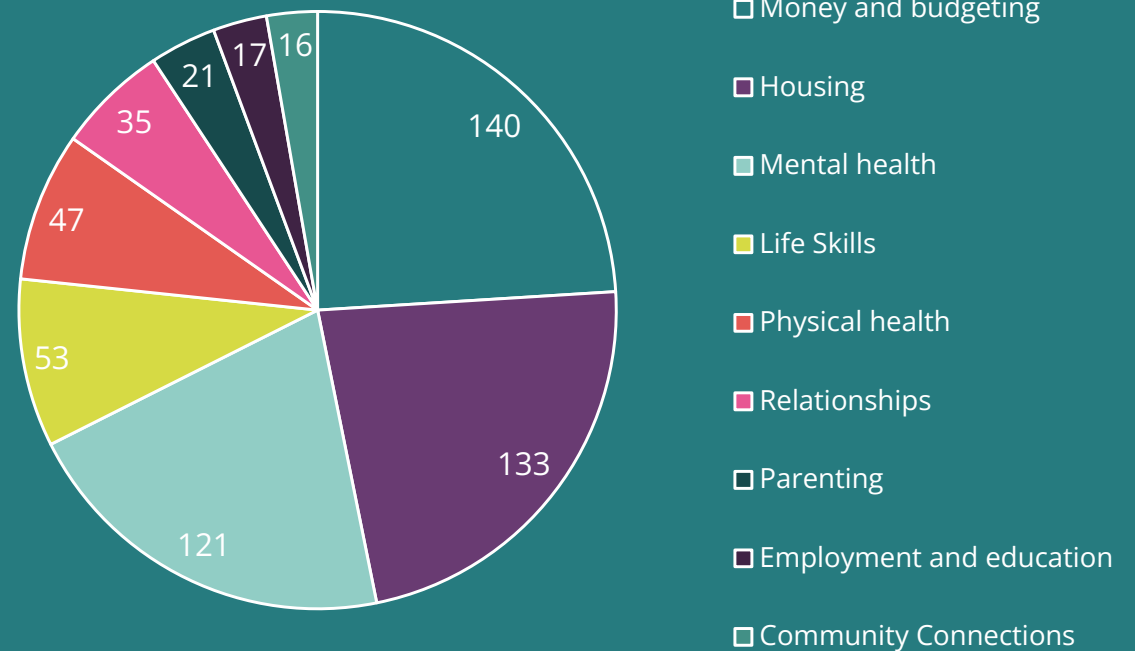


Skills developed among Life House tenants

Life measures the number of sessions delivered to all of our tenants that improve their essential skills.

We measure both planned sessions and ad hoc sessions. These essential skills – including parenting, money, mental health, and relationships – are geared towards making new and confident mums.

There were 583 such sessions in 2022; most were around money, mental health, and housing.

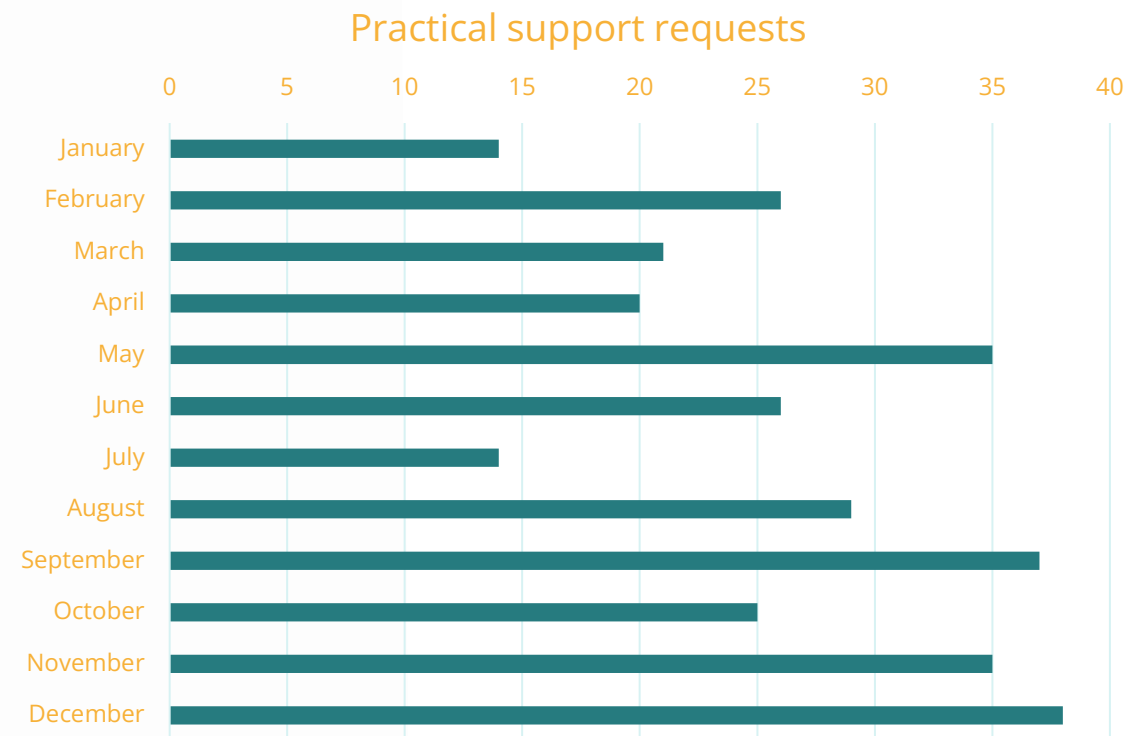


Practical support given

Most of the categories on the left are self-explanatory. 'Life Skills' refers to basic skills for living independently – how to use a microwave, how to change a lightbulb, or how to read your gas and electricity meter. 'Community Connections' refers to things like helping tenants to go to a toddler group, walk in the park, or shop in a supermarket.

We also work with tenants to develop their individual support plans. Of all our tenants' support plans, the most support was given in basic life skills, health, housing, money, and parenting.

In 2022, we responded to 320 requests for practical support – mum and baby supplies like cots, prams, and nappies. This comes to nearly one woman reaching out to us each day for this help.



Transforming Life

Despite the many lives we've transformed, we're not content to rest on our laurels. We're working hard to transform ourselves so that we reach more people and create a world where no one faces pregnancy or pregnancy loss alone.

Here are some of our most important updates and plans.

"I take any opportunity to tell people of the great work that is done by Life and how well you succeed at being 'on the right wavelength' and easily accessible to the people you most wish to reach. I am proud to tell people that I have supported this charity in various ways for over 40 years."

– Life supporter

Life recognised for excellence

In 2022, we were awarded the Trusted Charity Mark Level 1 in recognition of our excellence as one of the UK's largest pregnancy support charities.

The Trusted Charity Standard is provided and delivered by The Growth Company and sponsored by the National Council for Voluntary Organisations. It's a nationally recognised quality mark that tells you that Life is credible and working effectively and efficiently.

Life was assessed in 11 quality areas and passed all of them. This means that:

- You can trust that your support for Life is having an impact.
- You can trust that you're a part of an effective team that's helping tens of thousands of women every year who are facing the unexpected.
- You can trust that Life is led well, has strong plans, and is honest with you.
- You can trust that our pregnancy support services, including our free on-demand counselling, are high-quality.
- You can trust that we're making best use of the talent in the charity and always improving.
- You can trust that we're using everything at our

disposal in the most effective way.

- You can trust that we're working with other organisations and communicating our message well.

The Trusted Charity Mark distinguishes us from many other organisations. In fact, only 20% of applying organisations gain the Mark first time around as Life did.

We're already making plans to achieve Trusted Charity Mark Level 2, which has even higher requirements and standards.



Improving outcomes for new mums through the Trauma Informed Approach

Life is working with a mental health partnership and a psychological trauma consultancy to implement the Trauma Informed Approach in our Houses.

The team are currently trained to the Bronze and Silver Levels and are transforming the way we work with tenants to better set the environment for them to flourish.

The Trauma Informed Approach is about whole-person health. This health is essential for integrating motherhood and pregnancy into our lives; without this foundation, the journey is a lot harder, which can have adverse impacts on the mum and child's health and relationship.



There are six principles to the Trauma Informed Approach:

- Establishing safety: Helping tenants to have a sense of safety that enables them to live and parent wholeheartedly.
- Supporting someone to cope: Helping tenants to trust themselves and others so they can have authentic relationships of mutual respect and reciprocity.
- Choice and control: Helping tenants to understand their personal power and responsibility, which enables them to chart their own course in life.
- Connections: Helping tenants to establish themselves in the community, able to negotiate the challenges of living independently.
- Building strengths: Helping tenants build their resilience and strength to face challenges and grow as people.
- Identity and context: Helping tenants to put themselves in other people's shoes so they can better navigate personal relationships and situations.



Reaching more people through our digital presence

Life's website is the main way people find us and our services. We're redeveloping the website from the ground up with two innovations that will help us reach more people:

1. A content hub about motherhood and adoption

Public education about pregnancy, pregnancy loss, and Life's work is a core part our DNA. When faced with difficulties in a pregnancy journey, often the unconscious question we have is, "How am I going to get through my pregnancy so that I can become a mother without sacrificing my dreams or myself?" We plan to help answer that question!

Our new website will have a content hub, built over the new few years, with blogs, videos, and stories covering topics such as:

- Unplanned pregnancy success stories
- Adoption success stories
- Money advice
- Parenting skills

- Higher education guidance
- Relationships advice
- Prenatal care information

It will be real, honest, raw, inspiring, optimistic, and beautiful ... all at the same time.

And, what's more, it'll be completely free and linked to Life's other services, including our free and on-demand listening service.

2. A dedicated Get Involved site for Life supporters

The Life family doesn't just include clients and the people we help. It also includes our supporters and partners in our mission. We couldn't do what we do without them.

So our new website will include a dedicated and comprehensive Get Involved site with everything you need to support Life, including:

- Volunteering opportunities
- Making philanthropic or legacy gifts
- How to run or sign up for Life events
- Fundraising information
- How to donate
- Partnership opportunities with Life
- How to spread the word about Life to your friends and colleagues

The site will help you to do all you can to create a

world where no one faces pregnancy or pregnancy loss alone.



How you can create a world where no one faces pregnancy or pregnancy loss alone

1. Donate

Your donation, no matter how big or small, could make all the difference to those facing pregnancy or pregnancy loss – when they need it most.

- £50 could provide housing support for a vulnerable woman and baby for a week.
- £35 could keep our Helpline open for an hour.
- £20 could enable us to reach out with our support services to at least 12 women in need.
- £10 could get our message of hope into a community hall, or church.

2. Fundraise

Whether you're a first-time fundraiser looking at how to get started or if you're an existing supporter looking for new ways to raise money, there's plenty you can do to support Life. From skydiving to running, from coffee mornings to quiz nights, the choices for fundraising activities are endless. And we're here to support you every step of the way!



lifecharity.org.uk/donate

3. Volunteer

Life depends on the generosity and skill of so many volunteers. Just a few hours per week will mean you're helping people to meet pregnancy or pregnancy loss with courage and dignity so they can flourish. And we'll be here to help and to train you up.

4. Shop with us

Grab high-quality items at bargain prices on our online Shop or at any of our in-person locations. For more details, go to store.lifecharity.org.uk. On the online store, use our discount code **supporters10** for 10% off at checkout.

5. Partner with us

Are you part of a club or association, a business looking for its next charity of the year, or a school or university? Do you want to partner with Life to help give a bright future for women, children, and families? We'd love to hear from you and to be able to work together!

6. Subscribe

Join our email list to receive inspiring stories, news and updates, and insider information on the Life family.

7. Leave a legacy

Leaving a legacy in your Will to Life costs you nothing now and will help us to maintain our vital work and its benefits for many years to come.

“Being a mother obviously isn’t always easy. But it’s always something to be proud of.”

Professor Jack Scarisbrick MBE, Life co-founder



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