

Willow's Rainbow

We're proud to share the first story in our charity series, featuring Willows Rainbow. Nominated by our wonderful Thamesview team, the charity received a £10,000 donation through our Charitable Metal Recycling Scheme.

Willows Rainbow supports families navigating a new pregnancy following the loss of a baby, a time that can bring a complex mix of grief, joy, anxiety and many other emotions. The charity provides support toolboxes to families, containing practical tools and information to help them manage these emotions, feel informed and track how they are feeling throughout their pregnancy.

Since becoming a charity in 2019, Willows Rainbow has sent more than 700 boxes directly to families across England through self-referral, as well as more than 600 boxes to NHS hospitals and additional supplies to community groups.

The boxes have been warmly received by both families and healthcare professionals, providing comfort and practical support during what can be an incredibly isolating experience.



We were delighted to welcome Amneet, founder of Willows Rainbow alongside Lou the Thamesview Manager to receive the £10,000 donation.



Willows Rainbow boxes...

One recipient shared:

"I love my box! I've got my card on my dressing table so that every morning when I sit to do my hair I read it and say it to myself. My husband is out tonight and my daughter is in bed so I've just sat down to try crocheting. Thanks so much!"

Rainbow Baby Week

Alongside its support boxes, Willows Rainbow runs Rainbow Baby Week, taking place from 16–22 August, sharing stories, video interviews and information around pregnancy after loss. The charity also has an ongoing Baby Loss Mini Series, highlighting stories of loss within different communities.

A midwife also shared:

“The boxes provide something new that we haven't been able to offer families before and we hope that they are a source of some comfort. We have already given some of the boxes out in our Rainbow Clinics and they have been well received!”



Until now, Willows Rainbow's work has been entirely volunteer led, but the charity is now entering an exciting new stage of growth. With more hospitals waiting to receive support boxes and existing hospitals looking to maintain their supplies, our £10,000 donation will help Willows Rainbow provide more boxes, develop new resources for families and begin exploring the introduction of staff to strengthen and support the charity.

Most importantly, it will enable them to reach many more families navigating pregnancy after loss, helping them to feel supported and know that they are not alone.

Find out more....

To find out more about Willows Rainbow, their support for families experiencing pregnancy after loss, or how you can support their work, visit their website:

<https://www.willowsrainbowbox.co.uk/>