

# What is Dress Down Day?

Dress Down Day is a simple, team-friendly way for organisations to support Sands. Staff are invited to wear purple or orange, the colours of Sands, to raise awareness of pregnancy and baby loss and show solidarity with bereaved families.

## When does it take place?

Dress Down Day can take place on any day! Many organisations choose a day that works best for their team or align it with other internal activities.

## How do we register?

To register, simply set up a JustGiving page through the official [Dress Down Day campaign](#). This helps your team donate easily and ensures all funds come directly to Sands.

## How do we take part?

Once your JustGiving page is set up, invite colleagues to wear orange or purple and make a £1 donation to take part. Teams can join in from the office, from home, or across multiple locations.

## How do we donate the money we raise?

We recommend all donations are collected through your JustGiving page, so there's no need to handle cash or track totals manually. However if you'd like to discuss alternative ways to donate, get in touch with us!

## Can we combine Dress Down Day with other activities?

Absolutely. Many partners pair it with bake sales, team challenges, awareness moments in meetings, or internal communications to spark conversation and increase impact.



## What will our support help fund?

Every £1 raised helps Sands provide vital bereavement support, deliver specialist training for professionals, and support research to save babies' lives.

## Can remote or hybrid teams take part?

Yes – Dress Down Day works brilliantly across remote and hybrid teams. Encourage colleagues to join video calls in orange or purple, share photos, or post on internal channels to build connection and visibility.

## Can we share photos on social media?

Yes, and we'd love that! Sharing your involvement helps raise awareness and encourages other organisations to take part. If you do post, please tag Sands so we can celebrate your support.

## Who do we contact for support or resources?

You can download your resources directly from our website. Our Partnerships Team is also here to help with anything you need.



Contact us at [corporate.partnerships@sands.org.uk](mailto:corporate.partnerships@sands.org.uk) and we'll support you every step of the way.



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