



Annual Report 2025

Registered Charity Number: 1153325

CEO Statement

2025 was a year of measurable impact and hard-won systemic change. MAMA Academy exists to prevent baby loss and eradicate the racial and socio-economic inequalities that make pregnancy unsafe for too many families.



This year, we distributed over 300,000 [Pregnancy Passports](#), launched a national campaign that abolished dangerous fetal growth charts across the NHS, and contributed to the landmark [National Maternity Review](#). With just three full-time members of staff, we are proving that lived-experience leadership and justice-focused advocacy can shift statutory systems.

Our work is rooted in the belief that stillbirth is not simply a tragedy to be endured, but a public health injustice to be prevented. Every statistic represents a family denied equitable care. This report sets out how we are changing that.

About MAMA Academy

MAMA Academy is a justice-led national maternal safety charity. We operate through a three-pronged framework:

1. Empowering expectant parents with evidence-based safety information and self-advocacy tools
2. Equipping healthcare professionals with clinical education, webinars, and training resources
3. Campaigning for systemic reform through statutory lobbying, policy research, and parliamentary advocacy

Our lean structure (3.0 FTE staff) achieves national reach across more than 100 NHS Trusts, supported by a Board of Trustees where 75% of senior leaders have direct personal experience of perinatal loss.

Stillbirth Statistics:

In 2024, there were approx. 2,330 stillbirths in England and Wales, a decrease from 2023, when there were 2,230. We are still awaiting the exact number from ONS, which is due to be published soon.

Strategic Progress: 2025-2027 Strategy



Goal 1: Empower Expectant Parents

- Distributed 303,500 [Pregnancy Passports](#) and [Wellbeing Wallets](#)
- Secured new partnerships with Humber Heath, Kent & Medway, Guy's & St Thomas's, Chelsea & Westminster, UCL Hospitals, Norfolk & Norwich, and Gloucester NHS

Trusts

- Expanded resources into Yiddish for Homerton Hospital's Jewish community
- Piloted digital wallet models with new Trusts

Goal 2: Reduce Health Inequalities

- Launched dedicated web pages for [Black & Asian parents](#) (9,741 views), [neurodivergent parents](#) (1,224 views), and [migrants' rights to maternity](#) care (approx. 210 unique visitors per month)
- Co-produced [advocacy scripts](#) and plain-language guidance with migrant and traveller communities
- Developed [cultural awareness resources](#) for maternity professionals

Goal 3: Corporate Partnerships

- Secured support from Fletchers Solicitors, TENA, The Counselling Directory, and the National Childbirth Trust (NCT)
- Welcomed [Donna Ockenden](#), one of the UK's most respected maternity safety leaders, as Charity Ambassador
- Shortlisted for the [2026 HSJ Partnership Awards](#) for Best Not for Profit Working in Partnership with the NHS



Goal 4: Systemic Change & Advocacy

- Triggered a [National Safety Alert](#) abolishing unvalidated Intergrowth fetal growth charts across NHS Trusts
- Contributed directly to Baroness Amos's [National Maternity Review](#)
- Successfully lobbied NHS England to repair broken [maternity booking links](#), establishing multi-lingual registration pathways
- Campaigned against the reduction of Maternity Service Development Funding from £95m to £2m

Goal 5: Community Fundraising

- Launched the ["I Wish I'd Known" campaign](#) with bereaved parents
- Developed fundraising infrastructure and corporate engagement pipeline

Goal 6: National Voice & Influence

- Released 20+ [podcast episodes](#) on fetal growth restriction, perinatal mental health, inequalities, and workforce resilience
- Presented to 80+ NHS delegates at the HC-UK Saving Babies Lives Conference
- Facilitated the 'Leading and Managing Change' module for student midwives at the University of York

Advocacy & Systemic Change: Justice in Action

Abolishing Unsafe Fetal Growth Charts

Following the stillbirth of baby Maia at 41 weeks due to undetected growth restriction, bereaved parents Sherena Corfield and Jack Devlin came to us. We investigated the "Intergrowth" fetal growth charts adopted by 40+ NHS Trusts because they were free—but they were based on a non-UK population standard and missed 68% of small babies.

Through extensive Freedom of Information requests, we proved that Trusts using Intergrowth charts experienced dramatic rises in stillbirth rates. We presented evidence to NHS England and the APPG on Baby Loss. In 2025, NHS England issued a National Safety Alert advising all Trusts to stop using Intergrowth charts by 31 March 2026. This decision is expected to save hundreds of babies' lives annually.

We are now collaborating with NHS England to establish a standardised National Fetal Growth Monitoring Programme.

Influencing National Maternity Policy

We joined a collaborative working group of maternity organisations to co-produce a [strategic plan](#) for the Government's national maternity investigation, and contributed directly to the National Maternity Review, securing core recommendations on:

- Fetal growth analysis and standardised monitoring
- Enhanced antenatal education
- Digital record accessibility
- Health inequalities

Digital Justice & Accessible Care

As NHS maternity services transition to digital records, migrant, refugee, and low-income parents face acute data poverty and exclusion. We successfully lobbied NHS England to repair broken maternity booking links on the central NHS website, establishing accessible, multi-lingual registration for non-English speaking parents.

Our physical Pregnancy Passports address digital exclusion by placing essential medical information directly into parents' hands—no app, phone, or internet required. Medical reports slot into the integrated pouch, ensuring paramedics and clinicians can access critical information even when digital records are unavailable across trust boundaries.

Parliamentary & Statutory Engagement



We maintain active engagement with Parliamentarians, the All-Party Parliamentary Groups for Maternity and Baby Loss, the National Maternity Advisor, and the Health Secretary. Following the statutory contraction of Maternity Service Development Funding from £95m to £2m, we are campaigning to ensure maternal safety remains an explicit statutory priority.

Impact & Evidence

Derby & Burton NHS Foundation Trust: Formal Audit

A formal audit of 2,340 women attending antenatal triage found:

- 65% reported the Pregnancy Passport influenced their decision to attend
- 74% of women from underserved groups

- 78% of non-English speaking women
- 72% of women from ethnic minority backgrounds

Crucially, 91.7% of attendances were clinically appropriate, with 42% requiring further clinical intervention beyond reassurance. In approximately 25% of cases, clinicians assessed that delayed attendance could have resulted in significant harm.

Stillbirth Impact

Following full implementation of the Pregnancy Passport across Derbyshire maternity services in 2024, the local stillbirth rate fell from 4.08 to 2.56 per 1,000 births—a 37% reduction.

Parent & Clinician Voice

"When I noticed my baby's movements had slowed, I nearly talked myself out of getting checked. But the message in my MAMA Academy wallet, 'Trust your instincts,' made me pause and go in. That decision saved my daughter's life." —

Rebecca Forster



"I had no digital access and no English; this passport was the first time the system saw me." — MAMA Academy passport recipient

Helpline Impact

Our free [Pregnancy Helpline](#), staffed by a dedicated midwife, grew from 5 to 30 parents per week. It provides trauma-informed continuity for parents navigating pregnancy after loss or birth trauma.

"After a traumatic birth, I lost trust in my body and in maternity services. Speaking to Kate was a breath of fresh air as she understood my trauma, helped me regulate my anxiety, and helped me to re-engage with my care at the hospital." — Helpline user

New Resources

- [Memory Wallets](#) for bereaved parents: 18,200 distributed across 25 hospitals
- [Rainbow Wallets](#) for pregnancy after loss: 5,000 distributed across 10 hospitals

"The Memory Wallet gave us something tangible to hold on to during the darkest time. It helped us feel our baby was recognised and remembered." — Bereaved parent



Digital Reach

- QR code translations clicked 8,442 times
- Black & Asian parent resource page: 9,741 views
- "How to access pregnancy care" guide: 2,345 views
- Cultural awareness resource: 1,477 views

Governance & Leadership

Board Composition

75% of our senior leadership team and Board of Trustees have direct personal experience of perinatal loss, ensuring our strategy is structurally informed by lived experience.



Recognition

- CEO Heidi Eldridge won CEO Monthly's ["Female CEO of the Year"](#) for Best Maternal Health & Pregnancy Support CEO 2025
- MAMA Academy shortlisted for the 2026 [HSJ Partnership Awards](#)
- Donna Ockenden appointed as Charity

Ambassador, bringing 35+ years of maternity safety leadership

Financial Governance

We maintain strict compliance with our reserves policy, holding three months of essential running costs in unrestricted reserves to protect core operations.



Financial Review: Year Ended 31 July 2025

Annual turnover: £311,680

Unrestricted reserves: £74,620 (three months' essential running costs)

Income sources include restricted grants (notably the National Lottery Community Fund, Reaching Communities programme), corporate sponsorships, and charitable donations.

Expenditure is focused on staffing, policy research, resource development, and advocacy overheads. During 2025, the National Lottery grant of £64,680 was fully allocated to programme staffing salaries, with no surplus carried forward.

We maintain clear financial oversight across our Board of Trustees and leadership team, with regular management accounts reviewed at Board level.

Looking Ahead

Our strategy through 2027 focuses on embedding the National Maternity Review recommendations, expanding our National Fetal Growth Monitoring Programme collaboration, and securing sustainable corporate partnerships to reduce dependency on restricted grant funding.

Our long-term vision extends to 2030 and beyond: to eliminate preventable stillbirth in the United Kingdom and embed maternal health equity as a permanent, non-negotiable statutory principle.

In 2026, we will:

- Extend Pregnancy Passport distribution to 315,000 within existing Trusts and 15,000 new Trusts
 - Deepen our parliamentary and statutory advocacy to reverse dangerous maternity budget cuts
 - Launch a 10-part podcast series for healthcare professionals, reaching approximately 1,500 professionals per episode
 - Continue grassroots co-production with minoritised and refugee families to design the next generation of advocacy tools
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