

## Sands random Acts of Kindness for Baby Loss Awareness Week 2018

### Background

October 15 2002 was the inaugural Baby Loss Awareness Day in the UK and was initiated by a small group of parents, including 2 Sands parents, inspired by Pregnancy & Infant Loss Remembrance Day in the United States. Through the sale of handmade blue and pink ribbon pins they raised several thousand pounds for UK organisations supporting bereaved parents. [Find out more](#)

Sixteen years on and this year, in association with Sands' 40<sup>th</sup> year we wanted to do something significant to raise awareness of baby loss and the support Sands offers.

Taking inspiration from the Wakefield & District branch of Sands and their 'Random Acts of Kindness' they did throughout Sands Awareness Month to raise awareness of the group, and our #FindingTheWords campaign we would like as many of our Sands groups, if not all (which would be amazing!), to join in with a very similar idea.

### What they did

Throughout the month of June, members of Wakefield & District Sands, simply took a packet of Love Hearts sweets, wrote out and attached a small tag to the sweets and placed the items in a small bag. They then distributed these across the local area in random places for the local community to find and take away with them.



These random **#actsofkindness** were a simple yet amazing way Wakefield Sands found that they were able to connect with members of the local community in a way that was likely to be far more impactful than some other forms of more mainstream media routes. When these sweets were found, because they had included a short message including their Facebook page, people were able to reach out and share with them messages and photos of these gifts they found. A few more examples can be found over the page.



My little brother on his way to school today found this today at a bus stop in Thornhill and it has made his day! Such a lovely idea and has brought us to your page it is a great way to raise awareness thank you very much for this random act of kindness! 😊 lots of love to the family of Logan Turner xx



## So what do you need to do?

To raise awareness of baby loss during Baby Loss Awareness Week and the vital support services Sands' offers, we've compiled some simple guidance for you to follow.

Buy either 15 or 105 packets of Love Hearts - one for every baby that dies shortly before, during or after birth either each day or in a week. Please note 105 packets of these sweets should cost no more than 45-50p a packet when bought in larger quantities. If you buy them from Amazon, Sands gets to benefit too!!

**Sign up to Amazon Smile and support Sands with every purchase!**

**GIANT LOVE HEARTS (SWIZZELS MATLOW) 24 COUNT**  
by Swizzels  
Be the first to review this item

Price: **£10.91** Delivery at no extra cost for Prime members [Details](#) \*

**Note:** Available at a lower price without Prime delivery from other sellers.

**Only 8 left in stock.**

Get it as soon as 16 - 18 Aug. when you choose **Standard Delivery** at checkout. [Details](#)

Dispatched from and sold by **Top Brand Discounts 4 u.**

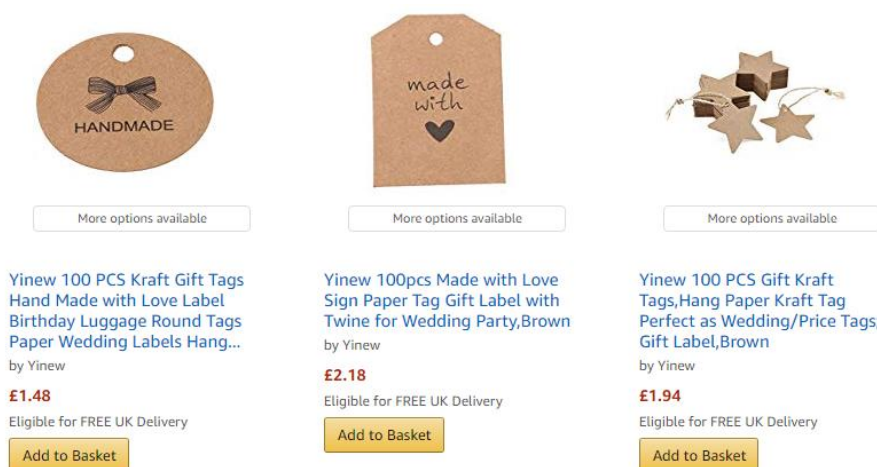
Eligible for [smile.amazon.co.uk](#)

4 new from **£10.47**

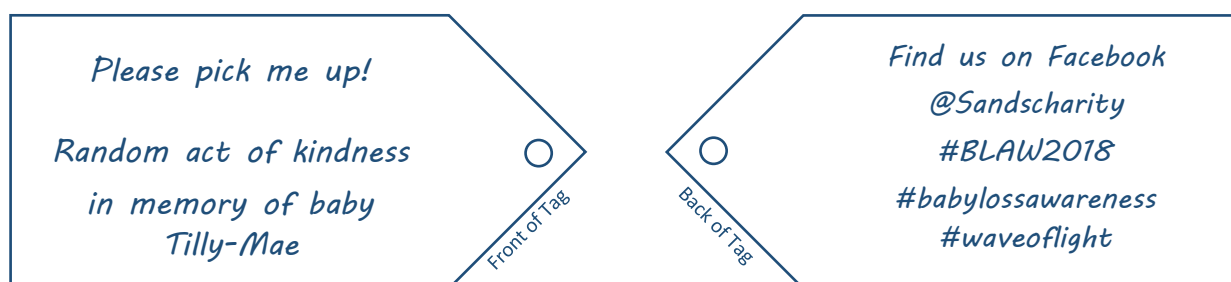
[Report incorrect product information.](#)

**wickedly prime**  
Nowhere is too far to travel for good food. [See more](#)

Buy some simple gift tags (search Amazon using words like “gift label”, “gift tag”, “luggage”, “brown”, “recycle”). Again don’t forget to use your AmazonSmile account if you purchase these online. Alternatively shops like The Range, or The Works, or other craft shops will sell simple brown recycle labels similar to examples below and shouldn’t cost much more than a few pounds. Don’t forget string or twine if it isn’t included!



Handwrite a short message, we suggest writing something along the lines of the following. Share this out with other members of the group, and/or ask families to write their own tags.



Tie the tag to the packet of sweets and then place all in a small sealable food bag. You can buy small ‘snack’ bags from the supermarket, or indeed off Amazon (!!). Then distribute during Baby Loss Awareness Week (9-15 October).

## Making an impact

Each packet of Love Hearts will be so much more than just a simple packet of sweets. Each [#actsofkindness2018](#) can also be dedicated in memory of a precious baby too. In addition this humble pack of sweets will raise vital funds and awareness for Sands as well. Its impact will be far-reaching even after the sweets have been eaten.

Invite people or local companies to ‘sponsor’ a packet(s) of sweets, either in memory of their own baby or all the babies that have gone too soon. We suggest a donation of a few pounds, but people can gift as little or as much as they are able to. Every penny really does count and helps to save lives.

Imagine if each packet of sweets was sponsored for say £3-5 each that would raise somewhere in the region of £300-500! Multiply that by just half the number of Sands groups we have and together we would be raising such valuable funds to support and help Sands to continue to deliver its vital services across the UK. What an amazing achievement from a simple packet of sweets! The impact that a few hundred pounds being raised will be so important and can’t be underestimated.

£300 could help to pay for 30 Family Support Packs to help guide bereaved parents through this devastating and difficult time.

£500 could ensure 2 student midwives get to attend a Sands Bereavement Care Training Workshop and are provided with bereavement materials to support 15 families.

If 50 groups raised £20,000 that could help to ensure that at least 15 groups could keep running and provide the vital support on the ground to their local community for another year.



## Sponsor a packet of Love Hearts

We will promote this during September in the lead up to the 9<sup>th</sup> October, and would like to have a page on our website to list all the Sands groups taking part so that people can get in touch to sponsor a pack of Love Hearts in memory of their baby should they wish.

Fill out our short form at: [sands.org.uk/actsofkindness](https://sands.org.uk/actsofkindness) to let us know you will be joining us!

## Other things to note and consider

Whilst it may be tempting, please don't approach Swizzels (makers of Love Hearts) direct. Our Corporate Partnerships team have already made a tentative approach and we would like to collate, evaluate combine all the activity during Sands Awareness Month and Baby Loss Awareness Week. We will then consider making a more formal approach.

Love Hearts can also be bought in bulk direct from [Swizzels](https://www.swizzels.co.uk/) - buying wholesale this will help maximise the impact each packet will have, and of course the cost per packet to just 30p.

We know that it is possible to personalise the outer wrapping of the packets, but we'd ask that you don't, certainly not for this year at least. The beauty of this initiative is that it is so simple and personal. Each packet is quite simply raising awareness one packet a time, from one family to another!

Consider creating a dedicated photo album on your Facebook page to save your images too. Ask people that are distributing the sweets to take a picture of their final location and share to this album – this creates a small memento for the family that has dedicated the sweets too.

During Baby Loss Awareness Week share your successes on the [Sands Facebook page](https://www.facebook.com/sands.org.uk/)

If you want to see other examples of what Wakefield Sands did [visit their page](#)

If you don't have a Facebook page, list your website address, or consider setting up a simple Instagram account – get in touch with your Network Coordinator, or any member of the Communications or Fundraising teams to help if you need it.

Please be considerate to the environment, thinking about the placement of the sweets, favouring benches, tables, walls etc., so that they can be easily seen and found.

If you would like support with any additional media please contact [media@sands.org.uk](mailto:media@sands.org.uk) or call **020 3897 3449**.

## Finally...

Thank you to Wakefield and District Sands for sharing this wonderful idea with us all. Do get in touch if you would like to share successful ways to raise awareness and fundraise for Sands, we'd love to hear from you!

Good luck and we can't wait to hear from you that you are going to sign up to our random **#actsofkindness2018**! Don't forget to sign up and let us know you're joining us so we can keep an eye out for your successes and share your involvement to allow people to get in touch if they want to sponsor some Love Hearts locally!



**Carolyn Bray, Sands Fundraising Manager**  
on behalf of Sands Fundraising Team