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Dear

I am writing with an invitation for your school to participate in Go Pink and Blue for Sands as part of Baby Loss Awareness Week 2021.

Every year in the UK, an estimated 1 in 4 pregnancies end in miscarriage, and more than 5,000 babies are stillborn or die within the first 4 weeks of life. Sands is a charity supporting research to lower this number, training healthcare professionals to provide better maternity and bereavement care, campaigning for changes to policy, and, when the very worst does happen, ensuring there is support for anyone affected by this most tragic of loss.

As part of the invaluable work Sands do, they are currently developing a suite of resources for children grieving the loss of a sibling following baby or pregnancy loss, to improve their mental health outcomes. These resources will soon be available to schools to support your pupils, some of whom are likely, given how common baby loss is, to have experienced this loss, or sadly will in the future.

Sands needs your support to ensure they can continue this work. And for this year's Baby Loss Awareness Week, 9th-15th October, they're inviting schools to Go Pink and Blue to help break the silence around the baby loss and show bereaved families that they are not alone.

Every year, thousands of family homes and famous landmarks light up pink and blue in support of Baby Loss Awareness Week. Join them by decorating your school pink and blue. You can order tissue paper packs to stick in the windows or get crafty with your pupils and see what ideas they have.

Schools are also invited to host a Go Pink and Blue dress down day. Pupils can come dressed wearing pink and/or blue and make a £1 donation. You can also sell bespoke ribbon pin badges for this day to raise additional funds.

You can order your free Go Pink and Blue pack with everything you might need, including tissue paper, collection tins, ribbon pins and a guidance sheet for teachers here: www.sands.org.uk/school

If you've got questions, you can email Chiara in the Fundraising team at Sands on fundraising@sands.org.uk

Should you be interested, Sands also offers Bereavement in the Workplace training for your staff, equipping them with the skills and knowledge to empower, encourage and support their colleagues, and ultimately, to remain productive by thriving in their workplace. More information can be found here: www.sands.org.uk/workplacetraining

Thank you for taking the time to read this invitation. I hope you'll be able to participate in Go Pink and Blue for Sands and raise funds so that parents and siblings get the support they need and deserve after the loss of their baby.

Best wishes,

Sands supports anyone affected by the death of a baby, works to improve bereavement care and funds research to save babies' lives.

Helpline: 0808 164 3332

Online Support: sands.community

All Support: sands.org.uk/support

Email Helpline: helpline@sands.org.uk

App Support: sands.org.uk/app

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