

# #15babiesaday

## 15 too many

Here in the UK, 15 babies are stillborn or die shortly after birth, every single day. On average, every 90 minutes, or 1.5 hours, another family is left devastated by the sudden and tragic death of their precious baby. We want to raise awareness of these figures and highlight the wide-reaching affects the death of a baby has on the family, friends, colleagues and health professionals.

We would like all our corporate partners to get involved and support our Sands Awareness month in June. Share the hashtag **#15babiesaday** to help raise awareness or just take the number 15 and turn it into something positive.

With your amazing help we can raise vital funds to help support anyone affected by the death of a baby and research into the reasons why so many are dying.

Getting involved couldn't be easier – just take the number 15 and turn it into something positive. Over the page are a few fundraising ideas of how you might like to continue the 15 theme.

For more information please contact [susy.gould-obiora@sands.org.uk](mailto:susy.gould-obiora@sands.org.uk)

[www.sands.org.uk](http://www.sands.org.uk)  [sandscharity](https://www.facebook.com/sandscharity)  [@SandsUK](https://twitter.com/SandsUK)  [sandscharity](https://www.instagram.com/sandscharity)

Supporting anyone affected by the death of a baby, working to improve bereavement care and promoting research to reduce the loss of babies' lives



# Focus on 15 Fun Fundraisers for Sands

1. Walk, Run, Hop, Skip, Jump, Swim, Trek or cycle **15** miles and ask for sponsorship. If that is way too strenuous; how about a virtual **15** kilometres with friends, family or colleagues?
2. Give up something for **15** days during June and aim to raise £150. How about a sponsored silence for **15** hours?
3. Why not consider donating **15** minutes of your salary or if you're an employer, you could donate **15** mins of the combined salaries of your employees.
4. Invite **15** friends round for a coffee and cake, or if you're feeling adventurous invite 7 couples round for dinner. Ask for donations.
5. Hold a fundraising event at work with a **15** theme – anything from a simple bake sale or you could borrow an exercise bike and get **15** colleagues to each ride one mile a day for the duration of June.
6. The **15** minute make-over! This is where you could let your imagination run wild! Give your office a make-over (or your boss!) or paint your nails orange and blue for Sands!
7. Hold a number of fundraising activities during June, with a target to raise £1,500
8. Raise **£15** in a Sands collection box – just add 50p each day during the month of June.
9. Save a life! Set up a monthly direct debit for **£15**.
10. Spread the message; tell **15** friends and family and ask them to do the same. Don't forget to share **#15babiesaday**
11. Hold a '**15**' themed Quiz; we've even come up with a simple set of **15** themed questions. Or you could create your own version of the **15** to 1 Quiz Show
12. Hold a jumble sale, table top sale, or a car boot and charge £1.50 entry.
13. Hold a Dress down Day or non-uniform day – charge everyone £1.50 to take part.
14. Arrange a golf, netball or football tournament – sign up **15** teams or play for **15** hours!
15. Organise a **15** themed cake sale in your office; bake **15** cupcakes or **15** chocolate brownies and 'Break for Cake' at **15:00** hours!

**The list is endless... Remember to keep it themed around the number 15 and at the same time you will be raising vital awareness too.**

**The only thing that limits the ideas is your imagination!**