



Funding research into the causes of baby loss. Providing hope for grieving families.



ANNUAL REPORT FOR THE PERIOD
1 MAY 2020 TO 30 APRIL 2021

Registered charity number: 1160286



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Our mission:

Teddy's Wish was set up create an ever-lasting legacy for Edward Louis Reid, to fund baby loss research and to create a positive impact on the lives of bereaved parents in the United Kingdom

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Our Charity Objectives

1. To protect the health of parents affected by the loss to sudden infant death syndrome ("SIDS"), stillbirth or neonatal death of the child or children.
2. The provision of grants to charities in particular but not exclusively to those conducting research into the causes, incidence, and effects of SIDS, neonatal death or stillbirth.
3. To raise awareness of baby and infant loss and the significant challenges it causes bereaved parents and society more broadly

Our Main Activities:

1. Funding of research into causes and potential prevention of or reduction in the numbers of SIDS and stillbirths in the United Kingdom.
2. Funding of bereavement services including those provided by other charities, as well as Teddys Wish
3. Support of Baby Loss Awareness Campaigns



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Teddy's Wish Trustee Report

The following report outlines our achievements for the financial year April 2020-April 2021 in line with our charity aims and objectives:

Achievements and Performance:

Despite the ongoing uncertainty and challenges of COVID, we have been very proud of our achievements at Teddy's Wish. 2020 was a pivotal year for the charity as we launched our own fully funded bereavement counselling service through which we have supported 24 families. The charity receives enquiries from more bereaved families every day as well as from NHS trusts and bereavement midwives serving as a constant reminder of the critical need for this support.

Teddy's Wish is committed to growing the voice of the baby loss community. We have been actively raising awareness of baby loss and the importance of bereavement support through conversations on podcasts, social media and forming new partnerships.

Like other charities, our traditional fundraisers were cancelled which meant we had to be more creative with our fundraising by pivoting to online events.

All of this has been achieved with a zero-marketing budget and a small but wonderful team of volunteers, along with the advocacy of our Patrons and Trustees. We are so grateful for all of their support who make our hopes possible.

In loving memory of Edward Louis Reid

Jennifer Reid

Trustee and Co-Founder

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Charitable Activities

Teddy's Wish Bereavement Counselling:

In April 2020, in the first lockdown, we introduced our Teddy's Wish fully funded bereavement counselling service for families.

Grief can feel very isolating, particularly in lockdown when bereaved families were unable to see friends or family. We therefore introduced a new counselling offering for families via zoom which has proved to be hugely successful. Providing our support online has enabled us to reach more families in the UK, irrespective of geographical location. Each family is offered 12 fully funded counselling support sessions.

With the demand growing from self-referrals and NHS referrals, in March 2021 we recruited BACP therapist Paula Abramson to join our growing team. Both Celine and Paula have extensive experience in baby loss support, and we are proud to offer only BACP accredited counselling through the charity. At the end of 2021, we have also added Erica Stewart, a qualified counsellor with over 25 years of experience in child bereavement support.

Name	Experience
Celine Pearson	<p>Celine Pearson worked in the NHS for over 35 years and has a BSc Hons in Nursing with Oncology from the Royal Marsden Hospital and Royal College of Nursing.</p> <p>Over the last 20 years, she has built up extensive experience in palliative care and bereavement support for families and individuals. Celine is a qualified counsellor, experienced at working with parents who have experienced SIDS, stillbirth and neonatal death. She also has experience working with bereaved siblings.</p>
Paula Abramson	<p>Paula is a qualified counsellor and training facilitator, specialising in providing bereavement support to families and training for professionals, following the death of a baby or child.</p> <p>Paula worked for more than ten years in the NHS, providing support to families and professionals. She was also appointed as bereavement counsellor for the Wandsworth Child Death Overview Panel, the first role of its kind in England.</p>
Erica Stewart	<p>Erica is a qualified counsellor, and a training and support group facilitator. She has over 25 years specialist knowledge and experience, working for a leading charity supporting bereaved parents and families when their baby or child has died.</p> <p>As part of her role as Bereavement Support and Awareness Specialist, Erica delivered Bereavement Care training to NHS health professionals and various mental health agencies.</p>

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Teddy's Wish Bereavement Retreats:

Since 2016, Teddy's Wish has been funding an annual bereaved parents retreat called **Reflect, Restore, Renew**. The weekend is held at St Katharine's Parmoor, Buckinghamshire and is run and facilitated by charity patron **Jenni Thomas OBE** and **Nicola Whitworth**, founder of the **SLOW** charity.

The weekend gives parents the opportunity to take time out from the day-to-day distractions of life, to connect with their lost child and other bereaved parents in a safe and nurturing environment. The retreats include group support, creative writing, yoga, mindfulness meditation and time for gentle outdoor exercise. Due to Covid restrictions we were unable to organise a residential weekend but we were able to offer a day retreat instead. The day retreat was very well received by the parents and given the success of this format we will continue to offer this in the future.

Teddy's Wish Baby Loss Care Package:

In partnership with the company Don't Buy Her Flowers, Teddy's Wish designed and created the Teddy's Wish Baby Loss Care Package for parents who have lost a baby to stillbirth, neonatal death or SIDS.

The beautifully packaged gifts have been designed to let parents know that we are thinking of them and they are not alone. It includes a copy of the book 'Ask me his name' by our charity patron, Elle Wright, a set of scented candles and teapig teabags. We also designed a care package for dads that includes a re-usable eco coffee cup, teapig teabags and chocolates.

Teddy's Wish sends out packages free of charge to parents who contact the charity directly and who have lost a baby in the past 12 months. For friends and family who want to purchase a package, they can do so directly on the Don't Buy Her Flowers website.

Teddy's Wish receives a 5% donation of each package sold. Since the beginning of our partnership, we have sent out over 100 care packages to bereaved parents.

Raising Awareness and Supporting the Baby Loss Community:

We continued to be part of the APPG for Baby Loss and the Baby Loss Awareness Alliance group for Baby Loss Awareness Week. We joined hands with 60 charities to highlight the impact that the pandemic had on bereavement care and support for families.

Teddy's Wish Co-Founder, Jen was a guest on the Mum Talk Podcast and Giovanna Fletcher's 'Pregnancy after loss podcast'. Jen also took part in an Instagram Live with The Obgyn Mum, Brooke Vandermolen. The accounts have a combined reach of over 1.5 million subscribers and followers and have helped us to continue to raise awareness of baby loss and Teddy's Wish.

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Fundraising achievements:

With the fantastic good-will of our supporters, it was heartening to see various online fundraisers set up for Teddy's Wish. Some of our highlights include an online Pilates class, a live piano event, a live art class, and a wellness week of online classes, hosted by different instructors throughout Baby Loss Awareness Week. This totalled £3,500 in donations.

In February 2021, we organised our very own 'Cook-along with Andy Waugh', co-founder of the famous Mac&Wild Burger restaurants. Guests were sent burger kits in advance of the event and Andy Waugh hosted a live on-line demonstration. In conjunction with a silent auction, the event raised £7,500.

'Bear's Wish' was a special fundraiser with parents Alice and Toby Pullen who sadly lost their baby Bear to stillbirth. To mark what should have been Bear's 10th birthday, an online fundraiser was set up and raised over £10,000. The funds will be used for a joint research project with Tommy's to look at the role of the placenta in pregnancy. More details are provided in our section on research projects.



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Collaboration with other charities:

Tommy's

Teddy's Wish committed £30,000 of funding towards a research project led by Professor Alexander Heazell at Tommy's. The project is looking at the vessels of the placenta and has the potential to shed light on the causes of stillbirths and provide grieving families with the answers they so need and deserve. The funding has been given in memory of Bear Pullen.

The Lullaby Trust – CONI (Care of Next Infant Programme)

Teddy's Wish provided £3,700 in partnership with The Lullaby Trust to deliver free CONI Co-ordinator training to health visitors in England, Wales and Northern Ireland.

CONI (which is short for Care of Next Infant Programme) was set up by The Lullaby Trust and is run in partnership with the NHS. Baby safety - a safe pregnancy and safe sleeping practices once the baby is born - will be a parent's prime concern. The programme supports bereaved parents before and after the birth of their baby by offering regular contact with a health visitor, movement monitors for safe sleeping, and the support of a paediatrician.

Petals

In May 2020, we launched a new partnership with Petals, the baby loss counselling charity, to provide long-term psychological support to the most traumatized bereaved parents. The specialist counsellors at Petals support women and couples who experience all types of baby loss.

Petals and Teddy's Wish entered into a partnership that will provide long-term psychological support to the most traumatized bereaved parents. Petals typically offers 6 free counselling sessions. As part of our partnership, Teddy's Wish has provided £10,000 of funding to help Petals provide additional counselling sessions, up to a maximum total of 12, for those parents most in need of that extra support.

Teddy's Wish strongly believes that support is a fundamental necessity, to provide parents with the best possible chance of rediscovering hope and living their lives again. The additional sessions will ensure support is given to those families who need it the most.



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Financial Review

Cash held by the charity at the end of the year totalled £66,216 and this is also the level of free reserves held by the charity. The trustees have a policy of never making any spending commitments unless the free reserves are already available. They therefore consider that the level held is suitable to meet the needs of the charity.



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The Teddys Wish Community

Our Trustees:

Trustee	Experience
Jennifer Reid	Jen is responsible for the overall direction of Teddy's Wish, from strategy and fundraising, to communications and events. After losing her son Eddie in 2014, Jen set up Teddy's Wish with her husband Chris to support bereaved families and fund life-saving research into the causes of baby loss. Prior to Teddy's Wish, Jen held senior Sales and Account Management roles in the tech start-up world.
Chris Reid	Chris co-founded Teddy's Wish in 2014 with his wife Jen. As one of our trustees, he's responsible for the management of our finances, including how we allocate funds. Alongside his commitment to Teddy's Wish, Chris works in the Private Equity team of GIC and qualified as a Chartered Accountant at Arthur Andersen and Deloitte.
Valerie Spencer	Valerie is Eddie's grandma and a trustee of Teddy's Wish. With a wealth of fundraising and event experience, she plays an advisory role on our larger fundraising initiatives. In recent years, Valerie has dedicated her time to fundraising for the North London Hospice, organising and running their annual Christmas fairs.
Alice Olins	Alice is the founder of Step Up Club, an online coaching business for women. In 2010, Alice's son Bear died 5 days before his due date, the result, doctors believe, of a failed placenta. In her role of trustee, Alice provides sound and knowledgeable advice from her first-hand experience of baby loss along with her business and mentoring expertise.
Alice Shore	Having spent over 10 years as a corporate lawyer, Alice brings a wealth of legal experience to her role as trustee for Teddy's Wish. Alice also has first hand experience of baby loss, having lost her third baby, Esme, when she was 6 months pregnant.

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Our patrons:

We were delighted to welcome onboard two new patrons for the charity, Elle Wright and Caro Tasker, alongside our existing patrons, Jenni Thomas, OBE, and Dan Snow, OBE.

Patron	Experience
Jenni Thomas, OBE	Jenni has spent 45 years helping grieving families through her work in the NHS and at Child Bereavement UK, the charity she founded in 1994. She is widely recognised as a leading authority on bereavement support and education. After the tragic loss of our son Edward, Jenni's support enabled us to gather the strength to face life again and to set up Teddy's Wish in his honour.
Dan Snow, OBE	Dan Snow is a television presenter, historian, broadcaster and author. An Oxford graduate in Modern History, Dan's award-winning career spans popular history documentaries and the UK's most successful history podcast.
Elle Wright	Elle is a blogger and author of The Sunday Times Bestselling book Ask Me His Name. Writing about the loss of her son, Teddy, who died at 3 days old in 2016, Elle has been instrumental in opening-up the conversation around pregnancy and child loss to the media.
Caro Tasker	Caro runs The Spikey, a platform to open the narrative and educate on neurodiversity. Caro has 4 children, her first son Freddie, died shortly after he was born prematurely in September 2002. Since then Caro and her husband have gone on to raise money and awareness in Freddie's memory, working with Tommy's the baby charity, The Child Bereavement Charity and Borne.



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Our volunteers:

Teddy's Wish relies on the tremendous goodwill of some amazing people, without which the day-to-day operations simply wouldn't be possible:

Patron	Experience
Helen Watson	Helen is a freelance social media manager who has generously donated her time to Teddy's Wish since 2017. Helen is responsible for our social media strategy and campaigns.
Rebecca Perkins	Rebecca is a digital marketing specialist and is responsible for our social media presence and awareness campaigns on Twitter. Rebecca has a personal connection to Teddy's Wish as she sadly lost her baby boy Alessandro to stillbirth in December 2014
Maja Kalra	Maja is a freelance social media manager and architect who is responsible for all our digital design and helps to manage our Instagram account.
Sophie Payne	Sophie is a freelance copywriter and helps us with all our website and email copy.



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Structure, Governance and Management

Organisation

Teddy's Wish is a CIO registered 2nd February 2015

Appointment of Trustees:

Teddy's Wish has five Trustees. in early 2021 we took the decision to update our Board of Trustees and recruit two new members (see below).

We went through a formal process of identifying and recruiting new Trustee members, who we are confident will enhance the capabilities of the Board, and the ability of the Charity to meet our objectives.

Each new trustee is considered under the following criteria:

1. Relevant personal or professional experience, either relating to baby and infant loss, working in the charitable sector; and/or
2. A new trustee must have professional skills that either enhance or compliment the skills of the existing Trustees
3. Bring a network or community that can aid the charity in meeting its objectives and/or assist in raising funds towards meeting such objectives.

The process for recruiting a new trustee is as follows:

1. We will always broadly advertise the role to ensure that we attract a sufficiently wide enough talent pool to meet the above criteria
2. Confirm skills and experience through referencing and interview
3. Ensure that there is a good social and cultural fit with the other trustee members prior to them joining the Board

Trustee Governance:

The trustees formally meet at least twice a year alongside regular informal discussions to ensure the Charity is managed in a manner consistent with the guidance and expectations of the Charities Commission.

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Reference and administrative details

Charity Name: Teddy's Wish

Registered charity number: 1160286

Charity's principal address: 2 Walkwood End
Beaconsfield
Buckinghamshire
HP9 1PR

Independent Examiners: Creaseys Group Limited
Brockbourne House
77 Mount Ephraim
Tunbridge Wells
Kent
TN4 8BS

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Declarations

The trustees declare that they have approved the trustees' report above

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Chris Reid	Jennifer Reid
Position (e.g. Secretary, r, etc)	Chairman	Trustee
Date	25 February 2021	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Teddy's Wish

On accounts for the year
ended

30 April 2021

Charity no
(if any)

1160286

Set out on pages

1-2

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **30 / 04 / 2021**.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

25 February 2022

Name:

Jeff Fletcher

Relevant professional
qualification(s) or body
(if any):

FCCA

Address:

Creaseys Group Limited, Brockbourne House

77 Mount Ephraim

Tunbridge Wells, TN4 8BS

Section B**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.



Charity Name Teddy's Wish		No. of accounts 1160286		CC16a
Receipts and payments accounts				
For the period from	01-May-20	To	30-Apr-21	

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Justgiving Donations	29,729	-	-	29,729	19,754
Direct Donations	19,128	-	-	19,128	16,306
Event ticket income	6,435	-	-	6,435	3,471
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	55,292	-	-	55,292	39,531
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	55,292	-	-	55,292	39,531
A3 Payments					
Online Costs	562	-	-	562	562
Fundraising Support	359	-	-	359	1,972
Project Funding	30,700	-	-	30,700	20,370
Bereavement gifts and retreats	6,647	-	-	6,647	6,819
Event and fundraising costs	6,279	-	-	6,279	5,754
Bank charges	89	-	-	89	97
Accountancy Fees	2,592	-	-	2,592	2,520
	-	-	-	-	-
	-	-	-	-	-
Sub total	47,228	-	-	47,228	38,094
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	47,228	-	-	47,228	38,094
Net of receipts/(payments)	8,064	-	-	8,064	1,437
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	58,152	-	-	58,152	56,715
Cash funds this year end	66,216	-	-	66,216	58,152

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Account	66,216	-	-
		-	-	-
		-	-	-
		-	-	-
	Total cash funds	66,216	-	-
(agree balances with receipts and payments account(s))				

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets			-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets				
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Accountancy Fees	Unrestricted	2,640	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval