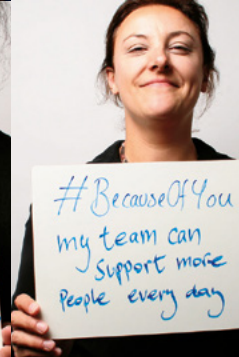
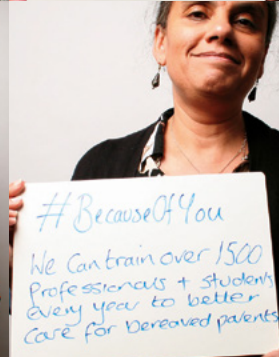
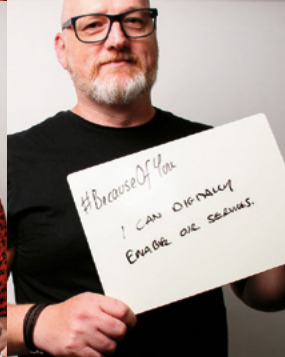
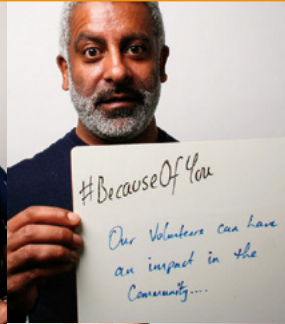
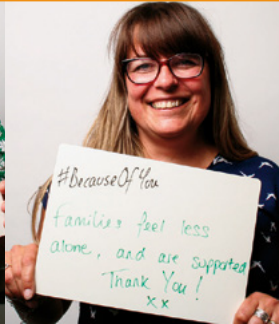
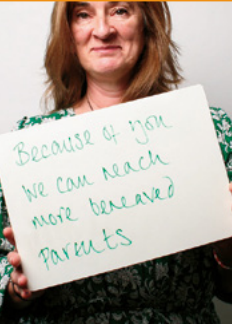




Saving babies' lives. Supporting bereaved families. Sands Impact Report 2021-2022



Welcome



Although much of Sands' work through 2021-2022 was achieved against the backdrop of Covid-19, significant progress has been made in many key areas, including extending our provision of bereavement support, embedding the National Bereavement Care Pathway, and developing our training provision further. The year has also seen Sands working collaboratively to drive the changes that are needed – joining with Tommy's to launch the new Joint Policy Unit, leading Baby Loss Awareness Week, and supporting the work of the All-Party Parliamentary Group on Baby Loss.

The year also provided an opportunity to look to the future and the difference we want to make. Throughout the year we worked with all our stakeholders to develop the new 2022-2025 strategy, which outlines how we will build Sands as a welcoming and supportive community for everyone. It also outlines how we will save babies' lives and ensure everyone has access to excellent bereavement care and support.

A huge thank you to everyone who has helped Sands achieve so much this year. Your support has made a difference when families needed us most.

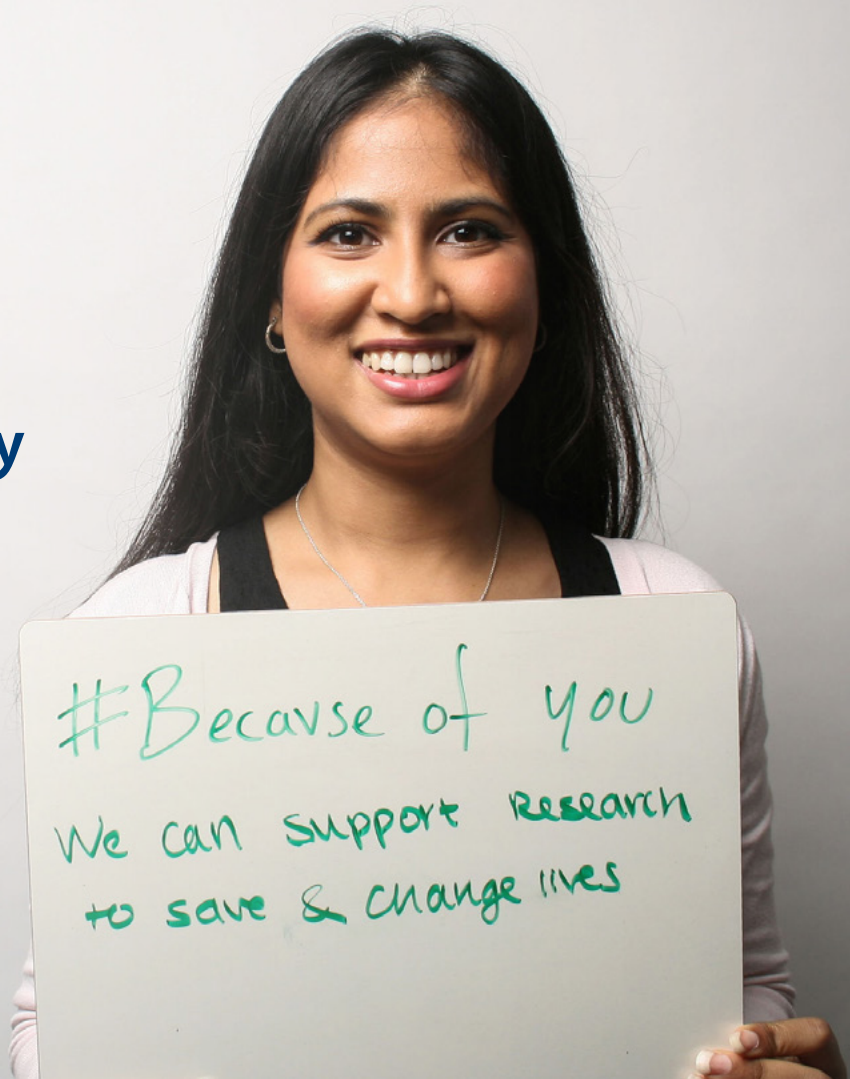
Clea Harmer
Chief Executive, Sands

Contents

<u>Reduce baby deaths</u>	3
<u>Improve care</u>	12
<u>Grow sustainably</u>	20
<u>Raise awareness</u>	30
<u>Thank you</u>	35

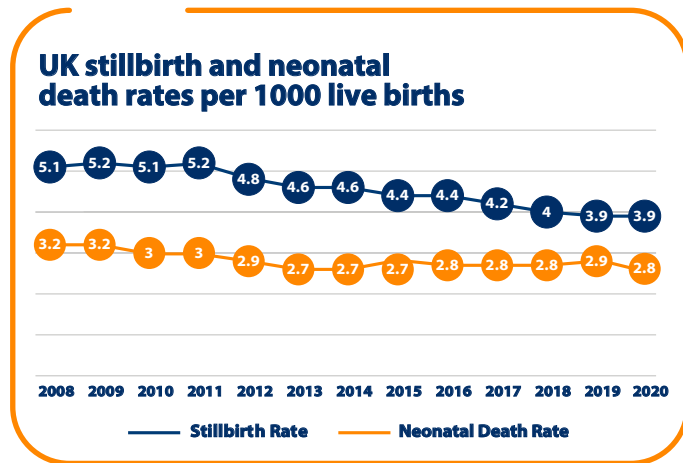
1

To reduce the number of babies dying before, during and shortly after birth



We strive for a world where fewer babies die. We've made great progress, but there's more to do. Almost every two hours, parents like Priya and Kevin face the devastating death of their baby. We know that many baby deaths could be prevented through a combination of targeted research and better care, informed by good hospital review processes.

On average, 13 babies a day are stillborn or die within four weeks of birth in the UK. That's 296 fewer baby deaths in 2020 than in 2019. But because there are also fewer births overall year on year, that means stillbirth and neonatal death rates remain relatively unchanged.



MBRRACE-UK Perinatal Mortality Surveillance Report UK Perinatal Deaths for Births from January to December 2020

That's why we continue to focus on understanding how to save babies' lives and applying it to practice. In our own right and in collaboration with others, we research, review, audit, influence and campaign. And at the heart of our work are parents' voices – making sure their experiences are heard, understood and learned from.

Stillbirth rates



Black and black British babies are 2x more likely to die than white babies



Asian and Asian British babies are 1.6x more likely to die than white babies



Babies from the most deprived families are 1.6x more likely to die than least deprived families

MBRRACE-UK Perinatal Mortality Surveillance Report UK Perinatal Deaths for Births from January to December 2020

Research with parents at its heart

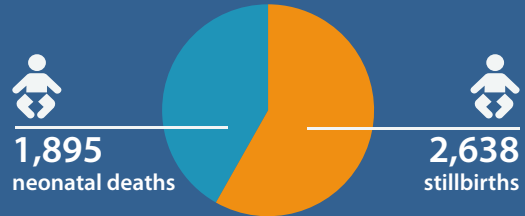
Helping deliver better outcomes

We have supported 56 much-needed research studies dedicated to reducing the number of babies dying and improving bereavement care. Our support spanned funding for researchers as well as facilitating participation in research studies by parents, healthcare professionals and others.

At Sands, we make sure parents are at the heart of research projects and their voices are heard. By listening to parents and collaborating with researchers, we can be sure the studies conducted this year and beyond will improve outcomes and take us one step closer to a world where fewer babies die.



In 2020
4,533 babies died



MBRRACE-UK Perinatal Mortality Surveillance Report UK Perinatal Deaths for Births from January to December 2020

#BecauseOfYou

We supported research to understand how pregnant women use websites and apps to identify possible complications during their pregnancies and shared the findings with healthcare professionals to help them better support women's choices and discuss safety concerns.

Listening to parents to save lives

Supporting a learning culture

We ensure parents' unique insights about every aspect of their experience of care drives maternity safety initiatives. This year, we supported the development of a pathway and resources to support healthcare professionals to more meaningfully engage parents in the review of their baby's death so that lessons are learned and mistakes are not repeated. Our training in using these resources and communicating with parents has been delivered to over 2,825 wide-ranging professionals from consultant neonatologists to chaplains and midwives across the country.

"I haven't stopped telling people about what I learned last week. Many of the people in the loss community have also been asking me about it. One of my friends was delighted to hear that the training covered pregnancy after loss because this experience can sometimes be left out of the general narrative around baby loss."

Elaine, parent speaker at Sands student midwife training

Supporting parents during maternity investigations

We put bereaved parents front and centre by supporting NHS trusts involved in maternity safety investigations to improve their care. We supported grieving families and shared expert advice with clinicians on bereavement care, delivering training workshops and carrying out an audit of bereavement care that made recommendations to support continuous improvement.



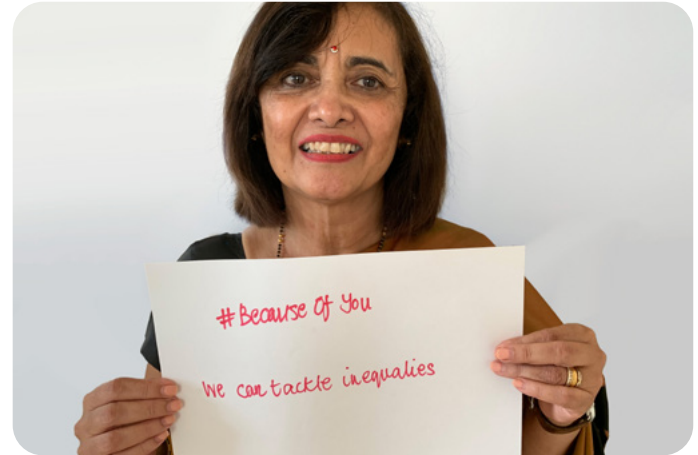
Campaigning for change with others

Supporting women pregnant again after loss

Care from the same midwife or small team of midwives throughout pregnancy and birth has been shown to save lives and create emotional and psychological safety for parents. This is particularly important when a baby dies, or for those who are pregnant following loss. We campaigned to ensure that women pregnant again after the death of a baby are prioritised for this sort of personalised care. Over 2,000 campaigners emailed their MP, MSP, MS or MLA about this and we received commitments from governments across the UK to consider how those pregnant after loss can access this type of care.

Reducing inequalities

Sands estimates that had stillbirth and neonatal death rates for black and Asian babies been the same as for white babies, 432 fewer babies would have died in 2019 in England and Wales. As a result, we called for the Government to urgently fund an enquiry into Asian and British Asian baby deaths in the UK, as they are for black and black British baby deaths. Nearly 1,000 Sands campaigners emailed their MP in support. Our campaign was successful with the potential to save hundreds of lives every year.



Working in partnership to save babies' lives

Launching the Sands and Tommy's Joint Policy Unit this year was a critical step forward in ensuring the best care for parents and babies, no matter who they are or where they live. The risk of babies dying should not be influenced by their parents' postcode, ethnicity or income. Yet it is. So, we're working together to halve the number of UK baby deaths by ensuring decision-makers have access to up-to-date information and maternity policy is informed by robust evidence. By pooling our skills and sharing our collective expertise, we will improve outcomes for families.



Leading coalitions to improve care

This year also marked the start of Sands and Tommy's co-leading the Maternity Consortium to improve maternity care for all communities. At its heart is reducing health inequalities for families throughout the whole pregnancy journey. With our partners, National Maternity Voices, Pregnancy and Baby Charities Network, Five X More CIC, Muslim Women's Network UK and LGBT Mummies, we're joining up national and local voices to influence policy decisions based on the lived experiences of bereaved parents.

This year we carried out a service user survey, focus groups, and interviews to understand the barriers to accessing maternity services for groups at risk of poorer outcomes. We listened to black, Asian and Minority Ethnic women and birthing people, bereaved parents, parents with involvement from social services, parents with a learning disability or learning difficulty, and refugee, asylum seeking and migrant women and birthing people. Our findings were shared with healthcare professionals and policymakers to showcase service user experiences, allowing them to understand the barriers different groups face and reflect on where they can make changes to improve inclusivity and accessibility of their services. In particular, we hope that Local Maternity Systems will use the resources when developing their local Equity and Equality plans.

Working with Parliament

Sands became the secretariat for the All-Party Parliamentary Group (APPG) on Baby Loss. This group of MPs and Peers is an important voice for the baby loss community in Parliament. It is instrumental in raising awareness of what more can be done by the Government and other agencies to improve care for families after pregnancy loss or the death of a baby and to save babies' lives.

We supported the APPG to run two parliamentary debates in Westminster; one on progress toward delivering the Government's ambition to halve rates of baby death and one for Baby Loss Awareness Week. More than Three thousand people emailed their MP for Truro and Falmouth about the second debate and 22 MPs attended. The responding Minister reiterated the Government's support for the National Bereavement Care Pathway in response to both debates.

Our expertise also contributed to the launch of a joint campaign with the All-Party Parliamentary Group on Maternity for safer staffing in maternity care.

Joining forces for better care

We continued to collaborate with 21 other pregnancy and baby charities through the Pregnancy and Baby Charity Network. Together we launched the network's nation-specific manifesto setting out its four priorities for fewer babies' lives lost and better care for families. The manifesto was successfully used during the Scottish and Welsh elections, acknowledging that a focus on safety, bereavement care and reducing inequalities is needed.

"If you can galvanise lots of different groups, and lots of different MPs and Peers into one voice, then it becomes a very powerful voice."

Cherilyn Mackrory MP, on Voices of Baby Loss podcast



Auditing and collaboration

Amplifying parents' voices

Ensuring the lived experiences of parents and families shape improvements is central to our work. We continue to do this through membership of MBRRACE-UK (Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK), the Maternity Transformation Stakeholder Council, the Steering Group of the National Child Mortality Database, the Scottish Stillbirth Group and the Scottish Perinatal Network. In all the initiatives we have ensured that bereaved parents' unique insights have shaped maternity safety initiatives.

"I felt kicks before we left home. But the doctor said, 'I'm so sorry, your baby doesn't have a heartbeat.' I thought he must be wrong."

"The hardest part from the day we lost Shayen was having to lower him in that grave. That has got to be the worst thing that any parent can go through."

Priya, bereaved mother



56
research
studies
supported



Launch
Sands and Tommy's
Joint Policy
Unit launched



5,000+
e-actions taken across
three campaigns, across
all nations



22 MPs
attended the
BLAW debate



30+
professional and
specialist groups
worked with us
to save babies' lives



135
professionals trained
in listening to parents
and involving them in
the reviews of their
baby's death

2

To ensure the right care and support are available at the right time after the death of a baby



Through extraordinary challenges and with determination, we have improved, progressed and embedded better bereavement care. Our care teams and facilities in many hospitals continued to be affected by the pandemic. Yet we walked with bereaved parents making sense of their lives without their babies. We provided a safe space to grieve. And we worked with the NHS to enable empathetic bereavement care.

Leading change: The National Bereavement Care Pathway

Sands leads the collaboration of partners responsible for implementing the National Bereavement Care Pathway (NBCP). Through the NBCP, we aim to improve the quality and consistency of bereavement care received by parents in NHS trusts after pregnancy loss or the death of a baby.

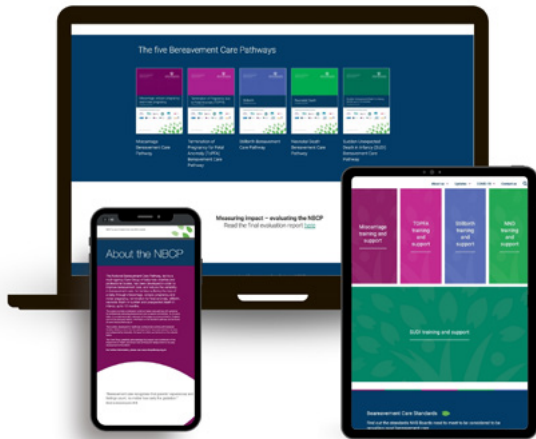


Parents' hopes for the NBCP:

- ...it will help us create memories that we'll benefit from for the rest of our lives
- ...families are treated as individuals and compassionately
- ...we're treated with more dignity and more respect
- ...every parent has somewhere to turn when we leave the hospital, and that door closes behind us
- ...we're not seen as a medical statistic but as a person, and our baby is seen as a person and part of our family

Supporting the rollout of excellent and equal care

Together, we've made significant progress in rolling out the pathway, with all NHS trusts in England expressing an interest in adopting it and 99 out of 128 already signed up to it. In July, we led the All-Party Parliamentary Group on Baby Loss to a debate on progress towards the National Ambition. That debate secured a commitment from the Minister of State for Health at the Department for Health and Social Care to embed the pathway. Successful rollout and adoption are notable achievements in just four years, especially since two were during a pandemic. It demonstrates that 'excellent and equal care' is considered a universal expectation and we're optimistic change is just around the corner.



Shaping quality bereavement support

Selected hospitals in Scotland began trialling NBCP supporting materials to help shape the resources. Review and feedback from these early adopter sites mean materials can be developed to suit the needs of healthcare professionals supporting bereaved parents.

National Bereavement Care Pathway



England

99 of 128 NHS trusts in England fully signed up to the National Bereavement Care Pathway
All NHS trusts have expressed an interest



Scotland

Early adopter sites launched
All 12 Health Boards invited to become involved



Wales and Northern Ireland

In principle agreements secured to take this work forward in both nations over the coming year

Ensuring bereavement care for families from day one

Building on our commitment to ensure support precisely when it's needed, Sands' Bereavement Care and Hospital Liaison team have developed a bereavement care bespoke consultancy offer. The service is designed to help individual hospitals or NHS trusts and boards improve all aspects of their bereavement care service, making sure families facing devastating loss are supported at the very start of their journey. This builds on the tools and resources the team has created, such as the self-assessment against the nine wNBCP standards.

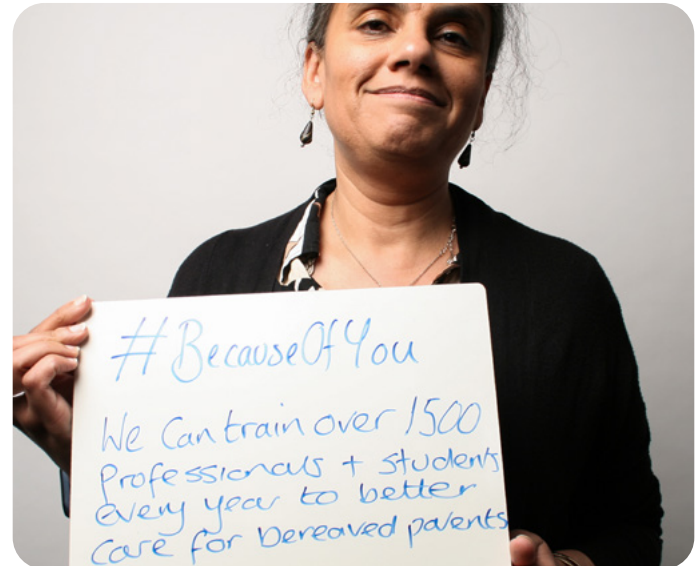
Reaching out to hospitals

Sands' expert bereavement care training for healthcare professionals is set to reach more people following the creation of new training packages, a new training microsite and a new support service for our Hospital Liaison Volunteers. These volunteers link the training needs of healthcare professionals with Sands training to give staff the skills and confidence to safely work with parents going through pregnancy loss or whose baby has died. It also ensures healthcare professionals are aware of Sands' wide range of bereavement support services so they can signpost parents to support that's right for them. Our volunteers provide the link between local hospitals and Sands to make sure that staff in hospitals across the UK have a local Sands representative who can help them deliver the best care and support for families affected by pregnancy loss or the death of a baby.

#BecauseOfYou



More mums, dads, brothers and sisters have someone to turn to who understands



Building confidence, knowledge and bereavement skills

Enhancing knowledge for healthcare professionals

We continued to invest in education for healthcare professionals working directly with families when a baby dies and those with an interest in research, education, or policy in the field. Despite the pandemic, we successfully shared our knowledge and expertise with an ever-growing, diverse audience of almost 3,000 healthcare professionals to make sure more families receive the best support possible.

- › Training switched online, ensuring knowledge sharing did not stop
- › Open access webinars facilitated face-to-face learning
- › The monthly Professional Bulletin made sure everyone stayed up to date with new developments

"This training will not only help me develop as a nurse, but will hopefully help parents and families through an extremely difficult time. I hope they will remember me as a positive figure during such a traumatic time."

Nurse, Western Trust

Work and Bereavement



Workplace training



Assistance to enact best practices



Support in policy development



Build your teams awareness and confidence

We can help you get things right



Facilitating compassionate workplaces

Employers now have access to a support package designed to help them build a supportive and compassionate environment for anyone impacted directly or indirectly by pregnancy loss or the death of a baby. The updated toolkit forms part of the Bereavement in the Workplace training already helping employers empower, encourage and support bereaved colleagues. Designed for all levels of the business, including HR Managers, People Leaders and all staff, our tools support people to have safe and open conversations in their professional setting.

We have hosted over 30 live webinars, reached 500 employees through direct training, and provided digital support resources to more than 226,000 employees across the UK.

New befriender training developed



New Training and Education website launched



1,699
attendees at 38 open access webinars

38



Bespoke consultancy webinars

135



attendees at 3 parent engagement webinars

228



attendees at 9 workshops

100% 

with excellent evaluation

Empowering volunteers and improving support

We have evolved our training so Sands volunteers, including our befrienders and counsellors, can more confidently and safely give comfort and bereavement support to families when a baby dies.

Making learning more accessible

We made access to learning even easier by bringing training and tools together through a new website. The site is dedicated to helping professionals build confidence, knowledge and skills. The evidence-based resources use emerging research, new guidelines and evolving clinical practice alongside what we've learnt from bereaved parents in the last 40 years to help professionals offer the best possible care and support.



Bereavement Support



4,083
emails answered



3,683
calls to the helpline

Online Community



1,332
new users



15,048
posts



52,075
user visits



74.8%
from mobiles

Social Media Support Bereavement Support App



13,435
Facebook Support
Group members



4,530
Bereavement Support
App downloads

Providing a lifeline for families facing pregnancy loss or baby death

Extending support within ethnic minority communities

The appointment of two Special Interest Bereavement Support Officers has extended our support to more black/black British and South Asian families. We're listening to parents in those communities to understand their support needs to make sure all mums and dads living with pregnancy loss or baby death are supported in the best way for them.



Support for befrienders so they can be there for grieving parents

Improved befriender training started to be rolled out to new and current volunteers via online and face-to-face sessions. Newly introduced monthly support meetings for befrienders help care for their wellbeing and training needs. While monthly supervision provides a safe space to reflect on recent parent support sessions, helping them continue to give families the best support possible.



Supporting the whole family

The loss or death of a baby affects the whole family. So we developed resources to help siblings with the loss of their baby brother or sister and developed 'Dad packs' to recognise their grief and support them on their journey.

"As soon as Nylah was born and they announced her birth and pronounced her dead, I had to leave the room. I called my closest friends and just cried. I had to speak to someone. Dads can get overlooked, but we have just as strong a connection. People don't always see it that way."

Dan, bereaved father

Reaching more families across Scotland

A newly appointed Bereavement Support Officer for Scotland will allow more families to benefit from in-person support. While Scotland-wide online support meetings extend our care to more families, including parents who might otherwise struggle to access help, such as those living in rural areas.

More relevant, person-centred support

We developed more baby-loss-specific training aimed at qualified counsellors to better meet the needs of bereaved parents. We'll be rolling this training out in the coming year.



3

To grow as one strong, sustainable and effective organisation



Thanks to our community of amazing Sands supporters and the hard work of our passionate fundraising team, we ended the year financially strong, giving us the confidence to start growing again after contracting in response to Covid-19. We do so cautiously with well-considered plans to grow safely and sustainably to future-proof our income generation and the work it enables. Our culture and values were integral to successfully and compassionately raising our profile and generating funds, and they continue to sit at the core of our approach to income generation.

Building the Sands team

We have renewed optimism and an appetite for doing more, better. For families needing our help today and parents needing somewhere to turn tomorrow, we're committed to being here for them when they need us. That's why we have invested in team and technological resources required to grow and sustain our income and to engage with all our supporters in the way that suits them best.

Our hugely valuable supporters are at the heart of everything we do. We aim to continue to grow Sands by connecting our supporters to the impact they can and do make on saving babies' lives and supporting bereaved parents.



"In my period of time as a trustee, one thing I've seen Sands make real progress on, and be very conscious about is just how Sands as a charity can make itself be available to and be accessed by more diverse groups of society. Some of the strategies that have been put in place are really starting to show the right level of change in terms of making sure that Sands is inclusive for everybody."

David Price, bereaved father and Sands Trustee

Doing more, better: Introducing Sands Strategy 2022-2025

Our vision is for a world where fewer babies die and, when a baby does die, families like David's receive the best possible care and support for as long as they need. That remains unchanged, yet the world around us is changing. So, this year we developed and launched a new strategy that reflects and responds to those changes.

Shaping the strategy with our Sands community

We asked, we listened to, and we learnt from bereaved families, supporters, volunteers, and others with a stake in what we're trying to achieve. Your experiences and views shaped the new strategy. It's our compass to help us build on what we've already achieved and our guide to what we do next. The strategy sets out our strategic focus for the next four years:

- › To be a welcoming, supportive community which is inclusive, accessible, and known to all.
- › To save babies' lives and ensure inequalities in pregnancy loss and baby death are reduced.
- › To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death.
- › To grow and develop sustainably to have impact now and in the future.

Our first priority: Extending our lifeline

Building Sands as a welcoming and supportive community is one of our first priorities. Sands is a lifeline for many no matter how they engage with us or their relationship with Sands. But we know there are people missing out on support. Some don't know we exist. Others don't think Sands is right for them. While some people believe they don't belong in our community because of their background. We're here for everyone and we've already started exploring how to reach more local and diverse communities to make sure everyone knows they can turn to us for support. And true to our values, we're listening to how people want to feel part of the Sands community to make sure whatever we do next puts them first. Already, listening events and surveys have resulted in a review of the membership model.



Giving dads a sporting chance: Sands United Football Club

In a year when we needed our supporters more than ever before, Sands United FC (SUFC) hit the back of the net. Set up as a support network for bereaved dads and other family members, one football team has grown to 34 with nine new teams this year alone. As well as supporting each other, the players, united by their loss, continued to support Sands too. They raised awareness of our work and raised money to help us be there for families just like theirs for as long as they need.



Sands United
has grown to
34 teams



9 new teams
joined
this year

SUFC National Tournament

Planning took place throughout the year towards Sands United FC inaugural tournament. This idea came about in 2020 but Covid halted progress until it could be hosted by SUFC Brighton and Hove in Summer 22.

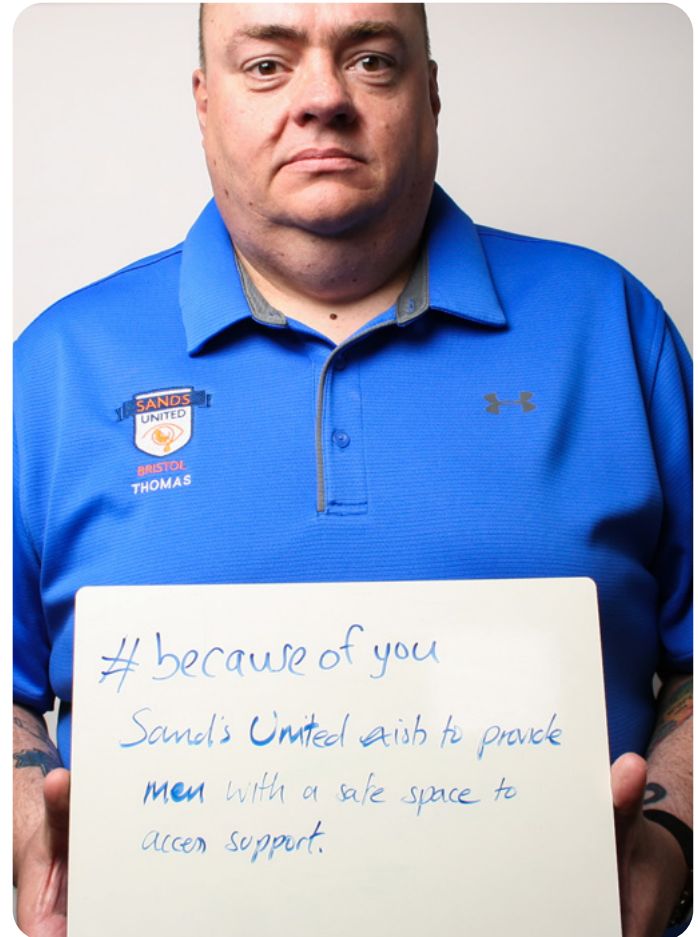


Play Fund Win Raffle

We partnered with Play Fund Win as raffle hosts to provide support and funds for Sands United FC teams and their communities. The draw works by gifting the teams a percentage of sales from each ticket entered into the draw. When individuals purchase tickets, they select the team they'd like to support, with over 75% of sales from tickets going directly to the teams and Sands' central funds. The first draw raised £625, split across eight teams. Future draws will take place quarterly nationally, with local teams encouraged to partner with Play Fund Win to host their own draws and raise money for the club.

SUFC Info Fact Find Sheet, Player Handbook and Team Official Guidance

Developing the practice and processes behind Sands United FC's operations are key to its success. This project will enable clear expectations and boundaries for the teams and support them in welcoming new members. The guidance is currently in development and will include support with branding, social media, promoting the teams as well as the day-to-day team management. We have collaborated with the teams throughout and guidance has been developed using the experience and expertise of those involved. It is anticipated the launch will take place in the New Year with guidance being shared with 38 teams, supporting over 750 men and their families.

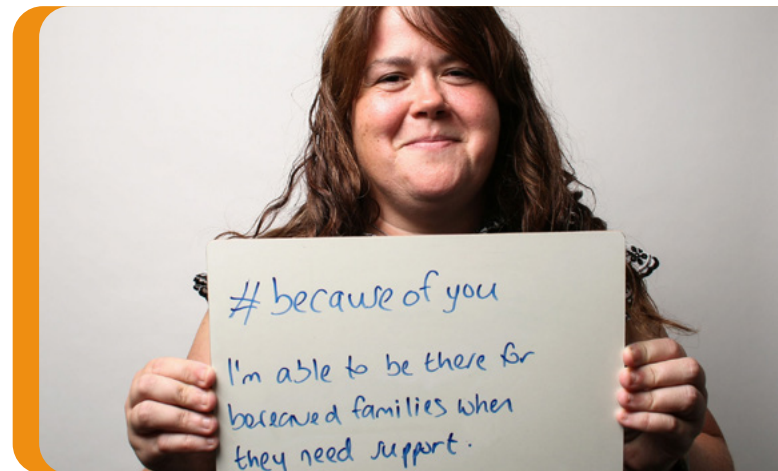


Recognising a shining light

Sands United Founder and Sands Patron, Rob Allen, was officially recognised for his contribution to communities across the UK. Rob was named as a Point of Light by the Prime Minister, officially acknowledging his achievement in supporting bereaved fathers through football and opening up difficult conversations for men around baby loss and death.

SUFC Bereavement Facilitator Training portal

Sands United is all about space for support and friendship. Somewhere dads, grandads, uncles, brothers and others can channel their grief and talk to people who understand what they're going through. The newly launched SUFC Bereavement Facilitator Training Portal will better equip team members to hold conversations with others needing support and help on their grief journey. The training modules will cover aspects such as emotional distress, sport science behaviour changes and bereavement and loss, enabling SUFC Facilitators to confidently help their team members and provide individualised support over and above support provided by peers. The training is in the last stages of development and teams are identifying members to undertake training in October 2022.



Our finances

Thanks to our fundraising team's agile and innovative response to the challenges presented by the pandemic last year, this year we have been able to rebuild our fundraising activity on firm foundations. All income streams put in a strong performance to deliver a 23% increase in fundraised income compared to 20/21. Total income exceeded budget and expectations by £694,000 to reach £6,757,073, setting a new income record. The dedication and skill of the entire Sands team continue to make us incredibly proud.

Putting income to the best use

We drove our mission forward by investing in activities with the most impact across training and education, research and prevention, bereavement support, policy and campaigning and Sands groups and volunteers. Due to our incredible fundraising efforts and the generosity of our supporters we were able to increase our expenditure from £3.6m to £4.6m. An amazing £2.8m was spent on our vital work to to save babies' lives and support bereaved families.

For every £1 we spent
on generating funds we
raised an average of £3.71



Total income of
£6,757,073
this is £694K above
the original budget



#BecauseOfYou

"Thanks to Trusts and Foundations, Sands launched its sibling support resources and our beautiful 'In the Stars' animation to support bereaved brothers and sisters, for all childhood ages."

Vicky Luk, Head of Partnerships & Philanthropy



Driving growth with digital fundraising

Developing our digital fundraising activity through necessity last year paid dividends this year with online activity and virtual events being key drivers in income growth. Sands supporters showed their dedication to the cause and willingness to go the extra mile by taking part in our month-specific challenges Run 60 Miles and 310,000 Steps. Gaming for Good engaged new supporters, re-engaged others and brought families together to support Sands through gaming, outperforming expectations in its first year.

With the same boldness we apply to driving policy and changing practice, we tried and tested new technology and digital platforms such as Discord and Messenger and piloted digital campaigns. Our confident approach proved a successful strategy to transform our digital fundraising and deliver more exciting, engaging experiences to our supporters.

"Pregnancy and baby loss is an issue that affects so many of us directly and indirectly. Recognising this within our working environment through our partnership with Sands, giving our staff the space to speak up, and offering the right support to all has been incredibly meaningful for us all here at Allen & Overy Belfast."

Allen and Overy Belfast

Cultivating valuable corporate partnerships

Smaller businesses stepped up and big brands came on board as our partnerships continued to grow. We seized opportunities to work with several household names including John Lewis Partnership, Marks & Spencer, NatWest Group, Amazon Smile, Freshfields Bruckhaus Deringer, Institute of Cemetery and Crematorium Management and Allen & Overy. With a renewed focus on supporter

care, we nurtured our corporate partners to build long-lasting, mutually supportive relationships that will help us drive change for babies and parents. As well as raising funds, collaborating with household names opens doors to workplaces giving Sands a virtual presence and helping start employer/employee conversations about baby loss and death.

Partners Allen & Overy in Northern Ireland raised £30,684 towards our work in Northern Ireland and across the UK. Over the last three years, employees organised and took part in a skydive, the Belfast City Marathon, coffee mornings and more. Alongside fundraising efforts, they placed a large emphasis on raising awareness of baby loss, as well as training to ensure anyone affected was supported within the workplace.

Extending services through Trust supporters.

Our generous donors continued to support Sands' determination to save every life we can and make sure every bereaved family can get the right care and support when and where they need it. Thanks to your kindness, we've been able to develop our sibling resources including the In The Stars animation which explores issues and questions when a baby sadly dies. And our Bereavement Support Booklet is now available in more languages, extending our support for people from all backgrounds. And our countrywide local Sands groups have been able to continue and develop their support for bereaved parents and families.

"We were delighted to donate money raised through the Institute of Cemetery and Crematorium Management metals recycling scheme to Sands. Baby loss has a devastating impact on the lives of all involved and we wanted to support the invaluable work Sands does to support anyone affected and save babies' lives."

Jo Walker, Crematorium Manager

Reaching more people with digital marketing

Digital marketing underpinned much of our financial success this year. Embracing new platforms and digital techniques, we were able to reach more people and more diverse audiences. We brought our work to life, connecting supporters with the people whose lives they're touching while enabling them to achieve more through Sands and in the way they want.



Growth in all digital engagement



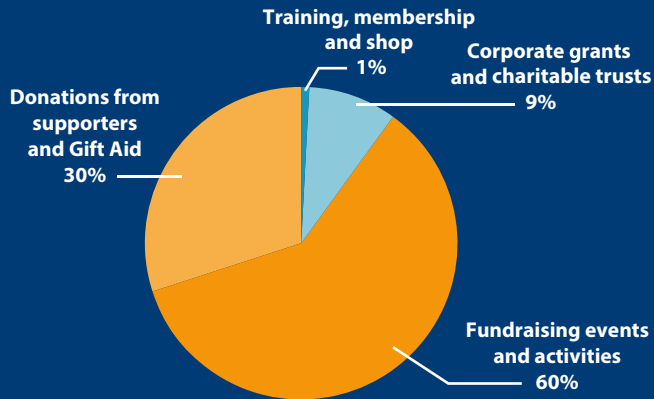
**Web users
30% increase**



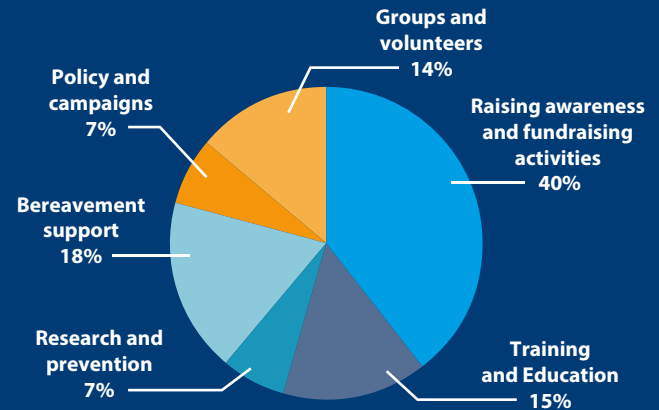
**New social
media followers
27,272**

*compared with 2020

Split of income



Split of expenditure



4

To raise awareness
of the issues
relating to
stillbirth and
neonatal death



We mobilised our supporters, campaigned behind the scenes and secured debate in parliament. We reached thousands of people through traditional media and millions via social media. And our website put us in front of hundreds of thousands of visitors.

Our unwavering commitment to raising awareness of the issues relating to miscarriage, stillbirth and neonatal death, and Sands' work to address pregnancy loss and baby death, saw us successfully embed activity into all strands of work. At the forefront were Sands Awareness Month and Baby Loss Awareness Week which amplified our messages on a national platform.

Driving awareness through our annual campaigns

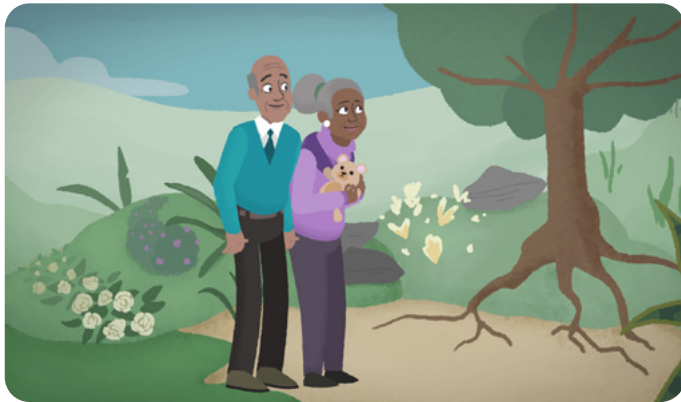
Sands Awareness Month: #AlwaysThere



This year's theme centred around the ongoing nature of grief and the importance of continued support. The notion also captured the criticality of continuity of carer – maternity care that saves babies' lives.

The theme sums up Sands too. For more than 40 years we have **always been there**; walking with bereaved parents as they navigate their lives without their babies, providing a safe space to grieve and commemorate their babies, working

with the NHS to provide empathetic bereavement care and campaigning to save babies' lives.

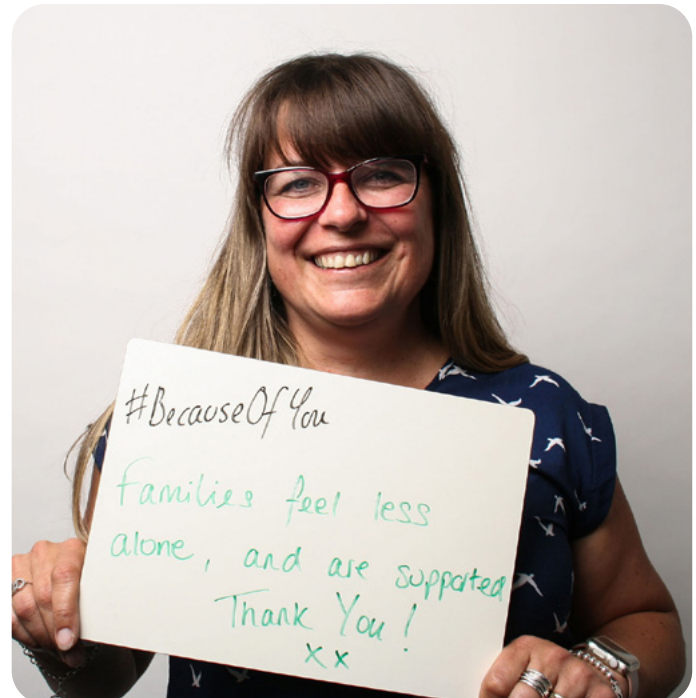


View A Journey - Growing Around Grief <https://youtu.be/F3YyJYSDmMU>

At the heart of the campaign was a new animation about the grief journey too many parents must still face. We all grieve differently; many bereaved parents tell us their grief is a lifelong journey. This animation explores that journey and illustrates how, with ongoing support and understanding from those around them, bereaved families can remember their babies in their own way and find their way to live with grief. Helping friends and family understand that journey can make it a little easier. So we asked people to watch and share 'A Journey - Growing Around Grief' and were overwhelmed when it reached 55,676 views.

#BecauseOfYou

We Are #AlwaysThere



Baby Loss Awareness Week

Thank you for making Baby Loss Awareness Week so impactful. With you, over 120 alliance charities, and our partners, we were able to raise more awareness than ever before.



We instigated long-lasting change by influencing the Government to fund a Confidential Enquiry, and people from all parts of our community were united to share their stories, seek support, and break the silence around pregnancy and baby loss.



The highlights

The baby loss community, family and friends joined together to commemorate and remember the lives of babies who aren't with us today. Landmarks and public buildings turned pink and blue in support. While people coloured their homes, clothes, nails and hair in solidarity.

We delivered live panel discussions focused on the wellbeing of anyone affected by baby loss, from healthcare workers and colleagues in the workplace to siblings and partners.

Jointly launching the BLAW Prevention Group with 20 BLAW charities was a big step forward this year. As a group of organisations committed to reducing pregnancy loss and baby death, we're exploring ways to work together to achieve our shared aim. Our first venture was introducing a monthly resource titled Spotlight, designed to raise awareness of preventable causes of baby death. The first issue of the resource reached over 144,000 people to highlight issues such as neonatal herpes, preterm premature rupture of the membranes (PPROM), Group B Strep, Pre-eclampsia, Intrahepatic cholestasis of pregnancy (ICP) and caffeine in pregnancy.



Trended

**#BLAW and #WaveOfLight2021
both trended on Twitter on
15 October**



£11.8K

in donations



£11.8K

BLAW branded
merchandise



1,200 mentions

**Media coverage was
the biggest ever with
over 1,200 mentions
of BLAW with Sands
featuring in 20%
of coverage**

Thank you

We are doing all we can to bring about the day when no baby dies. But we can't do it alone. So we collaborate with parents, professionals, researchers, donors, government departments, parliamentarians, Royal Colleges and other organisations to create the change that's needed. And until that day comes, we also rely on you to help make sure the right care and support are there for every bereaved family, whenever and wherever they need it.

So thank you. Thank you for everything you have helped make possible so far. And for all you might do for parents, families and babies in the future.

A huge thank you to our partners:

Allen & Overy Northern Ireland

Amazon UK Ltd

Anthony Watson Foundation

Aspect Capital

Ayrshire Double Glazing

Barclays Investment Bank

Beaverbrooks the Jewellers Charitable Trust

Beazley Management Ltd

Big Yellow Group Plc

Black Rock Inc.

Cannock Chase Crematorium

Carrie Elizabeth Ltd

Conveyancing Foundation

Crane Payment Innovations

Definitum Limited

DHL

Dojo Tech

DTC Fund

Ecclesiastical Insurance

Edith Murphy Foundation

Eleanor Rathbone Trust

Eurospar

Eversheds Sutherland

First Foundation

First2Protect

Fitch Ratings

Forelle Estates

Fort Vale Foundation

Freshfields Bruckhaus Deringer LLP

Global Home Warranties Ltd

Groupe SEB UK Ltd

Hazel and Leslie Peskin Charitable Trust

Holmesdale Chapter Freemasons

HOPE Token

Iceland Foods Charitable Foundation

Immersion Capital Foundation

Initiate Strength & Conditioning

Institute of Cemetery & Crematorium

Management

J P Morgan Securities PLC

James Inglis Testamentary Trust

James Mackaness Family Charitable Trust

James Tudor Foundation

John Horniman's Childrens Trust

Keenan Wealth Management

L'Oreal

Langstone Vale Crematorium

Legal and General Group PLC

LGM Products

London Rope Access Ltd

Louis Nicholas Residuary Charitable Trust

Thank you

Marks and Spencer
Maximus Foundation
MBRRACE-UK
Millennium Oak Trust
National Perinatal Epidemiology Unit
Netflix
North East Scotland Police Welfare Fund
Nursing and Midwifery Council
P F Charitable Trust
Pennine Healthcare
Pentland Brands Ltd
R S Brownless Charitable Trust
Rathbone Investment Management
RDF Television Ltd
Royal College of Midwives
Royal College of Obstetricians and Gynaecologists
Ruth and Charles Corman Charitable Trust
Seymour House Ltd
Sir Jules Thorn Charitable Trust
Solace Jewellery
Souter Charitable Trust
SSE PLC
St John's Church Grants Committee
Stewarts Law
Strategic Dimensions
Tenneco Walker UK Ltd
Tesco
The Bartlett Taylor Charitable Trust

The Carmela and Ronnie Pignatelli Foundation
The Chandris Foundation
The Charcoal Vets
The Freemasons' Grand Charity
The Fulmer Charitable Trust
The Ganzoni Charitable Trust
The Grace Trust
The Helianthus Charitable Trust
The J Reginald Corah Foundation Fund
The Jessie Spencer Trust
The Leonard Laity Stoate Charitable Trust
The Mary Potter Convent Hospital Trust
The May Gibson Charitable Trust
The National Lottery Community Fund
The Rainford Trust
The Sir James Reckitt Charity
The Squire Patton Boggs Charitable Trust
The Stanton Ballard Charitable Trust
The Tilney Charitable Trust
The Washington Charitable Trust
Thorlabs Ltd
Total Jobs Group
University of Bristol
Volant Charitable Trust
We Make Websites
White Foundation Charitable Trust
Yeovil Crematorium
Yeovil Round Table



Looking ahead

There is no doubt that in the current climate there will be challenges in the year ahead. But there is much for us to do and many opportunities to work together to make more of a difference.

There are opportunities to build Sands in local communities around the UK, allowing people to come together in ways that work for them, and to link with local hospitals, schools and community groups.

There are opportunities to make sure all healthcare professionals and all employers have the training and resources they need to support bereaved parents and families confidently and safely.

And there are opportunities to work collaboratively to keep focus and attention on the need to improve maternity safety.

I am confident that by working together we will continue to drive the changes we need to see – **saving babies' lives and supporting bereaved families.**

Oliver Reichardt, Chair of Trustees



#TogetherWeAreSands

Support us and make an impact

If you'd like to further support our work to save babies' lives and support bereaved families, you can:

Donate: sands.org.uk/donate

Volunteer for us: sands.org.uk/get-involved/volunteer-sands

Campaign: sands.org.uk/campaigns

Corporate support: <https://www.sands.org.uk/get-involved/how-your-company-can-help>





If you need support:

Visit our website sands.org.uk
Call our helpline on 0808 164 3332
Email Helpline@Sands.org.uk

Find your local support group
Join our online community
Download our app

sands.org.uk