



Bridget's Bunnies

We knew Bridget was going to make a big impact on this world long before she was born. What we could never have guessed was the role her community would play in that. Bridget's Bunnies Pregnancy and Infant Loss Foundation would not exist without the supporters, volunteers, donors, sponsors, event participants, partners, healthcare workers, and comfort kit recipients who have made this possible. This is not a cause anyone ever wants to be passionate about and the support of this community has made that weight easier to bear.

This Strategic Plan was years in the making but the direction is not new. In five years of providing comfort kits, we have never once waived from our vision of working to ensure no one endures pregnancy or infant loss alone. You are helping us make this vision a reality.

When we turned a generous Mother's Day gift into a donation of three comfort kits for the RVH Birthing Unit on May 22, 2018, we had no idea what we were creating. Back then, we were just two parents grieving the loss of our baby girl on her half birthday. We knew we wanted to reach others in their moment of crisis, ensuring they knew they weren't alone. We could never have guessed that almost 1400 comfort kits would be provided over the next five years.

Thank you to everyone who has joined us these past five years. We have big plans for the future and know this community will be with us each step of the way!

Theresa & Mat

STRATEGIC PLAN

VISION

Bridget's Bunnies works to ensure no one endures pregnancy or infant loss alone.

MISSION

Bridget's Bunnies' mission is to unite a community of support, education, and advocacy for individuals and families who have experienced pregnancy or infant loss.

VALUES



CONNECTION

At Bridget's Bunnies we value connection and collaboration with the individuals, families, and communities we serve. We strive to connect people and services, and to create a community of support that best serves those affected by loss.



CARE

Bridget's Bunnies cares about each person who has been affected by pregnancy or infant loss. We show our care through the provision of comfort kits and our dedication to advocacy and education. We provide learning opportunities to empower healthcare providers, organizations, family members and friends to effectively provide compassionate support.



INTEGRITY

Bridget's Bunnies values integrity and is dedicated to growth and learning. We are committed to providing an inclusive community that is socially just, anti-oppressive, and authentic. We recognize that we will not always get it right. We value input from the community and learning from our mistakes.



BELONGING

Bridget's Bunnies is a community for all grievers, and those who want to support them. Loss comes in many forms and touches many lives. For anyone affected by pregnancy or infant loss, you belong here.

STRATEGIC PILLARS

COMFORT KITS

- We ensure equal access to our comfort kit program with priority placed on reaching bereaved parents quickly following their pregnancy loss or death of their infant, currently within Simcoe-Muskoka
- We identify the needs of individuals and families experiencing pregnancy or infant loss and respond with relevant and effective supports
- We curate our comfort kits with environmental and social impact in mind

GOVERNANCE

- We are governed by a Board of passionate and active professionals with lived experience or intimate knowledge of pregnancy and infant loss or grief
- We are supported by a strong group of highly skilled individuals committed to furthering our mission
- We have clear goals and roles for all Board members and volunteers, engaging community partners and stakeholders as necessary to define and achieve these goals

PROGRAMS AND RESOURCES

- We plan and conduct all programming with bereaved individuals and families as our focus, ensuring quality and consistency in all we do
- We operate with a sustainable mindset, ensuring longevity for the organization
- We benefit from community support and engage a variety of stakeholders and donors to ensure diversity in funding

5 YEARS OF BRIDGET'S BUNNIES



 = 10 KITS

WANT TO GET INVOLVED?

Contact our Executive Director and Co-founder, Theresa Morrison at info@bridgetsbunnies.ca



@bridgetsbunnies



@bridgetsbunnies



www.bridgetsbunnies.ca



info@bridgetsbunnies.ca

