



# Sands

## AGM 2020

# Welcome to Sands AGM 2020

**We are delighted that you have joined us and just wanted to share a few points to make sure our first virtual AGM runs as smoothly as possible**

- Everyone's video and microphone will be automatically turned off during the meeting, apart from those of the panelists. We hope this will improve the sound quality and connectivity for everyone joining.
- If you would like to ask a question, please open the Q&A window at the bottom of your screen and state your full name in the question field first. A panellist member will then either reply to you via text in the Q&A window or will ensure your question is answered live.
- As we are using the Q&A function, the chat function has been turned off to avoid confusion.
- If you are experiencing lagging or skipping, try using your computer to access video, while simultaneously dialling in by phone for the audio.
- A gentle reminder that the event is for members only.
- Finally, please note that the session will be recorded.

# Welcome



Oliver Reichardt,  
Chair: Sands' Board of Trustees

To remember all  
those babies who  
have died before,  
during or shortly  
after birth



# Approval of previous minutes



Oliver Reichardt,  
Chair: Sands' Board of Trustees

# Voting instructions

## 1. Resolution Numbers 1 and 2:

- ▶ You will be invited to vote electronically at the appropriate time
- ▶ You will be given the option to vote 'For', 'Against' or 'Abstain'.
- ▶ The results will be announced immediately following the vote.

## 2. Resolution Number 3:

- ▶ You will be invited to vote electronically at the appropriate time
- ▶ You will be given the option to vote 'For', 'Against' or 'Abstain'.
- ▶ We will announce the results of the poll at the end of the AGM
- ▶ If the poll is close the results will be double checked after the AGM

# An overview of 2019/2020



Oliver Reichardt,  
Chair: Sands' Board of Trustees

# Sands' achievements in 2019/2020



Clea Harmer,  
Chief Executive of Sands



# Annual Report for 2019 -2020

1<sup>st</sup> April 2019 – 31<sup>st</sup> March 2020

Mid-March 2019



# Vision

A world where fewer babies die and when a baby does die anyone affected by the death receives the best possible care and support for as long as they need



# Outline of presentation

## **Update on our four strategic objectives for 2019/2020 with a summary of the impact of Covid-19**

1. To reduce the number of babies dying before, during and shortly after birth
2. To ensure the right bereavement support and bereavement care is available for all those who need it after the death of a baby
3. To grow as one strong, sustainable and effective organisation
4. To raise awareness of the issues relating to stillbirth and neonatal death

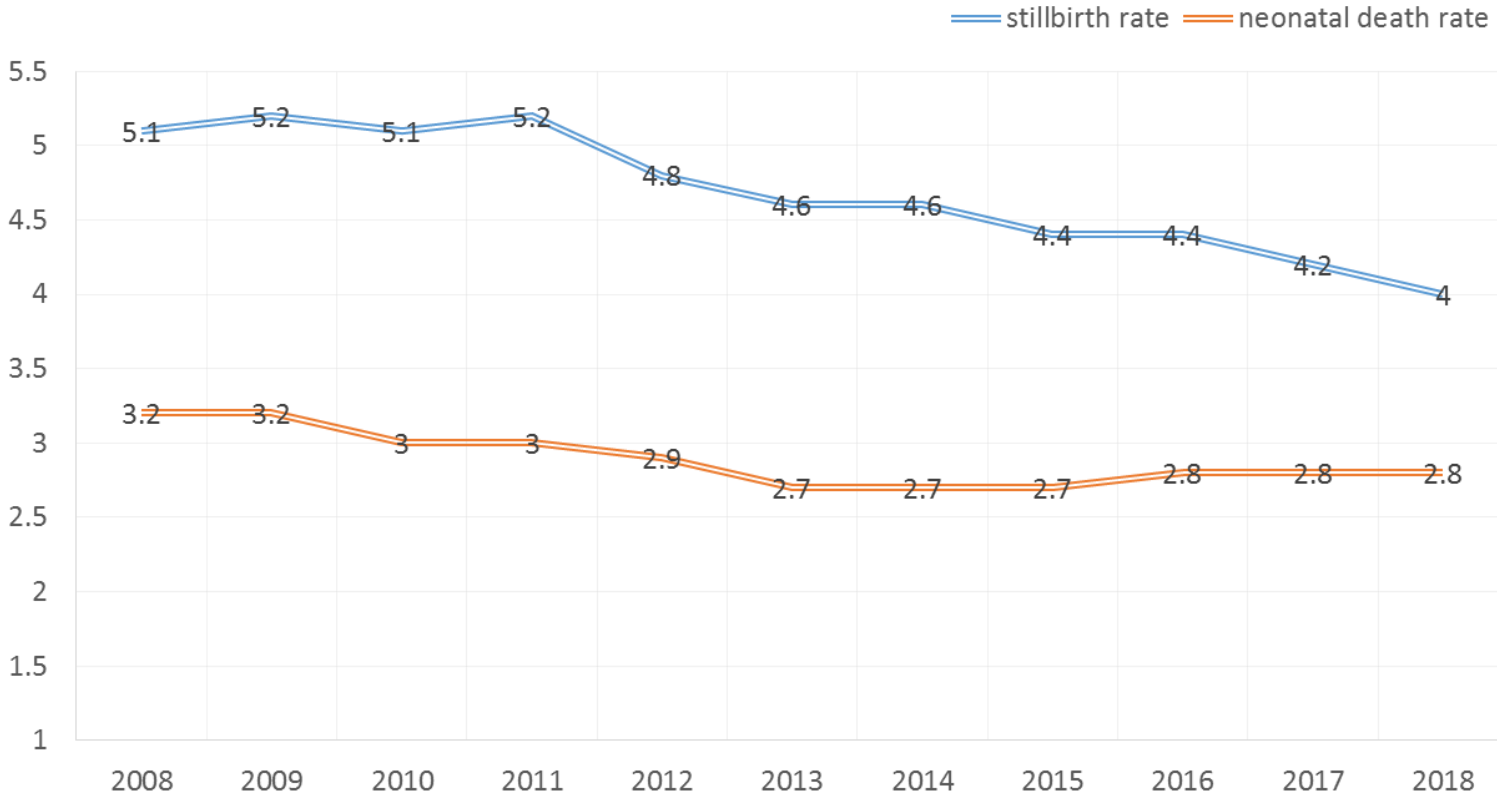
# 1. To reduce the number of babies dying before, during and shortly after birth



- ▶ 2018 Registration data for the UK shows that 4,947 babies were stillborn or died neonatally
- ▶ 14 babies a day
- ▶ Although a reduction from 15 babies a day in 2017, it is still a tragedy for each one of those families

**More needs to be done**

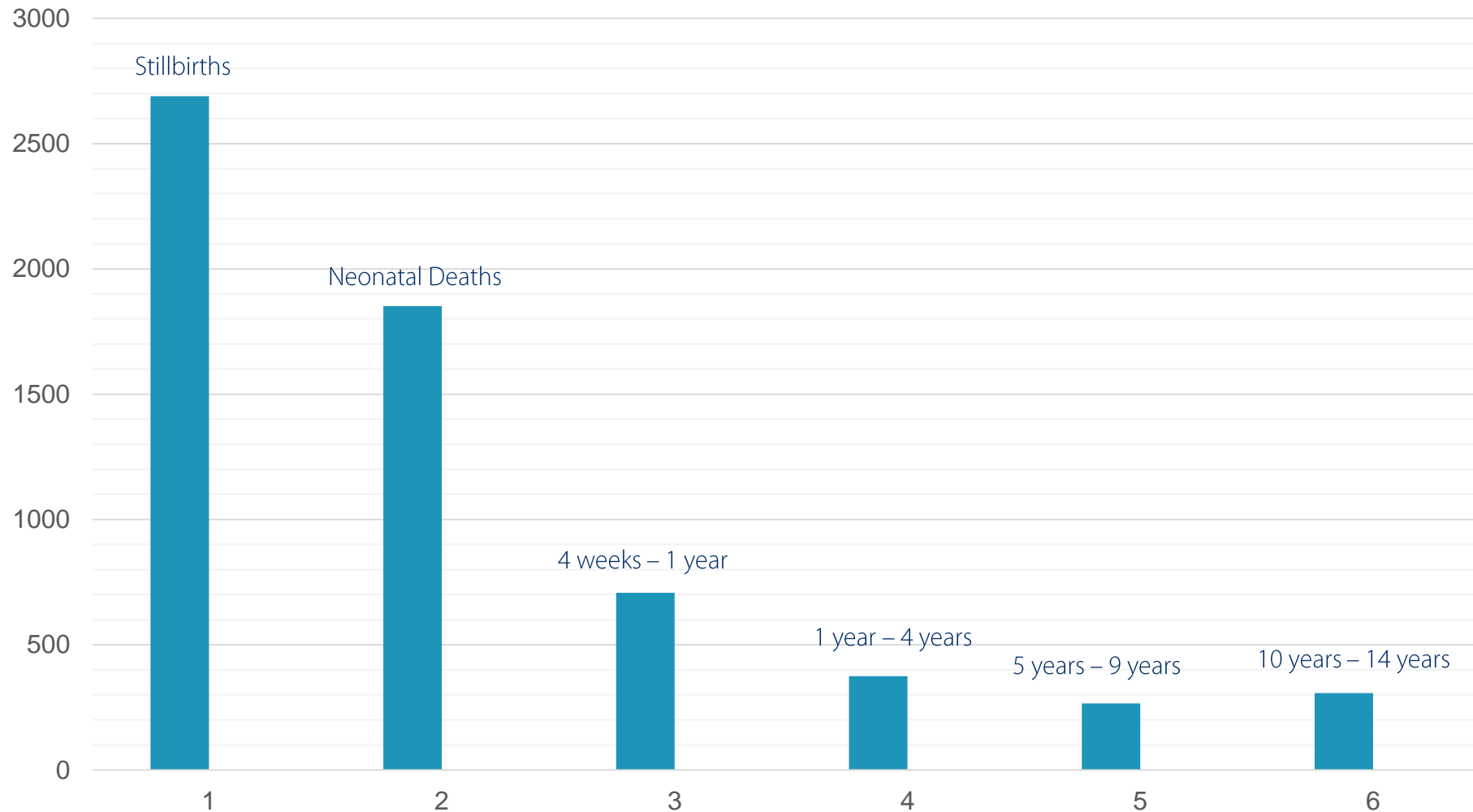
# Registration data UK, 2008 - 2018



Source: Office for National Statistics, Vital statistics population and health reference tables, Nov 2019

# The scale of perinatal death

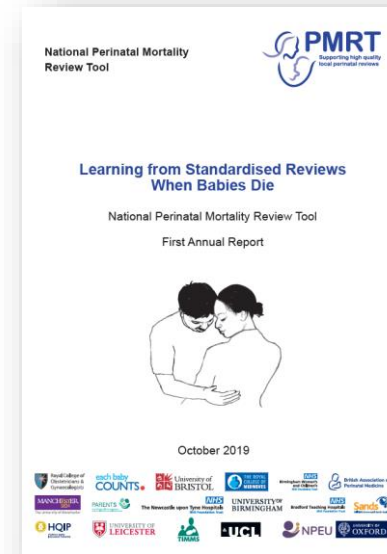
Deaths of babies and children up to the age of 15 (2017)



# 1. To reduce the number of babies dying before, during and shortly after birth

## Understanding why babies die

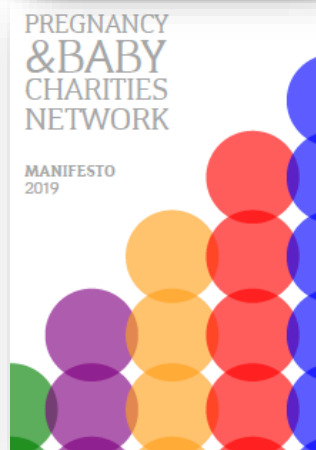
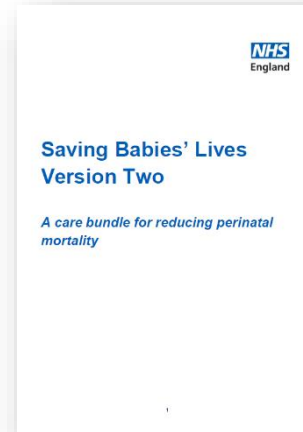
- ▶ New 5-year Research Strategy
- ▶ Supporting more than 12 Research Studies
- ▶ Developing the Perinatal Mortality Review Tool as part of a collaborative effort



# 1. To reduce the number of babies dying before, during and shortly after birth

Implementing the actions needed to reduce the number of babies dying

- ▶ Contributing to Saving Babies Lives Care Bundle Version 2
- ▶ Working with governments and the NHS to shape national policy
- ▶ Working with Pregnancy and Baby Charity Network and with One Voice





# Covid-19 and Perinatal Mortality

## What we do know ...

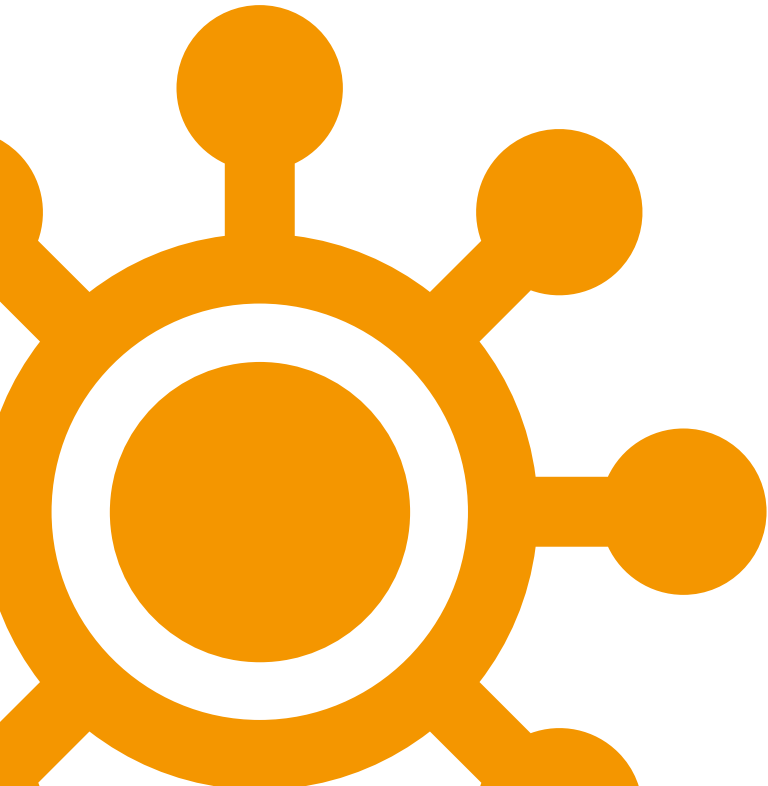
- ▶ Direct risk from virus for mothers and babies appears to be relatively small
- ▶ Between April and June the number of babies dying after labour started increased

## What is likely ...

- ▶ There have been negative consequences as a result of social distancing, lockdown, and steps taken to avoid NHS being overwhelmed
- ▶ BAME communities have been disproportionately affected

## What we don't know yet ...

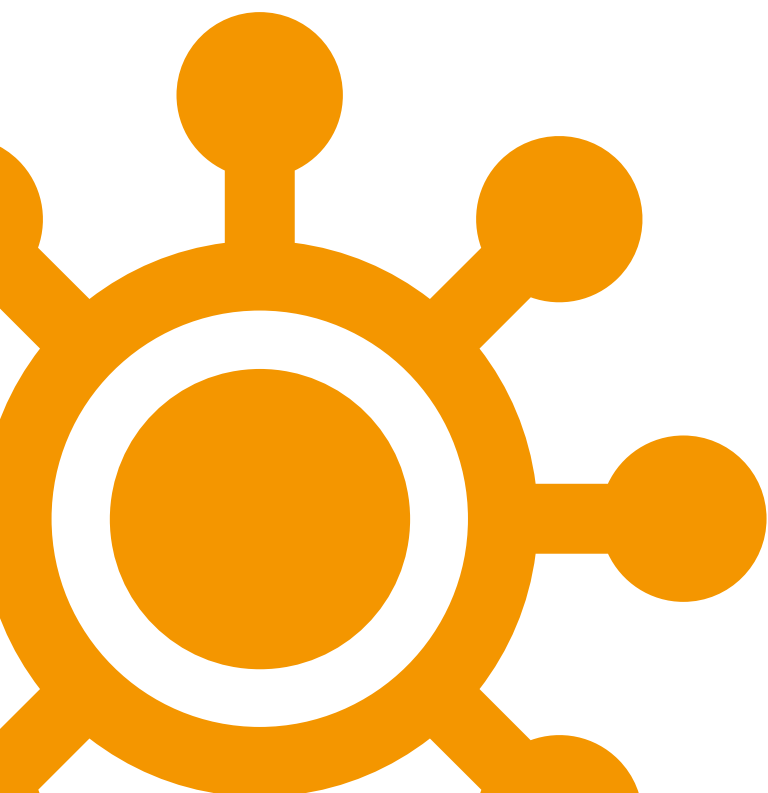
- ▶ The overall impact on perinatal mortality rates (ONS, MBRRACE)



# Covid-19 and Perinatal Mortality

## What we have done ...

- ▶ Contributed to research on the effect of Covid-19 on mothers and babies
- ▶ Shared emerging issues with governments and the NHS to shape the response to the pandemic, making sure the experiences of bereaved parents and pregnant women were taken into account
- ▶ Co-created new NHS guidance and guidance from the Royal Colleges, including around 'stay at home' messaging
- ▶ Ensured notifications and reporting continued in a timely way



## 2. To ensure the right bereavement support is available after the death of a baby



### Bereavement Support provided through:

- ▶ **350 Befrienders** providing group or individual support
- ▶ **Helpline** responding to 2,459 calls and 1,983 emails
- ▶ **Online Community** with just under 31,000 posts and 1,845 new members
- ▶ **Facebook and social media** including messenger
- ▶ **420 Grief Chat conversations**
- ▶ **Bereavement Support Book** with 14,371 copies distributed
- ▶ **Bereavement Support App**

## 2. To ensure the right bereavement support is available after the death of a baby



### Bereavement Support provided through:

- ▶ 2,187 **Memory Boxes** distributed free of charge



### Garden Day and Lights of Love Services:

- ▶ 1,600 families across the UK

# Covid-19 and Bereavement Support



## What we have done ...

### Continued to provide

- Support via all our usual channels – seeing a 30% increase in demand at times

### Introduced

- Befrienders providing virtual Support Group Meetings
- Support for Befrienders in fortnightly discussion session
- Some Groups have introduced 'walk and talk' sessions
- Closed national Facebook Support Page
- Virtual Garden Event viewed over 1,500 times

## 2. To ensure the right bereavement care is available after the death of a baby

Worked to ensure equal and excellent bereavement care for all parents and families through providing

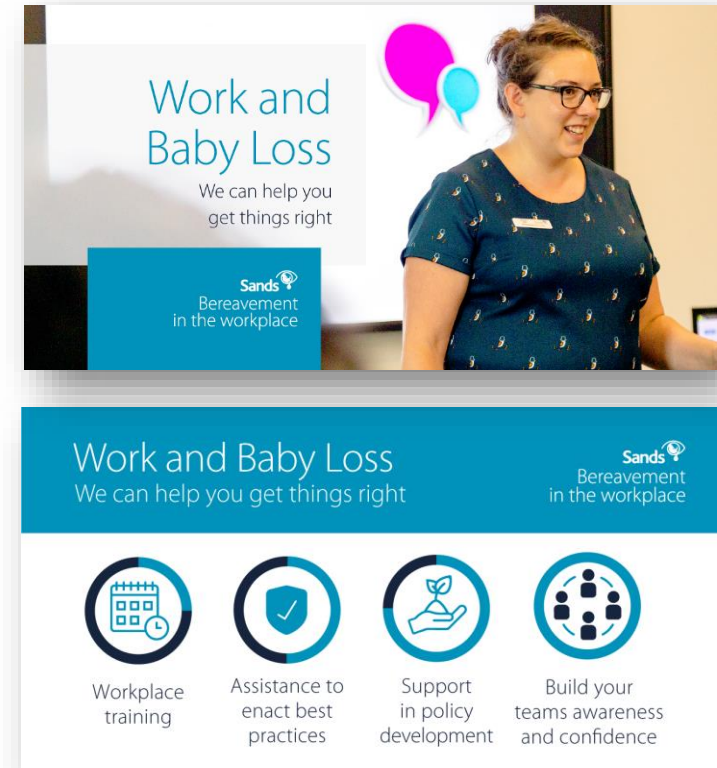
- ▶ **Bereavement care training** for over 2,460 healthcare professionals and all those in contact with bereaved parents
- ▶ **Leadership of National Bereavement Care Pathway** – by March 2020 80% engagement across England and 5 Early Adopter Sites in Scotland



## 2. To ensure the right bereavement care is available after the death of a baby

Worked to ensure equal and excellent bereavement care for all parents and families through providing

- ▶ Launch of **Sands' Consultancy** to provide information and support to statutory, voluntary and corporate organisations
- ▶ Creation of **'Bereavement in the Workplace' Training**
- ▶ Involvement in **Parental Bereavement Leave and Pay Act**



# Covid-19 and Bereavement Care

## What we have done ...

- ▶ Virtual Webinars for healthcare professionals
- ▶ Fortnightly Bulletin for over 2,000 healthcare professionals
- ▶ Collated feedback from parents and healthcare professionals to share with key decision makers and influencers
- ▶ Worked with Royal Colleges to develop NHS guidance – including guidance on providing compassionate care whilst wearing PPE

**Sands**  
Bereavement & neonatal health charity

### Communication while wearing PPE

Compassionate communication can positively influence how parents and families experience their care even when the worst happens. Good communication builds trust between a health care professional and an individual, enabling parents and families to feel safe and confident in the care they are experiencing.

Warm facial expressions and a clear gentle voice are both qualities of compassionate communication, so PPE and particularly facemasks are a barrier to building a trusting relationship with parents and families. Parents and professionals have told us about the difficulties caused. Good communication can't take away the pain parents and families feel but it can reduce the impact of trauma, both in the short and long term.

However, there are several things that health care professionals can do to maintain compassionate communication even when wearing PPE

- Carry a photograph of yourself**  
without a mask and share when appropriate, or display staff photographs in a public area.
- Introduce yourself clearly,**  
have your name badge visible and gesture to it as you make your introductions.
- Acknowledge the difficulties,**  
explain why you can't shake hands or make physical contact and that the situation is difficult.
- Use eye contact and smile,**  
even if they can't see your mouth, people will be able to see a smile in your eyes.
- Consider your tone of voice,**  
ensure you can be heard, but be gentle, kind and honest.
- Support understanding,**  
by using hand gestures.
- Take your time,**  
don't talk too fast, check back for understanding, use written prompts if necessary.
- Say things in a different way,**  
if you have not been understood.
- Think about the physical environment,**  
face parents, try to stand still when speaking, try not to stand with light or a window behind you.

*"Once admitted to hospital all staff were in full PPE, care was second to none, but it did make difficult conversations hard as you could not see or speak to staff properly"* Bereaved parent

*"The use of PPE i.e. fluid resistant masks made communication more difficult and there are challenges with not being able to offer the normal comforting of parents that we would"* Professional

For more information on sensitive and effective communication visit [sands.org.uk/sensitivecommunication](https://sands.org.uk/sensitivecommunication)

Our helpline provides practical advice and emotional support to health care professionals.  
t: 0808 164 3332  
e: [helpline@sands.org.uk](mailto:helpline@sands.org.uk)

[sands.org.uk](https://sands.org.uk)



### 3. To grow as one strong, sustainable and effective organisation



#### **Before March 2020:**

- ▶ Developed 5 year Fundraising and Engagement Strategy including restructure of department
- ▶ Renewed focus on digital fundraising including Facebook fundraising
- ▶ Grew Corporate Partnership portfolio (including Marks and Spencer and NatWest)
- ▶ Established Sands United as a model to enable bereavement support and income generation
- ▶ Prepared to develop next 3-year strategy

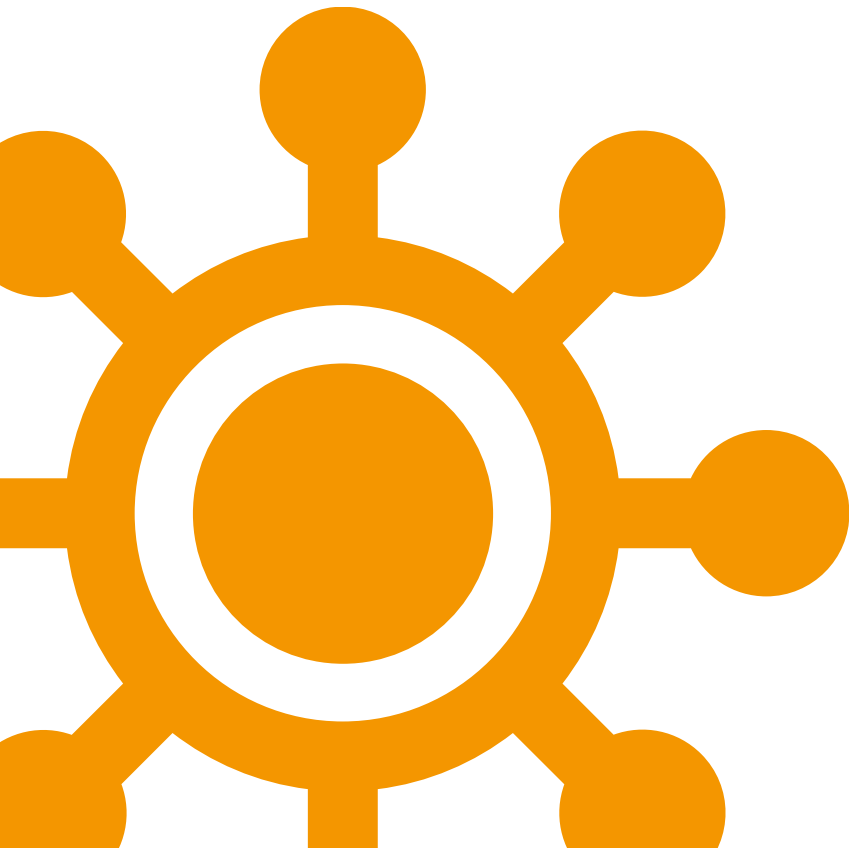
# Covid-19 – Initial analysis and focus

## **Potential risk to babies, fear and uncertainty**

Provide **support** and **information** for bereaved parents and families, for pregnant women, and for NHS staff

## **Potential drop in income**

**Maintain income** so does not drop below 50% of original budget



### 3. To grow as one strong, sustainable and effective organisation



#### **After March 2020:**

Focus on ensuring sustainability by

- ▶ Reducing expenditure
- ▶ Preventing an overwhelming reduction in income

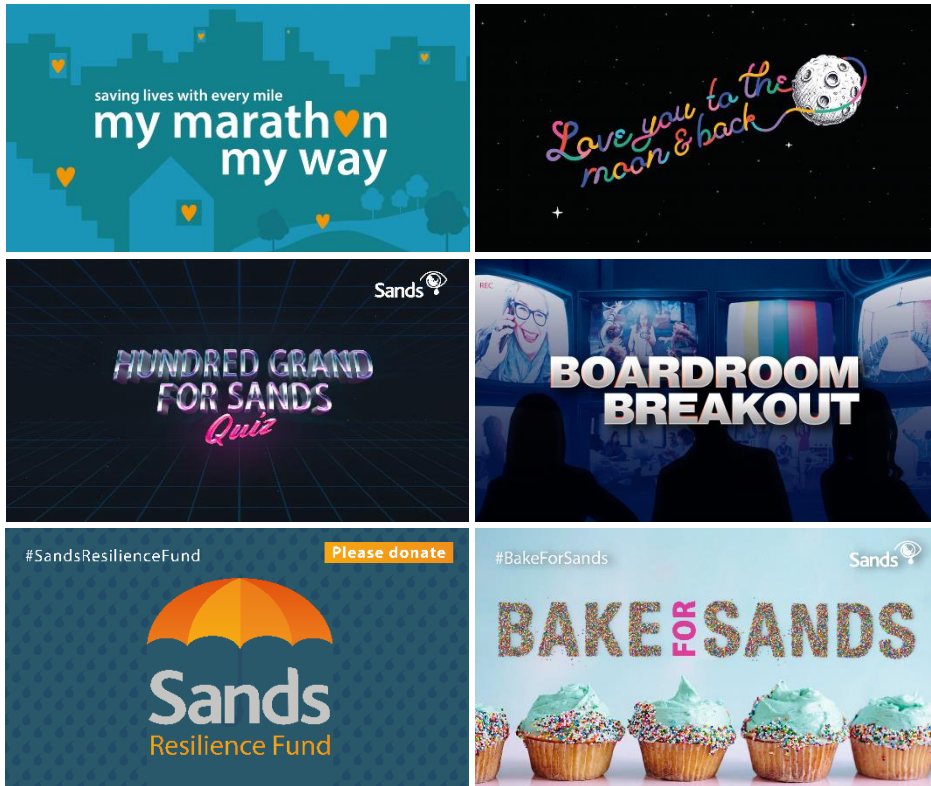
Planning for both short and long term

### 3. To grow as one strong, sustainable and effective organisation

#### **Reducing expenditure by**

- ▶ Reducing non-salary expenditure (face-to-face activity cancelled)
- ▶ Furloughing staff
- ▶ Remaining staff taking voluntary salary reductions
- ▶ Restructuring to reduce salary line
- ▶ Revising plans for office space from March 21 onwards

### 3. To grow as one strong, sustainable and effective organisation



#### Preventing an overwhelming reduction in income by

- ▶ Launching Sands Resilience Appeal
- ▶ Developing new digital products to respond to social distancing measures
- ▶ Trust and statutory fundraising team have submitted more than £2M in applications since March – securing more than £700K to date



# Our amazing fundraisers!





### 3. To grow as one strong, sustainable and effective organisation

#### Going forward we will:

- ▶ Deliver on all three of our core aims
- ▶ Take a more digital approach to all aspects of our work – including support, training, fundraising
- ▶ More effectively use the voice of parents to close the feedback loop
- ▶ Increase volunteering opportunities across Sands
- ▶ Have the ambition to grow again when we are able to

## 4. Raise awareness of the issues relating to stillbirth and neonatal death



- ▶ Sands Awareness Month 2019 - #FindingYourWay





## 4. Raise awareness of the issues relating to stillbirth and neonatal death

### ► Baby Loss Awareness Week 2019



# Sands' Values



Evidence-based



Collaborative



Compassionate

# Trustees' Annual Report & Accounts for the year ended 31 March 2020



Tom Burdett,  
Treasurer: Sands' Board of Trustees

# Introduction

## Accounts to 31 March 2020

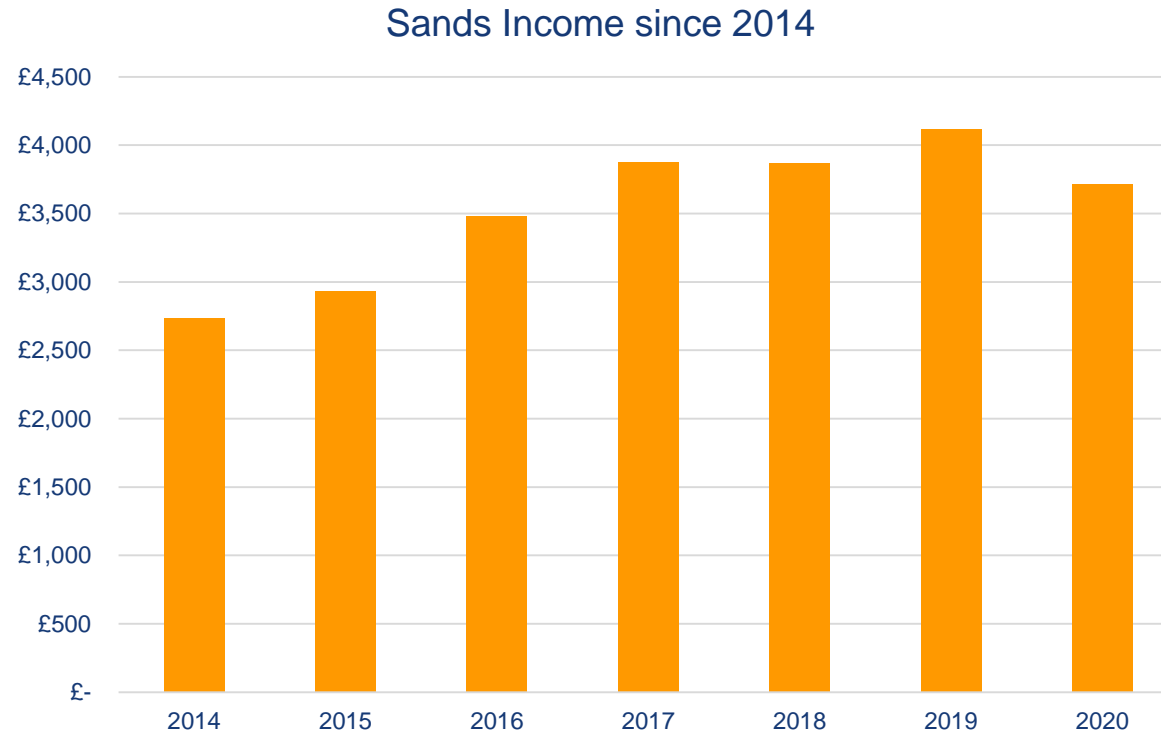
- The accounts in your packs focus on the year to 31<sup>st</sup> March 2020 whose figures were affected in the latter stages by the Coronavirus pandemic
- However a key element of the account is narrative is reference to the Coronavirus pandemic and its impact beyond March this year

## Income to 31 March 2020

- Our Income in 2020 was £3.7M, this compared to £4.1M in 2017 (10% reduction)
- Income was affected in the latter part of the year by the Coronavirus outbreak cancelling key fundraising events such as the London Marathon
- To illustrate this, fundraising income had increased to the end of January 2020 by 6.5% on the previous year, but was then 10% down by the end of March
- Groups income was also lower now representing 14% of total income (last year 18% of total income)

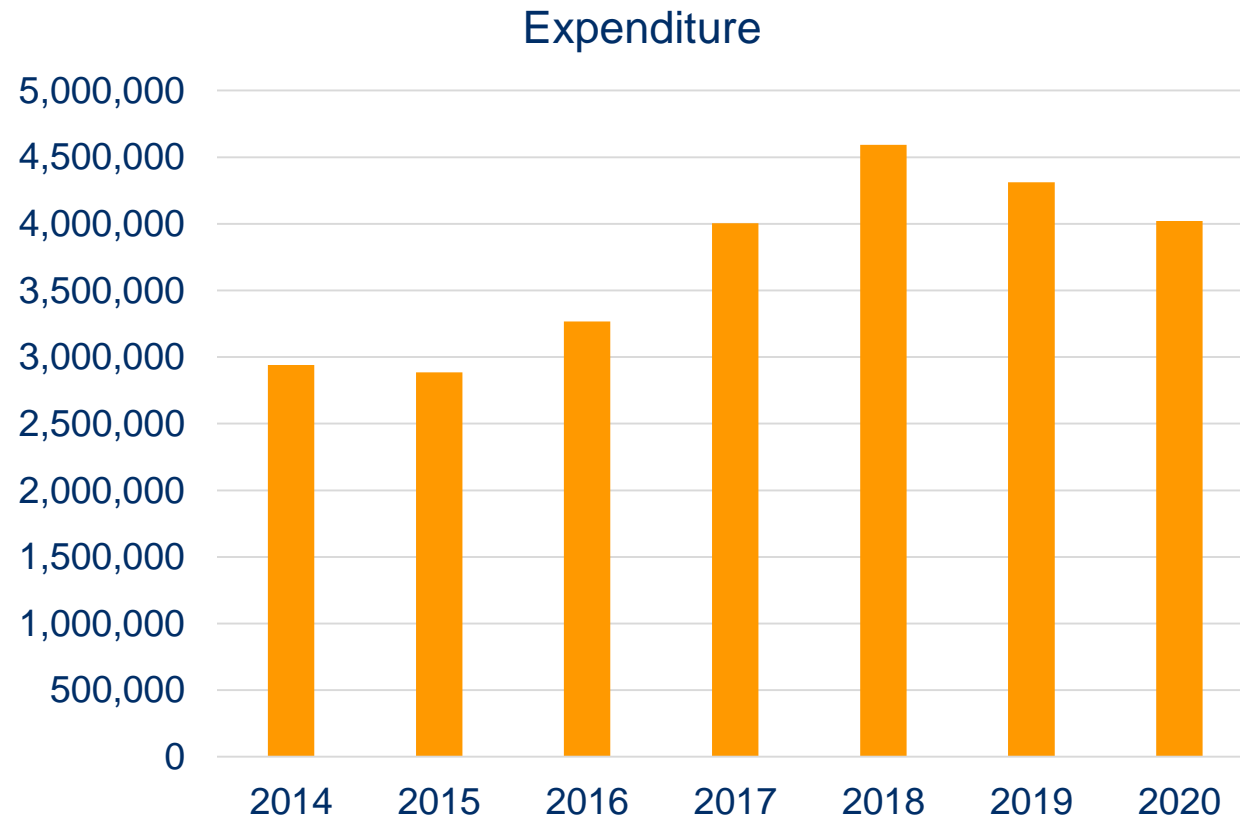
# Income

Whilst we have seen a slight reduction this year, this follows a number of years of sustained growth in income



# Expenditure to 31 March 2020

In 2019 we spent just over £4.0M this compares to £4.3M in 2018, a further reduction from 2018



# Net income to 31 March 2020

- The charity targets overall increases in general funds which are unrestricted and for general use
- Overall net surplus on general funds in the year of £9,624
- Compares to a surplus of £152,917 in 2019 and a deficit in 2018 of £481,281



# Reserves levels

- The charity targets levels of reserves to both maintain financial stability and sustainability (for example covering unexpected shortfalls in income), and to ensure funds are used to further the objects of the charity
- Our reserves policy is to hold **3 months reserves**
- As at 31<sup>st</sup> March 2020 the charity held reserves of the equivalent of 2.5 months unrestricted expenditure (up from 2.2 months in the prior year)

# Reserves levels

- The global pandemic led to a significant shortfall in fundraising income for the first 6 months of the year - down a quarter
- However due to cost cutting, successful applications for Government Grants and prudent financial management reserves levels have stabilised above the 3 month target
- At the end of September we were on **5.1 months** of reserves

# Reserves levels

- This means that despite the ongoing uncertainty Sands is in a **secure and stable position**
- Disclosure in the accounts provides more detail but this has allowed the auditors to sign off the accounts confident that Sands as a going concern
- This is a position which a lot of charities and companies do not find themselves in at the moment and is testament to the work of the CEO and Directors over the last 7 to 8 months

## Resolution No. 1:

### Approval of the Trustees' Report & Audited Accounts

- Kate Mulley will summarise questions any questions about the accounts
- Tom Burdett, Chair – Finance, Audit and Risk Sub Committee
- Please vote electronically
  - For
  - Against
  - Abstain

## Resolution No. 2:

### Appointment of the Auditors

Tom Burdett, Chair – Finance, Audit and Risk Sub Committee

- Please vote electronically
  - For
  - Against
  - Abstain

## Resolution No. 3:

### Election of Trustees

Oliver Reichardt, Chair – Board of Trustees

- Please see the nominations list in your delegate pack.
- We will run separate electronic polls for the appointment and re-appointment of Trustees.
- Results will be announced at the end of the meeting.

## Questions and answers

Kate Mulley will summarise questions sent ahead of the AGM for the panel, and also those asked electronically





# Sands

## AGM 2020 - Break



# Keynote speaker



Perinatal Outcomes in the Pandemic

Dr Sarah Stock

# An overview of 2019/2020



AGM close and announcement of  
Trustee nominations

Oliver Reichardt,  
Chair: Sands' Board of Trustees

AGM 2020



# Sands

Thank you for participating