



Mission and Objectives

Mission

Amber Crisis Pregnancy Care's mission is to provide free and confidential client-focused counselling support to anyone facing tough decisions about an unplanned pregnancy or struggling due to pregnancy loss after an abortion, miscarriage, or failed IVF:

- In unplanned pregnancy situations, to facilitate the client to arrive at an informed and considered decision for them
- In pregnancy loss situations, to facilitate and support the grieving process and help the client find a way to move forward

Objectives

Our mission in practice is to:

- Promote our contact details to the best of our ability, through our website, social media, local GPs, hospitals, and Talking Therapies services.
- Communicate kindness, respect, and unconditional acceptance to all contacting our centre.
- Aim to respond to clients, by phone or by email, within 24 hours of attempted contact (in the case of phone, if a voicemail is left).

In unplanned pregnancy situations:

- Wherever possible, we will aim to offer a first session to the client within 48 hours of contact (not including weekends).
- We have pregnancy tests available and offer support and a safe space in which to process the result.
- We offer time, information, and support during the client's decision-making process and afterwards, if required, whatever that decision may be.

In pregnancy loss situations:

- We will provide on-going support through the different stages of the grief process

with the intention that the client will be able to start to move forward independently, with a positive perspective on life re-gained.

Relationship education:

- We will aim to find opportunities in the local community to communicate with young people and those that support them, with regard to healthy self-esteem and the development of personal relationships.