



# Trustee

CANDIDATE PACK  
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## ABOUT US

**Sands is the stillbirth and neonatal death charity. We operate throughout the UK, supporting anyone affected by the death of a baby, working to improve the care bereaved parents receive, and promoting research to reduce the loss of babies' lives.**

Sands was founded in 1978 by a small group of bereaved parents devastated by the death of their babies, and by the total lack of acknowledgement and understanding of the significance and impact of their loss.

Since then, Sands has played a key role in raising public awareness of baby death across the UK, supported thousands of parents whose babies have died, worked closely with Health Care Professionals to improve the care bereaved parents receive, and funded much social and medical research to help better understand why babies die and prevent such tragedies.

**We are made up of staff and volunteers.** The Sands Helpline works together with our local volunteer Groups and befrienders to ensure that anyone affected by the death of a baby has access to compassionate, experienced support.

Our Improving Bereavement Care team works with health and social care professionals to provide training and resources to support them in delivering the very best bereavement care for parents.

Thanks to the hard work of our supporters we are able to fund crucial, high-quality research to understand why babies die and find new interventions to prevent more deaths. Our Research and Prevention team work at national level on quality-improvement initiatives to make maternity and neonatal care safer.

**For more information please visit us on [www.sands.org.uk](http://www.sands.org.uk)**

“

*Today, despite Sands' successes, there is still much work to be done, not only in supporting anyone affected by the death of a baby, but in striving to reduce the baby death rate which remains unacceptably high in the UK.*

”



## ABOUT US

### OUR VISION FOR THE FUTURE

**Sands' vision is for a world where fewer babies die and when a baby dies anyone affected by the death receives the best care and support for as long as they need. Parents and families who have experienced baby death remain at the core of everything we do.**

### OUR MISSION

We work to reduce the number of babies dying and to improve care and support for anyone affected by the death of a baby. closely with Health Care Professionals to improve the care bereaved parents receive, and funded much social and medical research to help better understand why babies die and prevent such tragedies.

### OUR PURPOSE IS

- ▶ to support anyone affected by the death of a baby
- ▶ work in partnership with healthcare professionals to ensure that bereaved parents and families receive the best possible care
- ▶ to promote improvements in practice and fund research to help reduce the number of babies dying

### OUR VALUES

We will be compassionate, collaborative and evidence-based

We commit to working as one organisation; learning from experience and striving for continual improvement through innovation

We will be open and honest; working with respect and integrity, showing empathy, and being inclusive in everything we do



# OUR 4 STRATEGIC OBJECTIVES

1

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

Many of these tragedies are potentially avoidable; research and a thorough review of every death will help us understand better how to avoid them, but then this understanding must be put into practice. At Sands we work to ensure that healthcare professionals, parents and the public understand what makes a difference.

2

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

The care and support that is available after the death of a baby can make a significant difference to the emotional and physical wellbeing of parents.

Many parents and families tell us that it was the support that they received that made the biggest difference to their ability to cope with both the initial devastation, but then also in the longer term. It is absolutely vital that all parents are able to access the support that they need, in the form that they need and when they need it.



## OUR 4 STRATEGIC OBJECTIVES

3

### **To grow as one strong, sustainable and effective organisation**

In order to make a real difference, Sands needs to grow in such a way that keeps bereaved parents and families at the heart of what we do, and which encourages the whole organisation to work, think and act together as one. Using innovation, collaboration and holistic thinking, we will focus on continually improving what we do and how we do it – developing our approach as a learning organisation to become as effective as possible.

4

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

When their baby dies, the profound grief that parents feel is often compounded by disbelief – ‘we didn’t know this could happen’. Parents describe feeling isolated and alone, with friends and family uncertain how to reach out and offer much needed support.

In addition, lack of awareness of the issues means that the key actions that parents can take to reduce the risk of stillbirth and neonatal death are often not known.

By raising awareness of the issues relating to stillbirth and neonatal death we can not only break the taboo and lift the isolation felt by so many, but also raise awareness of safer pregnancy messages.



## KEY HIGHLIGHTS FROM 2017

**316,935**  
website visits,  
**72%**  
of which were new

We responded to  
**5,246**  
helpline calls  
and emails

**110,000**  
bereavement support  
booklets distributed

**106**  
Sands Groups  
providing peer  
support throughout  
the UK

Sands Groups funded  
**9** new or improved  
bereavement care  
suites and **11** new  
or improved memorial  
gardens (over £240,000)

**2,502** healthcare  
professionals improved  
their bereavement care  
skills with our training

**1,048** pieces  
of print, TV and  
radio coverage were  
generated

We directly funded  
**4** new research  
studies, equating to  
**£250,000**

**#waveoflight**  
trended all night  
on 15 October 2016  
as part of Baby Loss  
Awareness Week



**£1,100,000**  
raised from running  
and challenge events



## FIND OUT MORE ABOUT US

**Click on the images below** to find out more about the impact Sands makes in the lives of bereaved families.



# THE ROLE

<b>The role:</b>	<b>Trustee</b>
<b>Time commitment:</b>	<b>1–2 days per month</b>
<b>Remuneration:</b>	<b>The role of Trustee is not accompanied by any financial remuneration, although expenses for travel may be claimed</b>
<b>Responsible to:</b>	<b>The Board of Trustees, led by the Chair</b>

## SUMMARY OF THE ROLE

### As a member of the Board of Trustees you will:

- Provide strategic oversight and leadership, ensuring that Sands pursues its stated objectives through its vision and mission
- Ensure that Sands operates in accordance with the principles of good governance, complying with its Articles of Association, charity law, company law and any other relevant legislation or regulations

## MAIN RESPONSIBILITIES OF A TRUSTEE

- To work with internal and external stakeholders in pursuance of Sands' aims and objects, as defined in the Articles of Association, and to act in accordance with Sands' values and principles
- To contribute to the Board's role in providing strategic direction for Sands; setting an overall strategy, approving the business plan and budget, defining goals and targets, evaluating performance, and taking appropriate action with regard to risk management
- To ensure that Sands complies fully with all relevant legislation and regulations including, but not limited to, company, charity, employment, and health and safety law
- To ensure that Sands uses its resources exclusively in pursuance of its charitable objects, with funds being used to best and most appropriate effect
- To safeguard the good name and values of Sands
- To ensure the financial stability of Sands, and to protect and manage the assets of the charity ensuring the proper investment of its funds
- To ensure the effective and efficient administration of Sands, including having appropriate policies and procedures in place

# THE ROLE

## MAIN RESPONSIBILITIES OF A TRUSTEE contd...

- To promote collaborative working and communication across the charity
- To be responsible for the appointment, supervision, support, appraisal and remuneration of the Chief Executive
- To attend and contribute to Board Meetings and Sub-Committees as appropriate
- In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience, he or she has to help the Board of Trustees reach sound decisions



# THE ROLE

## PERSON SPECIFICATION

### Essential knowledge, skills and experiences

1. Demonstrable understanding of and commitment to Sands and its strategic objectives
2. A commitment to the values and principles of Sands
3. An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
4. An ability to analyse information; use good, independent judgment; and a willingness to challenge constructively when necessary
5. An ability to work professionally and respectfully as a member of a team, making collective decisions which support the vision and mission
6. A commitment to ongoing training and development
7. A commitment to equality and diversity
8. A willingness to devote the time and effort needed
9. A commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

### Desirable

As Sands evolves as an organisation it requires within its Board sufficient varying expertise and experience in a wide range of areas. In particular, we are currently looking for Trustees who can demonstrate knowledge and experience of at least one of the following:

- Financial management
- Income generation
- Legal/statutory framework knowledge of Charity Commission & Companies House
- Marketing & Public Relations

We also welcome relevant knowledge and experience which relates to either the work of Sands or to the workings of the third sector.

# HOW TO APPLY

**To apply for this position, please provide the following two pieces of information:**

- A comprehensive CV, including details of your achievements in each role and details of two referees
- A supporting statement, explaining how you believe your skills and experience match the requirements of the role, directly addressing the criteria as outlined in the person specification

Applications should be submitted to [nargis.akhter@sands.org.uk](mailto:nargis.akhter@sands.org.uk)

For an informal and confidential discussion about the role please contact [clea.harmer@sands.org.uk](mailto:clea.harmer@sands.org.uk)

## TIMETABLE

**Closing Date for applications:** Friday 7th September 2018

**Interviews:** Week commencing 1st October 2018



