



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



## ANNUAL REPORT FOR THE PERIOD 1 MAY 2022 TO 30 APRIL 2023



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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 and provision 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 2022-April 2023 in line with our charity aims and objectives:

### Achievements and Performance:

When we left the Royal Free Hospital in London on 16<sup>th</sup> April 2014, we made a promise to Eddie to make him proud in everything we do. In the weeks and months that followed, we were determined to set up a charity to help others, and to create an everlasting legacy in Eddie's name. This reason remains as meaningful today as it was in 2014 and continues to be the driving force in making Teddy's Wish a success.

Over the last year we have continued our mission to provide vital support to bereaved parents, raise awareness and fund research into the causes of baby loss.

Our team remains lean but as demand has grown for our support, we are delighted to have recruited an additional counsellor to look after bereaved families. My role within the charity has also changed and I transitioned from trustee to CEO in January 2023. The new role formalises my position within the charity; I continue to lead our small team and run our day-to-day operations and fundraising activities.

We are immensely proud of our achievements of the past year, and particularly the work of our bereavement support team. Through our funded bereavement support, we have looked after 50 families and delivered 600 counselling sessions. We also funded our seventh annual retreat for bereaved parents: Reflect, Restore, Renew in memory of Marley Oakes and continued to send out bereavement care packages to parents who have recently lost a baby.

We have also continued to foster strong partnerships with other leading baby loss charities as we believe all baby loss charities should be working collaboratively. In the last year, we have jointly funded projects with Tommy's, Sands, The Lullaby Trust and Petals. Joint funding

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allows us to support larger-scale research projects with greater potential for identifying the causes of baby loss and supporting bereaved families.

Our funding of research and support is only made possible by the wonderful fundraising efforts of our supporters. After the huge success of our inaugural bike ride, we were delighted to partner with Pie Events for our second delivery of Teddy's Tour. Cyclists were given the option of completing 100 miles, 100km or 50km through the Chiltern Hills in Buckinghamshire. We raised over £40,000 and we are immensely grateful to our cyclists and volunteers. We are particularly grateful to Davenies School for their continued support in hosting the start and finish of the ride.

They say it takes a village to raise a child but it takes a community to sustain a charity. Teddys Wish would not exist without the wonderful generosity of all our supporters, who continue to donate precious funds or who kindly donate their time to help us. Thank you so much. Together, we are making a meaningful difference to the lives of those affected by the loss of a baby.

In loving memory of Edward Louis Reid

Jennifer Reid

Trustee and Co-Founder



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## Charitable Activities

### Teddy's Wish Bereavement Counselling:

For the last two years, we have been running a bereavement counselling service for families who have lost a baby to SIDS, neonatal death, stillbirth or any other illness up until 12 months old. Our support is given to parents who are in the early days of their loss, up until 18 months post loss.

We are a self-referral offering and parents are offered a minimum of 12 fully funded counselling sessions, via zoom, with one of our qualified therapists. The NHS routinely offers 6 sessions but are under increasing pressure with long waiting lists. We have received an increase of referrals from NHS bereavement midwives and GPs asking us to support a parent they are looking after.

We have 5 BACP accredited therapists with extensive baby loss knowledge working for Teddy's Wish and a support administrator to help manage our enquiries. We also provide and pay for monthly supervision to ensure charity governance and safeguarding. We pride ourselves on offering high quality support which is reflected in the parent surveys and feedback shared below.

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>

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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.

Erica Stewart

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.

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.

Jenny Poirier

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.

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.

Siobhan Poole

Siobhan joined Teddy's Wish in May 2023, and used to be a midwife before qualifying as a counsellor. Siobhan has over ten years of clinical experience and used to work for leading baby loss charity Petals to provide bereavement counselling for parents.

Feri Goy

Feri joined the Teddy's Wish team in September 2022 and manages all our support and general enquiries. Feri is an actor and script writer by trade and also has extensive experience in working within organisations and the NHS to deliver staff training around sensitive topics.



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### **Quotes from parents who have received bereavement counselling from us:**

*"Teddy's Wish have provided me with a lifeline of support in a time that I could not articulate my feelings. After learning about my Harry's sudden passing, they sent me a beautiful care package which helped me to not feel alone. The book Ask me his name was included and I cannot express how much reading it helped. I have also been lucky enough to be taking part in 12 funded counselling sessions where Celine has helped me in so many different ways, helping me explore my feelings, think about ways forward and most importantly help me find ways to parent my child. I cannot thank Teddy's wish enough for all their help and support and hope one day I can give back even a small amount to show my gratitude" - Lisa Cousins, Bereaved Parent*

*"I felt that my therapist Celine was extremely helpful in guiding us through the first stages of grief and how to cope with the horrendous new normal we had to face. It was like someone throwing you a life jacket when you are drowning, you're still in the cold horrible water but you know there is a chance at survival" - Bereaved parent*

*"We still have a long way to go but we wouldn't be where we are today without the support we received from Teddy's Wish. It is helping us process the loss of Amelia and to learn to parent her in a different way and ensure she is always at the heart of our family" - Bereaved parent*

*"Teddy's Wish gave us a safe place where we were able to talk about our loss, trauma and grief. The support has been so welcomed and vital in our recovery as we were so severely failed by our health board, we found it difficult trusting their services. In the wake of losing our son we found personal relationships were tested and pushed to the limits. Having expert professional support that was specifically tailored to bereaved families gave an opportunity for us to safely hear each other's perspectives. We were offered a time on a weekly basis that gave us an opportunity to expand on our toolkit and coping strategies which has helped us to adjust to our new identities as bereaved parents" - Daniel and Chloe, Bereaved Parents"*





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

As part of our support offering, Teddy's Wish funds an annual residential weekend retreat for bereaved parents. The retreats "Reflect, Restore, Renew" have been created and are facilitated by our patron, Jenni Thomas OBE and Nicola Whitorth. We have been funding the retreats for the last seven years and have so far supported seventy-two families.

The weekend provides a safe and nurturing environment for parents to come together, share their experiences, and find solace in the company of others who understand how it feels to have lost a baby. It offers a space for reflection, allowing parents to honour their baby's memory and explore their emotions in a supportive and understanding community. Moreover, the retreat offers opportunities for restoration, providing parents with tools and strategies to cope with their grief and nurture their mental and emotional well-being. Through workshops, therapeutic activities, and peer support sessions, parents can find healing and strength to navigate their grief journey with resilience and hope.

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

It can sometimes be hard to know what to say or what to do when someone close to you loses a baby. In 2020, we set up a partnership with Don't Buy Her Flowers to create thoughtful care packages for bereaved parents.

The packages can be purchased by friends or family directly on The Don't Buy Her Flowers website and Teddy's Wish receives a donation of 5% of each package sold.

Bereaved parents who have lost a baby in the last six months can contact our support team at Teddy's Wish to request a package. Teddy's Wish will pay for each package as a token of support to let parents know we are thinking of them and they are not alone in their grief. Don't Buy Her Flowers stock and fulfil the care packages on our behalf.



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There are two packages to choose from:

1. The book package- this includes a copy of Ask Me His Name, written by our charity patron Elle Wright, a set of scented candles, and Teapigs teabags.
2. The tea package includes an eco re-usable cup, biscuits and Teapigs teabags.

### **Raising Awareness and Supporting the Baby Loss Community:**

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 a free resource for bereaved parents, to help them feel less isolated in their grief and to highlight the importance of having conversations about baby loss. 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. We have now recorded three series and have had the privilege of interviewing Professor Mark Johnson, founder of Borne Charity, Ex-England Rugby player Will Greenwood, broadcaster Genelle Aldred and many others. We have received lots of positive praise and feedback.

### **Fundraising achievements:**

We are so grateful to everyone who organised fundraisers for Teddy's Wish. We would like to give a special mention and thanks to:

The Oakes Family who organised a second hockey fundraiser match in memory of their baby boy Marley and raised over £4,000.

Lauren and Tim Burton for completing a fundraising hike in memory of their precious baby girl Jasmine and have raised over £20,000.

The Lines Family who completed the Edinburgh Marathon in memory of their baby boy Owen and collectively raised over £16,000.

Sam Peters (our brother-in-law and Eddie's uncle) for completing a half marathon on what would have been Eddie's 8<sup>th</sup> Birthday and raising over £8,000.

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### **Charity Collaborations:**

As part of Baby Loss Awareness Week which runs each year from 9<sup>th</sup>-15<sup>th</sup> October, we collaborated with Bramley Products to create a special, limited edition, 'wave of light candle'. Each year, Baby Loss Awareness Week closes with a global Wave of Light ceremony where friends and family are encouraged to light a candle in memory of every much-loved and missed baby taken too soon.

Bramley kindly designed a beautifully scented candle which cost £28 each and 100% of the proceeds were donated to Teddy's Wish. We are so grateful to Bramley founder and CEO, Chloe Luxton for supporting our cause and donating over £5,000 from their candle sales.

### **Charity Grants:**

In November 2021, we successfully applied for and were awarded a three-year grant from the Gauntlet Trust Small Charities Grant Programme. In 2022, we received a second instalment of £3,000 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 Placenta 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 £30,000 in memory of Bear Pullen.

### **The Lullaby Trust**

In December 2022, we pledged £3,900 towards The Lullaby Trust's Big Give campaign to support their Little Lullaby young parent programme.

Little Lullaby is committed to young parents feeling more connected to other young parents and/or professionals who can support them, reducing loneliness and isolation, and empowering them as parents to follow clinical baby care advice to reduce the risks of SIDS. Little Lullaby provides a physical and digital space in which young parents swap stories and connect. In consultations, young parents confirmed the value of 'real life' stories in reducing isolation and promoting positive parenting.

The outcomes of the project are:

1. Young parents have improved knowledge and confidence about 'safer sleep practices for babies'
2. Young parents feel more confident in their parenting
3. Young parents feel more connected to other young parents and/or professionals who can support them, reducing loneliness, isolation and mental ill health
4. Increase engagement with harder-to-reach groups of young parents, including young dads and young black mums



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## **Petals**

We are delighted to continue our partnership with Petals: the baby loss counselling charity which we set up 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.

## **Bereavement Training International**

We continued to fund bereavement training days for health professionals at The Royal Free NHS trust to ensure families receive the best possible care and support following the loss of their baby.

We funded a virtual training session and in-person session to 63 GP's, Health Visitors, Practice Managers and Physicians Associates from across the North Central London hub – which cost £850.



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## The Teddys Wish Community

### Our Trustees:

Trustee	Experience
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 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.

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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:

<b>Volunteer</b>	<b>Experience</b>
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*

### 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.

### Declarations

The trustees declare that they have approved the above report

Signed on behalf of the charity's trustees

Signature

Full name

Chris Reid

Position

Chairman of Trustees

Date

28 / 02 / 2024





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 2023

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 / 2023**.

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:

29 February 2024

Name:

Jeff Fletcher

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

FCCA

Address:

Evelyn Partners (South East) 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-22		30-Apr-23

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	109,416	-	-	109,416	98,995
Direct Donations	8,204	-	-	8,204	7,597
Event ticket income	1,859	-	-	1,859	420
Deposits	5,838	-	-	5,838	21,851
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	125,317	-	-	125,317	128,863
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	125,317	-	-	125,317	128,863
<b>A3 Payments</b>					
Online Costs	1,132	-	-	1,132	849
Project Funding	77,996	-	-	77,996	87,578
Bereavement gifts and retreats	5,171	-	-	5,171	8,841
Event and fundraising costs	10,222	-	-	10,222	14,155
Bank charges	187	-	-	187	132
Accountancy Fees	2,760	-	-	2,760	2,640
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	97,469	-	-	97,469	114,195
<b>A4 Asset and investment purchases. (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	97,469	-	-	97,469	114,195
<b>Net of receipts/(payments)</b>	27,848	-	-	27,848	14,668
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	80,884	-	-	80,884	66,216
<b>Cash funds this year end</b>	108,732	-	-	108,732	80,884

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	108,732	-	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	108,732	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets			-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
	Accountancy Fees	Unrestricted	2,400	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		CHRIS REID	28/2/24	