

Sands



#challenge

14

Challenge the numbers, challenge yourself



Do something amazing this year

You choose how to take part –
take on 14 and support Sands to make a difference.



Sands



Take on #challenge14

It's your 14, your way. Help save babies' lives.



Take on Challenge 14 by completing 14 miles, taking on 14 new activities or completing your own challenge in 14 days

Sadly, the death of a baby is not rare. Every day in the UK, 14 babies die before, during or shortly after birth, leaving 14 families heartbroken and empty handed as they leave hospital. For many, the cause of death is tragically unknown.

At Sands, we want to change this. We believe research can save babies' lives and improve care and support for bereaved families.

Two years ago, we were asking you to take on Challenge 15. Amazing fundraisers like you helped us to reduce this number. But 14 babies are still dying every day and we need to continue our crucial work to reduce this number.

Take on Challenge 14 in memory of these precious and wanted babies, and together we can create a world where fewer babies die.

14 babies die before, during or shortly after birth every day in the UK. We need your help to save families from this tragedy.



Last year, we saw hundreds of you take on Challenge 14 in new and unique ways. What will you do this January?

Run, walk or jog 14 miles

Give up chocolate, alcohol or social media for 14 days

Do 14 press ups, sit ups and squats every day for January

Lose 14 pounds in weight

Spend just £14 per person per week on food for January

Something else! Create your own Challenge 14



The money you raise will help Sands to continue to meet the need for our bereavement support services, improve bereavement care throughout the UK, and fund and promote research that could save babies' lives.

Together we can make a difference.





Sign up today

Visit sands.org.uk/challenge14 and register to be part of #TeamSands by joining the Facebook group

In return for signing up to #challenge14 and joining #TeamSands you will receive:

- Sands fundraising pack
- Free Sands t-shirt/running vest Social media profile pics
- Badges to celebrate your achievement
- Pre-event support from our lovely challenge events team
- Friday shout-out on Facebook

Once you've registered your #challenge14 event we'll send you a personalised fundraising pack to welcome you to the team and help kick-start your fundraising.

Got questions? Visit our FAQs here: sands.org.uk/challenge-14-faqs or contact the team at TeamSands@sands.org.uk or t: 020 3897 6092.

Thank you

Simple steps to fundraise

Step 1 – Join the Facebook group

Meet other amazing supporters like yourself taking on the challenge. Share tips and ideas, inspire and cheer each other on and ask any questions you might have

Step 2 – Register for your t-shirt and fundraising pack

Check the announcements in the Facebook group to find out how to register for your free t-shirt and fundraising pack.

Step 3 – Set up your Facebook fundraiser

The easiest way to collect sponsorship! Set it up in minutes, change the edit date so it finishes after your challenge, and then post updates, share photos and collect donations from friends and family. The best bit? All the money is transferred directly to us, so there's no need for you to do anything more!

Step 4 – share, share, share!

Tell everyone about your #challenge14 event. If you do find yourself getting media coverage, do let Sands Press Office know by emailing e: media@sands.org.uk



Your #challenge14 event would enable us to provide more support, improve bereavement care and fund research to save more babies' lives. Fundraisers like you are vital. Thank you so much for your tremendous support.

sands.org.uk/challenge14

t 020 3897 6092
e TeamSands@sands.org.uk
w sands.org.uk

