**Vision**
A world where fewer babies die and when a baby does die, anyone affected receives the best possible care and support for as long as it’s needed.

**Mission**
We work to reduce the number of babies dying and to improve care and support for anyone affected by the death of a baby.

**Core aims**
1. To support anyone affected by the death of a baby
2. To work to improve bereavement care
3. To promote research and prevention strategies to reduce the loss of babies’ lives

**Values**
We will be compassionate, collaborative and evidence-based
We commit to working as one organisation; learning from experience and striving for continual improvement through innovation
We will be open and honest; working with respect and integrity, showing empathy, and being inclusive in everything we do

**Strategic objective 1**
To reduce the number of babies dying before, during and shortly after birth

**Strategic objective 2**
To ensure the right care and support is available at the right time after the death of a baby

**Strategic objective 3**
To grow as one strong, sustainable and effective organisation

**Strategic objective 4**
To raise awareness of the issues relating to stillbirth and neonatal death