



MEDIA RELEASE

PINK ELEPHANTS RECEIVE \$40K AMP GRANT TO INCREASE MISCARRIAGE SUPPORT REACH

FRIDAY NOVEMBER 29, 2019: The Pink Elephants Support Network has been announced a 2019 AMP Tomorrow Fund Grant recipient, receiving a \$40,000 funding boost to further support couples experiencing early pregnancy loss.

The charity's CEO and co-founder Samantha Payne was formally named a 'Tomorrow Maker' at an awards ceremony in Sydney last night, joining a competitive selection of 37 Australians working to make a difference in their communities.

The 'Tomorrow Makers' each received a share in a \$1 million pool of funding to further their social impact efforts.

Ms Payne said the funding would go a long way to helping the Pink Elephants Support Network reach more of the 282 Australian couples a day who are struck with the shocking news that they had experienced a miscarriage.

"What we aim to do is create validation, empathy, and provide meaningful connections to couples who are going through this journey all the way from miscarriage grief right through to trying to conceive again and into pregnancy after loss," Ms Payne said.

"We have been able to expand our resources into hospitals and GP practices, as well as reach thousands of women and their partners in our online communities and many more through personalised peer support sessions.

"Now that we know what works, this funding will help us scale that reach even further by employing a staff member to support the management of these crucially important projects, and to ensure that more families can have access to this invaluable support."

Helen Liondos, Head of Sustainability at the AMP Foundation, said there was an inexhaustible supply of innovative, community-minded Australians who were working with small budgets to make a big social impact.

"Their passion and commitment often hide the fact that they are not well resourced," Ms Liondos said.

"Many draw on dedicated to volunteers to make a difference in the community."

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More details: miscarriagesupport.org.au