

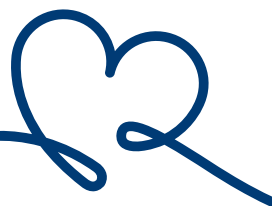


Sands

Saving babies' lives.
Supporting bereaved families.

Hope

Your legacy
is a lifeline



Leaving a gift in your Will saves babies' lives.



Your gift will save lives

Leaving a gift in your Will to Sands will help build a world where fewer families endure the death of their baby. And for those who face such a devastating loss, your gift will help make sure Sands can be by their side with care, comfort and support for as long as they want it.

What better legacy to leave?

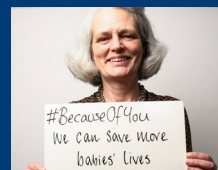
We've made remarkable progress since the charity was founded in 1978 by bereaved parents Bel and Hazellanne. And I'm honoured they still support the charity today. With their help, alongside so many other incredible supporters, we've led the way in saving babies' lives and ensuring everyone has access to excellent bereavement care and support.

Together, we have come so far. But I know there is still much work to do to achieve our vision of a world where fewer babies die. The challenge can feel immense at times. But I know that together, we can achieve anything.

It's only with the commitment of our supporters we can continue our lifesaving work. Together, we can ensure that, when a baby does die, we provide better and more consistent care and support for parents and families. Together, we will give them the best chance of finding their way through grief to have a safer and more hopeful future.

So please, consider leaving Sands a gift in your Will and help us continue doing all we can to make our vision a reality.

Thank you for helping to save babies' lives and support bereaved families.



Clea Harmer

Clea Harmer
Chief Executive

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Remember a precious baby with a gift in your Will

“Knowing that after my own death, when I no longer will be able to be Rebecca’s voice in the world, she will continue to have an impact long afterwards and save lives; that feels incredibly important.”

When I met with our solicitor to discuss updating my Will due to a change in circumstance, we were asked about how we wished to provide for our children. It felt natural to include all our children within our wishes, after all, had Rebecca lived we would have done so, so why should this be different?

Despite our daughter’s death over 20 years ago, she continues to be a part of our family and is included at every opportunity, and this was no different. After ensuring the boys were provided for, a gift specifically dedicated and made in Rebecca’s memory was included for Sands.

Carolyn Bray, bereaved mum

After providing for your loved ones, a legacy gift, no matter the size, dedicated in memory of your precious son, daughter, or grandchild will ensure their memory lives on in all you’ll make possible.

Your gift will be the reason more babies’ lives are saved.

Your gift will be the reason bereaved families will **always** have somewhere to turn.

Your gift will be a lifeline.

Sands, leading the way

In the mid-1970s, Bel Mooney, a journalist, and Hazelanne Lewis, a psychiatric social worker, both had baby boys who were stillborn.

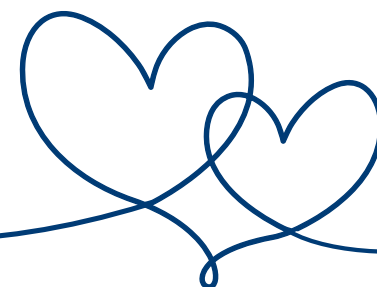
Back then in the UK, stillborn babies were usually whisked away without parents seeing or holding them. Photographs were rarely taken. Many parents weren’t told where their babies were buried and there was no space on the stillbirth certificate for their babies’ names. No acknowledgement and no support left families grieving alone.

As a journalist, Bel was able to write about her grief in The Guardian. The response was overwhelming. Hazelanne reached out to Bel and soon after, in 1978, the Stillbirth Society, now known as Sands, was formed.

Since then, we’ve led the way raising awareness of baby loss across the UK and campaigned to deliver lifesaving change.

Our ongoing research has helped to gain new knowledge and understanding of how to save more babies’ lives. And together, we’ve helped prevent such tragedies through promoting safer maternity care for mothers and babies.

Sands has given care, support and hope to thousands of families experiencing pregnancy loss or the death of their babies. And we’ve driven government and NHS initiatives to improve bereavement care and save babies’ lives.



Sands, over 40 years of support





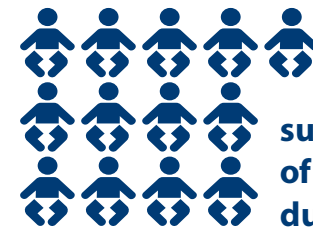
Your legacy:

A lifeline for babies yet to be born

Making maternity safer

Our Saving Babies' Lives team is committed to making sure every family has the best opportunity to see their baby grow up.

Currently in the UK, at least 15% of pregnancies end in miscarriage.



And every day

13 families

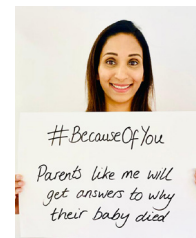
suffer the heartbreaking loss of their precious babies before, during or shortly after birth.

Too often without understanding why.

**One baby dying is one too many.
It doesn't have to be like this.**

Our goal is simple: to make the UK the safest place in the world to have a baby. We've achieved so much already. But the reality is, there are still too many babies dying.

And research is vital.



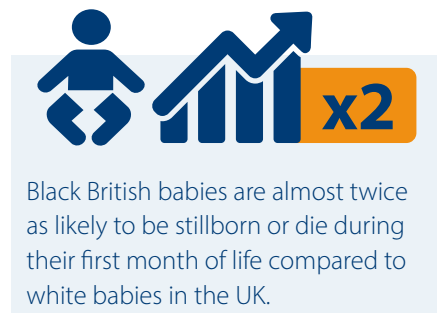
"I felt kicks before we left home. But the doctor said, 'I'm so sorry, your baby doesn't have a heartbeat.' I thought he must be wrong."

"Research is one of the only ways we will get answers to why our baby died."

Priya and Kevin, bereaved parents

Our research helps us understand more about why babies die so we can continue improving the evidence base of UK maternity care for babies and mothers - *no matter where they live or who they are.*

Because no baby should have a higher risk of dying because of their parents' postcode, ethnicity or income.



Every year in the UK, countless families are devastated by the death or loss of a baby. This heartbreaking tragedy can affect anyone, regardless of their background or circumstances. But for some families and communities, the likelihood is much higher.

Such inequalities have been known for over 70 years. Yet there has been little research into why they exist and how to address them. Crucially, families who are most likely to experience baby death or loss have often been left out of important research and initiatives aimed at saving babies' lives.

This is unacceptable. Every family deserves the opportunity to welcome a healthy baby into the world and watch them grow up.

By leaving a gift in your Will, you'll help make sure more families get to take their babies home.

Shaping better care with bereaved families

Bereaved families sit at the heart of all we do. Because listening to lived experiences makes for more meaningful research.

"It made us feel people cared and it wasn't just one of those things."

Mother of a baby who was stillborn

Like us, their hope is for a world where fewer babies die. They tell us their stories in the hope families like them find answers and finally understand why their babies died, giving meaning to what otherwise feels like a senseless tragedy. And they share their experiences so other families don't have to face the same.

We're the only organisation listening to bereaved parents and using their experiences to understand what needs to change and improve maternity safety today.

We're privileged to hear the experiences of bereaved parents through research such as the Sands Listening Project. And we're in a unique position to make sure their voices are heard to help model further research and identify where and how care needs to change.





We've been learning about the maternity and neonatal experiences of bereaved families from black and Asian communities. And we're making sure families from diverse

backgrounds are heard in making care more equal, to ensure *everyone* has safer, more positive experiences and more families get to take their babies home.



Putting change into practice through partnerships

Sands is the crucial link between research, learning and safer care before, during and after birth.

Working alongside bereaved parents and world-class research teams we're accelerating understanding of why babies die.



"For us the association with Sands is a strong symbol of our belief that parents are central to finding answers about stillbirth and our commitment to growing the role of parents in our future work."

Professor Gordon Smith, Head of Obstetrics and Gynaecology, Cambridge University

Collaborating with healthcare professionals and partnering with like-minded organisations, we're paving the way for pioneering approaches to saving babies' lives.

And through close relationships with NHS Trusts, health boards, governments, All-Party Parliamentary Groups and Royal Colleges, we're making sure pioneering approaches become lifesaving changes in maternity care.

By leaving Sands a gift in your Will, you will help deliver safer maternity care for *all* mothers and babies.

To find out more, read our Impact Reports, www.sands.org.uk/impact

"Mandatory NHS reviews tell us that every day at least two deaths might potentially be prevented with better care. This is a shocking statistic of wasted lives and families who are needlessly devastated by poor NHS care.

But reviews only tell us part of the story. Hearing parents' experiences of care during pregnancy and birth is essential to understanding more about what went wrong, why and how it could have been prevented. So we add those experiences to what we already know about safe care to drive changes today and use them to support our case for more significant changes tomorrow."

Charlotte Bevan, Head of Saving Babies' Lives

Your legacy:

A lifeline for bereaved families

Making sure every mum, every dad and bereaved family get the best support

We're there for bereaved parents so they always have somewhere to turn. We help siblings make sense of their loss and give grandparents a space to talk openly as they grieve.

We're dedicated to making sure *every* bereaved family has free access to expert, emotional support whenever they need it and in a way that works best for them.

Care and support whenever, wherever and however families need it.



Accredited national helpline for a safe, confidential space to talk



Peer-to-peer befriender support nationwide and through local Sands groups



Sands United Football Clubs giving men a supportive space



Online support groups and support through social media



Family and remembrance events

Bereavement resources.



Certificates of birth and Baby Details book



Always Loved Never Forgotten memory boxes



Bereavement support booklets in multiple languages



Resources for helping young people cope



Support for long-ago bereaved, including help tracing babies' graves

"I found a collection of mums in a Sands group, and this was a huge support. It gave me hope and was a place to share the true brutality of my sadness and fear. Our family has made some very close bonds with other families who truly understand what we've been through."

Jade Ellerby, bereaved parent

By leaving a gift in your Will, you will help give more families like Jade's hope, comfort and understanding.



"Twenty-nine years separated the stillbirths of my son James and of my granddaughter Isobel. Nothing will ever change the shock, the grief, the intense pain. But the compassion, care, management and support from the skilled midwifery team for my daughter Emma and her partner Stuart were worlds apart from my experience. Aware of our shared experience, the team reached out to me over the next few days with such concern that my unresolved grief and reopened wounds from years ago were soothed and healed, properly this time."

Sue Burgess, bereaved mum and grandmother

Leaving a gift in your Will to Sands

"Including a legacy to Sands in my Will was simple and gives me lasting reassurance that other families can have access to the invaluable support and solace I received."

Lucy Lelliot, bereaved mum

Whether you're making or updating your Will, we recommend working with a solicitor to make sure your wishes are carried out as you would like.



Our solicitor search facility on our website will help you find one in your area of the UK.



Your chosen solicitor will be able to talk you through inheritance tax matters and advise on tax-efficient charitable gifts.



After you've provided for your loved ones in your Will, let your solicitor know you'd like to leave a gift to Sands. The following pages explain the different ways to make a gift.



If your gift is in memory of someone precious to you, let your solicitor and Sands know. We'd love to know so we can recognise them and everything you'll make possible with your legacy gift.

To make sure your gift comes to Sands, your solicitor will need the following details:

Charity Name

Sands (Stillbirth and Neonatal Death Society)

Registered Address

Sands, 10-18 Union Street, London SE1 1SZ

Registered Charity Numbers

299679 (England & Wales), SC042789 (Scotland)

Things to think about

The type of gift you can choose to leave

Most people who leave a gift in their Will to Sands choose to give a share of their assets or a fixed sum of money. But really you can leave anything you own.



A share of your assets (or residuary gift)

This is a percentage of what's left of your assets after gifts are made to family and others, debts settled, and expenses paid. This is the most valuable way to leave a gift to Sands as it won't lose value over time.



A fixed sum of money (or pecuniary gift)

This is a fixed amount of money of your choice. Small or large, it will make a difference.



A specific gift

These are the same types of gifts you can leave family and friends, such as a house, car, jewellery, or coin collection.

Whichever type of gift you choose to leave to Sands, you can be sure every penny will help save babies' lives and make a vital difference to the lives of bereaved families.

Gifts in Wills and Inheritance Tax

Most charitable gifts in Wills are exempt from inheritance tax. Inheritance tax is only chargeable on the portion of your estate above the tax threshold. Including a gift to charity equal to just 10% of the value of your estate could mean your family pay less tax.

To find out more, visit HMRC www.gov.uk/inheritance-tax or ask your solicitor.

A special gift in memory

"Sands were the first call I made after losing my twin boys. The lady on the telephone stayed with me for over an hour allowing me to share my pain and she provided so much comfort, I felt supported."

"I've tried to raise as much money and awareness as I can for Sands as I genuinely don't know what I would have done without this incredible, supportive and caring charity. I will forever be grateful for everything Sands do for people like myself."

Bereaved parent of twins

You can dedicate any gift left to Sands in memory of a precious baby, making sure their memory and name live on in all you'll make possible.

For many of our supporters, it means they can include a legacy for their babies who have died, just as they may for any living children. And it's a way many grandparents remember grandchildren they've lost.

Any dedication can be placed on your gift when it's received, as well as on our Trees of Hope dedication page.

If you'd like to talk to us about a legacy gift in memory of a loved one and any special requests, we'd love to hear from you.





We're here to help

Whether you've been thinking long and hard about leaving a gift in your Will to Sands, or it's something you're just starting to consider, we're here to answer your questions.

"If you would like to chat with us about making a special gift to Sands, please don't hesitate to get in touch. I'm more than happy to help."

Cherie Hope, Legacy Manager

✉ legacies@sands.org.uk

☎ 020 3908 5524





Our promise to you

Remembering Sands in your Will is an extraordinary gift. And we want you to know we'll make sure it achieves the greatest possible impact, supporting those who need it and saving lives.

We won't ever put you under any pressure about a gift in your Will, and we understand your family and loved ones come first. So take your time making your decisions.

Any gift you leave Sands will be handled sensitively and respectfully. And please remember, you can change your mind about a gift in your Will at any time.



Support for you

Many supporters have found it comforting knowing that in leaving a gift in their Will to Sands in memory of their baby, they have created a very special legacy in their name.

We understand this may trigger many memories and feelings.

Our support is there for anyone affected by the death of a baby, no matter how long ago. Our dedicated staff are there to listen and offer a safe and confidential place to talk. Call our helpline or visit our website for other ways we offer support.

☎ 0808 164 3332 ✉ helpline@sands.org.uk

"Even though I have three lovely grown-up children, not a day has gone by without me thinking about what happened to my first baby who was stillborn and swiftly taken away."

Bereaved mum



Thank you

If you have already remembered Sands in your Will or intend to in the future, we'd love to hear from you.

Not only will this help us make plans for the future of Sands, but, more importantly, it means we can thank you properly for your support. You can be assured that anything you tell us will be treated confidentially and is not legally binding.

✉ legacies@sands.org.uk

🌐 sands.org.uk/legacy

☎ **020 3908 5524**



Together, #WeAreSands

Sands (Stillbirth & Neonatal Death Society) 10-18 Union Street, London, SE1 1SZ.
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