



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



## ANNUAL REPORT FOR THE PERIOD 1 MAY 2021 TO 30 APRIL 2022



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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 May 2021-April 2022 in line with our charity aims and objectives:

### **Achievements and Performance:**

When we set up Teddy's Wish in 2014, just three months after losing our son Eddie, we did so with the intention of giving something back to others and creating a legacy in Eddie's name.

We have purposely kept the charity small, with Eddie at the heart at everything we do, and by also working in partnership with other leading baby loss charities. In doing so, we believe we are stronger together and can create the most impact.

We are immensely proud of our achievements of the past year, and in particular the work of our small but growing bereavement support team. In 2020, we launched our own fully funded counselling service to provide bereaved parents with the vital support in making the first tentative steps in re-discovering hope after loss. We now have a small team of 4 qualified BACP therapists and we have provided 540 counselling sessions to 50 families from 2021 to 2022. We were also able to fund two bereavement retreats this year, held in the beautiful and peaceful grounds of St Katharine's Parmoor. This year's retreat was funded in memory of Grayson's Legacy Trust.

From April 2021, we slowly and tentatively returned to a post-pandemic world. The lingering challenges of COVID remained but restrictions started to ease and we focused on a new fundraising event for the charity. In September 2021 we held our inaugural bike ride: Teddy's Tour that saw cyclists complete a 100 miles or 100km ride through the Chiltern Hills in Buckinghamshire. The event surpassed all expectations and raised over £45,000. A huge thank you to all our wonderful cyclists, sponsors and supporters who made the event a success.



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Teddys Wish could not operate without the enormous generosity of all our supporters, who continue to donate precious funds, or others who have participated in marathons, organised sports themed days, fundraising dinners and even taken part in sky dives.

We would also like to say a special thank you to those families who have raised funds after receiving counselling support from us. As bereaved parents we know how incredibly powerful the baby loss community is. Those precious funds will enable Teddy's Wish to provide the same support that they have received to other families who have suffered the unimaginable pain of losing a child.

We continue to run our day-to-day operations with a small team. We are indebted to all of our volunteers who kindly donate their time and energy.

In loving memory of Edward Louis Reid

Jennifer Reid

Trustee and Co-Founder



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## Charitable Activities

### Teddy's Wish Bereavement Counselling:

We have provided fully funded bereavement counselling since April 2020 and have so far supported over 100 families.

High quality bereavement care can be either prohibitively expensive or have long and exhaustive waiting lists through the NHS. Our self-referral offering gives parents the opportunity to have a minimum of 12 fully funded counselling sessions with one of our qualified therapists. All our sessions are delivered via zoom which allows us to reach parents throughout the UK, irrespective of where they may live.

We now have 4 BACP accredited therapists with extensive baby loss knowledge working for Teddy's Wish and a support administrator to help manage our enquiries.

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>



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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>
Jenny Poirier	<p>Jenny joined Teddy's Wish in June 2022, and has worked as a qualified counsellor since 1995, specialising in supporting adults affected by cancer, trauma, loss and bereavement including after a baby or child has died.</p> <p>She has six years' experience with a leading bereavement charity supporting families after a baby has died suddenly and unexpectedly, writing and delivering training on loss and bereavement to Health Professionals and training peer befrienders.</p>

### **Teddy's Wish Bereavement Retreats:**

Each year we fund an all-expenses paid retreat to offer help & guidance to bereaved parents, helping them to 'Reflect, Restore, and Renew'. The retreats are run by our patron Jenni Thomas, OBE and founder of Child Bereavement UK, and Nicola Whitworth, the founder of the charity 'SLOW' (surviving the loss of your world).

The retreats provide parents with a unique opportunity to take time away from the day-day-distractions of life and to connect with other bereaved parents in a in a caring, confidential and supportive environment.

Activities include group support sessions as well as yoga and light exercise classes, mindfulness meditation, creative writing and a gardening for grief workshop. There are many healing qualities in connecting grief with nature and the gardening workshop allows parents to plant bulbs in memory of their baby.



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Quotes from parents who have attended our retreats:

*"I felt still, calm, cared for and amongst kindred spirits"*

*"I felt unbelievably lucky and privileged to be in this cocoon of understanding"*

*"It was wonderful to be able to press 'pause' on normal life and feel a closeness to Evan. All the activities worked perfectly"*

*"More than anything I was struck by the incredible peace that comes from being with people who completely understand what you have been through"*

*"I felt 100% supported. There was always space and time to talk to others...keep doing what you're doing. These retreats are so important"*

#### **Teddy's Wish Baby Loss Care Package:**

We have been working with Don't Buy Her Flowers to create thoughtful care packages 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 300 packages to bereaved parents.

**Registered charity number: 1160286**





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Don't Buy Her Flowers also helps to raise awareness of Teddy's Wish on social media and our patron Caro was invited to take part in an Instagram 'Live' with founder, Steph Douglas for Baby Loss Awareness Week. (is this needed? Combined followers of over 100k)

### **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. Along with other baby loss charities, we highlighted the importance of wellbeing and how to best look after bereaved parents following the loss of a child.

Towards the end of 2022, we created a podcast with charity patrons Elle Wright and Caro Tasker called "The Other Mothers". We wanted to create another free resource for bereaved parents, to help them feel less isolated and alone in their grief. It is also a resource for health professionals, friends and family, so they can provide the best support to someone who has lost a baby. We share our own experiences of loss but also invite other guests to share their experience too.

### **Fundraising achievements:**

We are so grateful to everyone who organised fundraisers for Teddy's Wish. Some of our highlights include a sponsored hockey match in memory of Marley Oakes, to jumping out of a plane, and our runners who took part in the London Marathon and Royal Parks Half Marathon.

We want to say a special thank you to Joseph Todd for running the London Marathon in memory of his baby boy Robin. We supported Joseph and his wife Emily through our bereavement counselling and they raised over £17,000 for Teddy's Wish.

We also organised our inaugural bike ride: Teddy's Tour – The Chiltern 100. Cyclists were given the option of a 100 km or 100 mile route and were taken on a guided ride along quiet country roads with stunning scenery that started and finished in the centre of Beaconsfield,



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Buckinghamshire, at Davenies School. We are enormously thankful to Davenies School, Knead Pizza and Pie Events for their generous support.

#### **Grants:**

In November 2021, we successfully applied for and were awarded a three year grant from the Gauntlet Trust Small Charities Grant Programme. For the next three years, we will be given £3,000 per annum to help us to continue to fund our bereavement counselling service. We are so grateful to the Amourers and Brasiers' company for their support.



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## **Collaboration with other charities and organisations:**

### **Tommy's**

We have continued our partnership with Tommy's by jointly funding the Pacenta Vessels Study, led by Alexander Heazell. The study is looking at the role of the placenta in pregnancy and has the potential to shed the light on the causes of stillbirth.

We have so far paid £20,000 in memory of Bear Pullen.

### **The Lullaby Trust**

In December 2021, we pledged £5,000 towards The Lullaby Trust's Big Give campaign to increase awareness amongst parents of how to sleep their baby safely and reduce the risk of sudden infant death syndrome.

230 babies and young children still die every year of SIDS or SUDC in the UK. For some families the risk of losing a baby to SIDS is even greater, including young parents, Black Caribbean families, families living with social deprivation, single parents or in particular geographical locations across the UK. The funds have been used to:

- Identify existing links between deprivation, ethnicity and sudden infant death syndrome and engage parents in these groups to explore how we can maximise the impact of our advice.
- Run a national awareness week, Safer Sleep Week, in March 2022 with a reach of over 4 million people;
- Train 1000 health visitors, midwives and other health professionals to deliver our scientifically proven safer sleep advice for babies direct to families.
- Create digital content for communicating safer sleep advice to new and expectant parents online with a reach of over 750,000 people.



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## **Petals**

We set up our partnership with Petals: the baby loss counselling charity in 2020 to provide long-term psychological support to the most traumatized bereaved parents. Over the past year we have given a further £10,000 to provide additional bereavement support for families.

The specialist counsellors at Petals support women and couples who experience all types of baby loss. Petals offers 6 free counselling sessions and try to offer more for those parents who need extra support, up to a maximum of 12.

Our funding allows Petals to offer a package of 6 additional face to face or online sessions to those who suffer the most devastating and traumatic losses and require counselling support beyond the maximum 12 sessions that Petals usually provide.

We strongly believe that support should be available for as long as necessary, 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.

## **Bereavement Training International**

In May 2021, we set up a partnership with Bereavement Training International to fund bereavement training for health professionals at The Royal Free NHS Trust and Imperial NHS trust.

Our Co-Founder Jen spoke at the sessions to explain why bereavement training is so important to families suffering the loss of a baby. It has always been a critical pillar of what we do – to ensure health professionals are better equipped to give the best possible support and care to those who need it.

We funded 4 training sessions – a combination of online and in-person to over 100 health professionals which cost £1,900 in total.



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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.

### Our patrons:

We have a small team of patrons who are strong advocates of Teddy's Wish.

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

Registered charity number: 1160286



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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.

## 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 2<sup>nd</sup> 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.

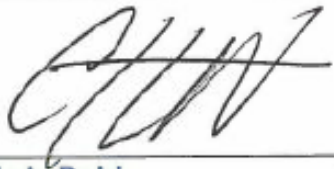
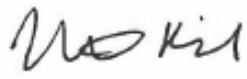


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## Declarations

The trustees declare that they have approved the above report

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Chris Reid	Jennifer Reid
Position	Chairman	Trustee
Date	28 February 2022	





Section A

Independent Examiner's Report

Report to the trustees/  
members of

Charity Name  
Teddy's Wish

On accounts for the year  
ended

30 April 2022

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 / 2022**.

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:

28 February 2023

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

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	No (if any)
Teddy's Wish	1160286

Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01-May-21		30-Apr-22

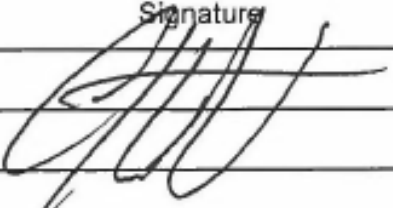
Section A Receipts and payments

	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 £
<b>A1 Receipts</b>					
Justgiving Donations	98,995	-	-	98,995	29,729
Direct Donations	7,597	-	-	7,597	19,128
Event ticket income	420	-	-	420	6,435
Deposits	21,851	-	-	21,851	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>128,863</b>	<b>-</b>	<b>-</b>	<b>128,863</b>	<b>55,292</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>128,863</b>	<b>-</b>	<b>-</b>	<b>128,863</b>	<b>55,292</b>
<b>A3 Payments</b>					
Online Costs	849	-	-	849	562
Fundraising Support	-	-	-	-	359
Project Funding	87,578	-	-	87,578	30,700
Bereavement gifts and retreats	8,841	-	-	8,841	6,647
Event and fundraising costs	14,155	-	-	14,155	6,279
Bank charges	132	-	-	132	89
Accountancy Fees	2,640	-	-	2,640	2,592
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>114,195</b>	<b>-</b>	<b>-</b>	<b>114,195</b>	<b>47,228</b>
<b>A4 Asset and investment purchases. (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>114,195</b>	<b>-</b>	<b>-</b>	<b>114,195</b>	<b>47,228</b>
<b>Net of receipts/(payments)</b>	<b>14,668</b>	<b>-</b>	<b>-</b>	<b>14,668</b>	<b>8,064</b>
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	66,216	-	-	66,216	58,152
<b>Cash funds this year end</b>	<b>80,884</b>	<b>-</b>	<b>-</b>	<b>80,884</b>	<b>66,216</b>

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	80,884	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	80,884	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	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	2,300	
			-	
			-	

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

Signature	Print Name	Date of approval
	CHRISTOPHER NEO	28/02/23