

# Your guide to hosting a Ribbon Display for Baby Loss Awareness Week

9th–15th October



sands 

 Baby Loss  
Awareness Week

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

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If you have any questions, please don't hesitate to email [ribbon.displays@sands.org.uk](mailto:ribbon.displays@sands.org.uk)

# An Introduction to Ribbon Displays

## What is a Ribbon Display?

A Ribbon Display is a temporary in memory installation for Baby Loss Awareness Week. They are a physical remembrance memorial for babies and pregnancies lost in your local area.

The inaugural Baby Loss Awareness week began in the UK in October 2002. It was initiated by a small group of parents, inspired by Pregnancy and Infant Loss Remembrance Day in the United States. Through the sale of handmade blue and pink ribbon pins they raised thousand pounds for UK organisations supporting bereaved families. Since 2014, an enamel pin has been sold in place of handmade ribbon pins.

The concept of the Ribbon Display makes reference to the original handmade pink and blue ribbons and gives bereaved families the opportunity to remember their precious babies within their local communities.



## Why organise a Ribbon Display?

Ribbon Displays raise awareness of pregnancy and baby loss in your local area. They can start conversations and provide bereaved families with the opportunity to remember their babies during Baby Loss Awareness Week.

**Maria, a bereaved Mum from Clacton-on-Sea, decided to host her first ribbon display in 2019, she said:**

**“I just want people to know they are not alone, and that they have a place to remember their little one.”**

If you choose to take donations, Ribbon Displays can also raise valuable funds for Sands. Money raised in memory of the precious babies being remembered will fund further work to support bereaved families and save babies' lives, so fewer and fewer ribbons are added to displays in the future.



## Choosing your location

Depending on where you would like to hold your display you will need to seek different permissions. A display can be as simple or as elaborate as you want. You could host a ribbon display on your boundary fence at home, at work, school or in a public place.

Whatever location you choose you will need to get permission from the owner or your local council. This can sometimes take a few months to identify the relevant people and get the relevant permissions agreed. Make sure you give yourself plenty of time.

If your location is on privately owned land the same principles of seeking permissions apply but this may not take as long as public permissions depending on the size/style of business you're approaching.

Organisations may require you to submit a risk assessment, you can use our [Risk Assessment Template](#) or some venues may provide you with a template of their own.

Included in your postal pack is also a Letter of Authority to confirm your event is in aid of Sands, some companies may ask for this too, especially if you are collecting donations.



## Adding ribbons

There are a number of different ways you can invite people to have a ribbon included. Ultimately it depends on your capacity and how much time you may have or how involved you want to be.

The simplest way, is to invite people to add their own ribbon when they visit the display.

If people can't visit the display and/or you would like to offer people in your community the opportunity to add a ribbon on their behalf, consider carefully how you invite these communications. See the 'Raising funds' section below for suggestions.

## Raising funds

If you would like to invite people to make a donation in return for adding a ribbon to the display or simply track the donations you raise for Sands from your display, you can create your own JustGiving Page -

[justgiving.com/campaign/ribbon-displays](https://www.justgiving.com/campaign/ribbon-displays)

Simply click 'start fundraising' and follow the steps, this will create a page unique to your display. Once completed you will be able access your own QR code which you can put on your posters.

If you are considering inviting dedications from people who can't visit the display and adding ribbons on peoples behalf, you could use your JustGiving page to monitor these. When donating to your JustGiving page there is the option for the donor to add a comment, here they could write their ribbon dedication. If you choose to do this you will need to be clear on how much of a dedication can fit on the ribbon, encourage people to keep to a name, as longer messages are unlikely to fit on the ribbon. We have put together some suggested wording you can use as a template on your page. This is in the Appendix, and will also be emailed to you.





# Promoting your display

## Putting your display on the map

Once you have confirmed your Ribbon Display is going ahead, we encourage you to share your news far and wide. Don't forget to let us know so that we can add it to the Sands Ribbon Display Map, a map that will showcase the locations of every display across the country. -

[sands.org.uk/ribbon-display-map](https://sands.org.uk/ribbon-display-map)

## Seeking support from the local community

If your display is near any shops/cafes or other local businesses, it may be worth approaching them before the display happens to inform them what's going on. They may be willing to pop a poster in the window, host some leaflets on their counter or even show their support for your display by decorating their own shop window blue and pink!

## Creating a Facebook Event

You may wish to create an online event on Facebook to promote your Ribbon Display. Before you do so, please keep in mind that you will need to check and monitor the event page. Ribbon displays can be created without, but event pages can be great spaces bringing donors and supporters together.

On Facebook you will see a section called 'Events' click here to create an event. You will have the option to:

- **Add a cover photo,** A photo suited to these measurements will be emailed to you.
- **Choose your event title,** We suggest you call the event: LOCATION or NAME Ribbon Display in aid of Sands for Baby Loss Awareness Week.
- **Set date parameters.**
- **Set the Location.**
- **Choose 'who can see your event',** make sure you choose 'public' so everyone across your region will be able to visit the event page.



Once created you can add more information to the 'About' section, we have put together some wording you can use as a template on your event page. This is in the Appendix. and will also be emailed to you.

# Contact local press

It is so important to let others in the local area know about your display and the local media channels are a great way to do this. They will be really keen to hear about what you have planned and help raise awareness.

We recommend you send your local radio station, newspapers and websites information on your display a couple of weeks before and also invite them to visit the display when it's in place. We have a [Press Release Template](#) on our website, you can use this as your guide, you will just need to find the email contacts to send it to. Most media email addresses can be found on their websites.

# Your display

## Preparing the ribbons

We know that preparation is the key when thinking about organising a Ribbon Display, so it is good to think in advance about all the steps and actions you need to take.

Depending on where and how you're holding your display you may just need to source your ribbon or print out our paper templates and get a couple of permanent markers. However, do visit your planned location and consider if you may need anything else to help you secure the ribbons, such as string or netting, especially if you are using ribbon.

**Top Tip** – We recommend a garden netting that can be securely fixed to any railings/structure with cable ties. It'll be easier to remove all the ribbons at the end of the week if they are fixed this way. Whatever is attached must be carefully removed and nothing left behind.

We encourage you to approach your local craft/DIY stores and see if they can support you by donating the items for free or offering you a discount. In return you can mention the business when talking to press and also include a poster at the display site stating the materials were kindly donated by them.

How many ribbons you need will really depend on the number of dedications you receive.



## The display

Baby Loss Awareness Week has arrived, and it is time to set up your display. We understand that this may be an emotional time and putting the display together may bring a mixture of emotions. Please do remember Sands is here for you should you need support -

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

On the morning of the 9th of October prepare your display location ready for the ribbons to be added, if you have taken ribbon dedications on people's behalf these can be added straight away.

Attach a couple of posters to the display so people know the importance and can find out more information. If you have created your own JustGiving page make sure your QR code, or fundraising page link, is displayed too.

**Top Tip** - Please be aware, if your display has required council permissions, you won't be able to accept cash donations, this would require a street collection licence. We always recommend using JustGiving for donations wherever possible to keep things simple, safe and legal.



## Recording your efforts

Make sure you take lots of photos or videos of the ribbon display once it is all up. Tag us on social media and keep sharing far and wide.

## Removal when finished

After Baby Loss Awareness Week has come to an end take down the display and remove anything anyone has added. It is important that you leave the space as you found it. We understand this can be a difficult time for you as well as those who have contributed to the display. Please do remember our support services are here for everyone -

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

We encourage all used materials to be recycled where possible and those unused materials can be reused for next year, donated or also recycled. We wouldn't encourage you to hold on to all the ribbons after the display, if people did want to keep them you could suggest they attend the display on the last day to remove their ribbon. This is at your discretion.



# Appendix

## JustGiving text template

When setting up your JustGiving page via the [Sands Ribbon Display page](#), your page will be created with standardised text in the bio, this just needs updating with your display details. If you want to take donations for your ribbons on people's behalf, you will need to change this standardised text a little further to reflect this. You can use the below as an example and tailor to your display.

As part of Baby Loss Awareness Week, 9-15th October there will be a Ribbon Display, hosted at/in/by LOCATION.

Loss of a baby or pregnancy is heart-breaking, this is happening to families across the UK everyday. During Baby Loss Awareness Week, we want to create a special display to remember all the baby's lost and we invite you to join us in remembering yours.

Ribbons displaying the names of the babies being remembered will be added to the LOCATION (DETAIL OF DISPLAY) from the 9th October and will remain in place till the 15th.

The suggested donation for a ribbon is just £5, if you would like to dedicate a ribbon please add in the comments when donating;

1. **the colour ribbon you would like (Blue, Pink or White)**
2. **your baby's name.**

All monies raised will go to Sands, who work to save babies lives and support bereaved families.

Once the display has come to an end on the 15th October all ribbons will be removed on the 16th October. If you would like to keep your ribbon, you are welcome to collect it on the 15th October. Unfortunately, we cannot hold on to the ribbons for collection after this date.

Thank you ❤️ 💙



## Facebook event 'about' text template

**If setting up a facebook event you can use the below text as a guide. Tailor the wording and donation messaging to suit your display.**

As part of Baby Loss Awareness Week, 9-15th October there will be a Ribbon Display, hosted at/in/by LOCATION.

Loss of a baby or pregnancy is heart-breaking, this is happening to families across the UK everyday. During Baby Loss Awareness Week, we want to create a special display to remember all the baby's lost and we invite you to join us in remembering yours.

Ribbons displaying the names of the babies being remembered are invited to be / will be added to the LOCATION (DETAIL OF DISPLAY) from the 9th October and will remain in place till the 15th.

The suggested donation for a ribbon is just £5, if you would like to dedicate a ribbon you can do so via our donation page [LINK TO JUST GIVING PAGE](#). Please add in the comments when donating;

- 1. the colour ribbon you would like (Blue, Pink or White)**
- 2. your baby's name.**

All monies raised will go to Sands, who work to save babies lives and support bereaved families.

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