

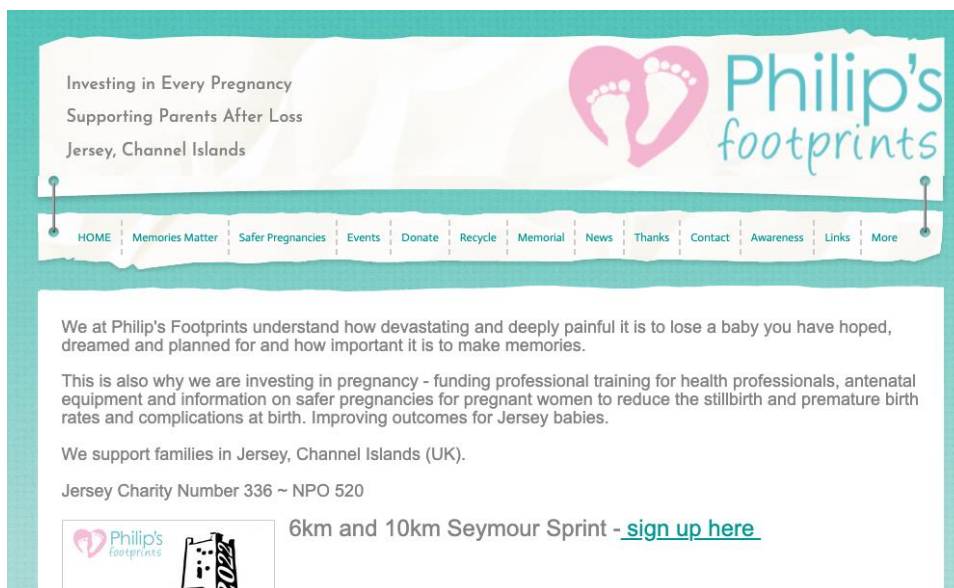


## 50@50 Progress Report

In 2020, our main fundraising event was cancelled and presuming that Covid would impact fundraising for quite some time, we postponed it until 2022. With this uncertain future we opted not to commit funds to our much-needed website update but since receiving the fantastic news that Philip's Footprints had been chosen to receive one of the 50 @50 £10,000 grants we have now been able to push ahead!

### New Website Design Project

Our website design has remained largely unchanged since the charity was founded in 2008. Using a ready-made template and managed from a kitchen table, it grew organically reflecting the increase in the charity's activities. This has resulted in the site becoming overloaded with information and difficult to navigate. It no longer met our needs and it was time to bring it into the 2020s.





This project will update and refresh the look of the site and offer a streamlined website that makes things simple to achieve - whether that is bereaved parents finding support information, supporters registering for an event or newsletter, a simple process for donors or finding 'How You Can Help' information.

Each year, the charity provides support for up to 60 parents who lose a baby or child. We do this by providing memory boxes, 121 and group support, funding bereavement counselling and remembrance opportunities. Whilst the charity offers 121 and group support in person, the website will also provide a private information area for bereaved parents and a new anonymous discussion forum as we know from personal experience the support and comfort that can be gained from participating anonymously. There are a larger number of parents going through early pregnancy loss (less than 12 weeks gestation) and this forum will also allow for more discreet support at a time where they may not have shared news of their pregnancy with their wider circle. It is often a time when support is desperately needed but Jersey being Jersey - parents don't necessarily want to bump into someone they know at a face-to-face support meeting. We hope the choices offered will give parents the support they need in a way that best suits them.

## Corporate Social Responsibility – corporate support

As part of **Magellan Consultancy's** charitable 'CSR' support, they took time getting to know all about us, what we do, our existing website and our requirements for a new website. From this, Magellan developed our draft 'Website Design Brief' from basic to brilliant, picking up the key points and turning it into a comprehensive document that will give the website designers an in-depth understanding of our requirements and ultimately, saving time and money at the web design stage.

## Philip's Footprints website development project ●

### 1. Overview

#### Objective

This document serves as an overview of the requirements for the development of a new Philip's Footprints website and marks the start of a journey to update, refresh and make more accessible, the information available to parents and supporters.

The purpose of this document includes:

- To form the basis of a professional requirements specification inviting Jersey based Design Houses to express an interest in redesigning and building a new website for Philip's Footprints
- To present a proposal to our corporate sponsors with a view to securing support for the website project either by providing resources through CSR activities or via financial donation.
- To assist in developing an action plan to aid in the tender and selection process as well as

Alongside this, as one of the **TrustQuay** Charities of Year 2021, the **TQTogether** charity team have been helping us further develop the look, feel and function and have come up with some great ideas to make the website work even harder and better for us. It's amazing to find out just how much you don't know about website design! Taking our input from preferred website designs - but with Covid interrupting the flow of work as it continues to do for many of us - they are in the process of designing a 'draft' of how the website will look. TrustQuay assures us they will continue their support to the conclusion of our website project and we are very grateful for this.

This donation of time and skills from Magellan and TrustQuay means less time needed with the website designer allowing us to focus the grant money solely into creating the working design. Their donation of time and skills together with the funding from the Association of Jersey charities has allowed Philip's Footprints to go beyond the original scope for a new website to provide the best website we possibly can. This in turn will further support not only both bereaved families and expectant parents, but everyone who wishes to engage with us online.

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