



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



TEDDY'S WISH

**ANNUAL REPORT FOR THE FINANCIAL PERIOD
ENDING 31ST DECEMBER 2024**

Registered charity number: 1160286



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Our mission:

Teddy's Wish was set up to 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 of a baby 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, neonatal death, 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 period ending 31st December 2024 in line with our charity aims and objectives:

Achievements and Performance:

The last year at Teddy's Wish has been filled with mixed emotions of pride and sadness as we commemorated 10 years as a charity and our achievements over this past decade, while also honouring our beloved baby boy's 10-year anniversary. Eddie was only three months old when he became a victim of SIDS (sudden infant death syndrome) and to this day we will never make sense of his loss.

We set the charity up with two founding principles: to fund research into the causes of baby loss and to provide vital support for bereaved parents devastated by the loss of baby. A decade on, our founding principles remain as important as ever.

Since the charity's inception, our approach has been to remain intentionally small and personal, while ensuring our work remains deeply impactful and sustainable. We have been able to achieve this through a committed team of six counsellors and admin support team along with a small team of volunteers who kindly donate their time to our cause. As a small charity with minimal overheads, we are proud that in 2024 we were able to direct 82% of the funds we raised to research and support. All our enquiries for bereavement support are from word-of-mouth referrals or through our website and social media channels. By staying small, we have ensured financial stability over the last ten years and have maintained the ethos that started Teddy's Wish.

Providing bereavement support is vital in giving parents hope to live their life again following the devastating loss of a baby and it is a privilege to be able to do this through our fully funded counselling, care packages and retreats. Over the last year we delivered 371 bereavement counselling sessions and funded our annual residential retreat "Reflect, Restore, Renew", a supportive weekend for bereaved parents to connect, heal and find comfort among other

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parents who understand their grief. We have also continued our partnership with the team at Don't Buy Her Flowers to send out thoughtful care packages to parents who have recently lost their baby. All our support services have been shaped by our own lived experiences of baby loss and regular communication with the Teddy's Wish baby loss community.

It is profoundly humbling to read the positive feedback we have received from parents we have supported, whether they have received a care package, received our counselling or attended our retreat. Knowing that our work has made a meaningful difference to their lives is the driving force of the charity. We have equally been overwhelmed by the wonderful fundraisers set up by families we have looked after, and this is testament to the support we provide.

We also know how important research is in understanding and preventing baby loss - this remains as important as the support we provide. We are immensely proud of our continued partnerships with leading baby loss charities Tommy's, The Lullaby Trust and Sands who are all committed in identifying the causes of baby loss to help save babies' lives. Details on the projects we have jointly funded can be read in the report below.

Our achievements over the last decade have been made possible by the wonderful generosity of our supporters. We cannot thank you enough. Even though Eddie's life was cut unbearably short, his impact will last a lifetime.

In loving memory of Edward Louis Reid

Jennifer Reid
CEO and Co-Founder
September 2025



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Charitable Activities

Teddy's Wish Bereavement Counselling:

The grief a parent endures following baby loss has no comparison. The importance of support can never be under-estimated – many bereaved parents find themselves feeling isolated because friends and family members and the wider community, whilst sympathetic, are unable to fully empathise and understand the pain of the loss. Grieving parents often suffer from post-traumatic stress disorder (PTSD) which, left unchecked, can have far reaching repercussions long after the loss of their child. We strongly believe no family should ever suffer the loss of a baby but for those that do, they should have access to the best possible support.

We are proud to offer fully funded bereavement counselling to parents navigating the devastating impact of baby loss. We provide 12 fully funded counselling sessions within a model that has been especially designed for Teddy's Wish by our clinical lead, Celine Pearson. Our sessions are delivered online via zoom, ensuring accessibility and convenience, as well as greater reach to parents throughout the UK who have lost a baby to SIDS, neonatal death, stillbirth or any other illness up until 12 months old. By eliminating financial and regional barriers, anyone affected by baby loss can access the care and guidance they need, in the comfort of their own environment.

We have a team of six BACP accredited counsellors including one supervisor and a support manager to look after family enquiries. Supervision is provided every other week and ensures our counsellors are professionally supported to work safely, effectively and ethically. We are incredibly proud of our team and the compassionate work they do to support bereaved parents.



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Name	Experience
Celine Pearson, Clinical Lead	<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>
Naomi Landau	<p>Naomi has been a qualified counsellor for 18 years and gained a masters degree in integrative psychotherapy from the Minster Centre in 2012. She has worked for several charities as well as in private practice. She has also been a trustee of a charity supporting women and men experiencing anxiety or depression in the perinatal period.</p> <p>In addition to working with bereaved parents after the death of a baby, she has considerable experience of working with clients going through fertility treatment. She has worked for a number of years as a therapist for a charity where many clients have experienced complex trauma.</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. 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>
Helena Cook	<p>Helena is a fully trained psychodynamic psychotherapist and counsellor with over 10 years' experience in running her own private practice. She specialises</p>



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in a wide range of peri-natal issues, including the loss of a baby and infertility challenges. Issues of bereavement, complex grief and anxiety feature strongly in her work with individuals and couples on a wide range of life challenges and personal difficulties.

Helena has also worked for several years in an NHS counselling service attached to the maternity and gynaecology departments of a large London teaching hospital.

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.

We believe in the importance of remaining a small and personal charity to ensure that every family we support receives the care and attention they deserve. As such, we have been able to foster meaningful connections with bereaved parents and feedback from our surveys re-enforces our ethos.

Surveys are sent out to parents once they have completed their counselling sessions with us. We have a 64% completion rate, compared to the UK average of 20-30%, with moving and insightful feedback. The feedback overleaf provides examples of the feedback we use to shape and improve our service offering but also re-enforces the importance of providing high quality bereavement counselling.



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"After losing Lyla I searched the internet for some help and hope. Northern Ireland is massively lacking bereavement support after losing a baby. I found several charities but they either didn't offer via zoom or like others, had counselling but the number of counsellors was overwhelming and off putting. Eddie's story just broke my heart, although I lost my daughter at full term. I couldn't imagine what his family went through. His story was so personal and by sharing it instantly gave me connection, showed understanding and made me feel this support could be beneficial. Eddie's Mummy and Daddy attending counselling and having the understanding and experience of what I am going through brought me comfort and hope"

"Teddys wish was recommended to me by another bereaved Mum. She said the support she received was incredibly helpful and encouraged me to seek support. It was also one of the few charities that were accessible and not hidden behind red tape and an area code lottery. Thank you for being open to all"

"I just wanted to say Thank You a thousand times over, as I've said my sessions with Erica were a lifeline over the past 6 months and her support has helped me navigate some incredibly difficult days. Teddys Wish is such a wonderful charity, thank you for being there for people when they are in their darkest time of life and being accessible to all. Thank you!"



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Teddy's Wish Bereavement Retreats:

Our bereavement retreats provide a safe and nurturing space for parents who have experienced the loss of a baby be that recently, or many years ago. The weekend and day retreats offer a unique opportunity for parents to come together in a supportive environment where they can share their stories and connect with others who understand their loss. We offer group support, yoga, mindfulness meditation and other holistic activities to help families navigate their grief whilst fostering hope and a sense of belonging to a community. The retreats are run and facilitated each year by our charity's patron Jenni Thomas and Nicola Whitworth. Parent feedback consistently tells us how beneficial the retreats are:

"Thank you so much for providing the opportunity for us to attend the retreat. It was nothing short of life changing for us. The ability to spend time and connect with other parents who have lost a baby in the same and similar circumstances to us was truly invaluable. We just feel that outside of that little world, nobody understands what we have been through. I think our group all feel that we have made long-term connections because of the retreat, and there was a sense of real community and support that we have not experienced anywhere else. We are so very grateful for the support of Teddy's Wish after losing Anna, both in terms of the care package we received, and the opportunity to go on the retreat"

"It was quite literally life changing for me. Connecting with other parents who are living a similar trauma gave me a sense of belonging, where I have an 'otherness' in the rest of society. Something I have been yearning for so long. In a world so lonely and alienating, there was a sense of togetherness. There were elements of the weekend that were extremely eye opening about looking within but also parts that were simply about human connection. This time and space was dedicated to our children and allowed me to talk about my daughter without feeling like I had to filter or pretend that I am ok. I could just be, as could the other parents. This is priceless as



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*we had the opportunity to share our children, honour them and be besotted by them
openly on honesty.*

*Our beautiful daughter ran ahead almost 10 months ago, and I have thrown myself
into many things since in a desperate search of something that might make it all just
a tiny bit more bearable... I can confidently say that this weekend was the single
most useful tool. I believe I have met a community for life, and I don't feel so alone
anymore."*

Teddy's Wish Baby Loss Care Package:

We have continued to work in partnership with our friends at Don't Buy Her Flowers to create thoughtful care packages for bereaved parents. We are immensely grateful to Steph Douglas, CEO of Don't Buy Her Flowers, and her brilliant team for their ongoing support in handling our fulfilment and for organising joint marketing campaigns to help us raise awareness.

We are also thankful to renowned children's toy brand Jellycat who have supported a new care package for our collection. The Bear Package launched at the beginning of 2024 to tie in with our 10 year anniversary and includes a Jellycat teddy bear called the 'Edward Bear'. We know from speaking to other bereaved parents how comforting it is to hold a bear after suffering the loss of a baby, and we couldn't have chosen a more aptly named bear to add to our collection.

We now have three care packages in our collection for parents to choose from:

1. The Bear package – this includes a Jellycat Edward Bear, biscuits, tea and a scented candle
2. 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 tea
3. The Tea package includes an eco re-usable cup, biscuits and tea



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Parents can request a care package via our support team, and we also offer packages to parents who have enquired about our counselling service. It is our way of letting bereaved parents know that we are thinking of them, and they are not alone in their grief. In the last year we sent out 64 care packages, paid for by Teddy's Wish.

The packages can also 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. We have sent out 58 packages over the last 12 months.

Raising Awareness and Supporting the Baby Loss Community:

We recorded series 3 of The Other Mothers Podcast, co-hosted with charity patrons Elle Wright and Caro Tasker. The podcast has been created for bereaved parents and for those wishing to understand their experiences of baby loss, including family, friends and health professionals. Through candid discussions, the podcast provides awareness and support and reminds listeners that they are not alone in their journey. For series 4 we had the privilege of interviewing Jess Clasby-Monk, founder of the Legacy of Leo, and Ryan Jackson, Co-Founder and CEO of the Lily Mae Foundation and The Still Parents Foundation, alongside other inspiring guests who all shared their own personal experience of baby loss. The podcast continues to be a valuable resource within the baby loss community.

Fundraising achievements:

We are immensely grateful to our incredible fundraisers who have generously raised vital funds for Teddy's Wish, to make everything we do at Teddy's Wish possible. Their commitment, from organising events, taking on personal challenges, or raising awareness is deeply appreciated.

We would like to give a special mention and thanks to:

- Sade and Adam Byrne who raised over £10,000 in memory of their baby boy Toby



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- Ben and Laura Lines for taking part in multiple endurance events along with family and friends to raise over £5,300 in memory of their baby boy Owen.
- The ECG Facilities Services team for taking part in a company hike and raising over £3,300 for Teddy's Wish
- Fran and Tom Chapman for organising a family fundraising day at Cheam School and raising over £12,000 in memory of their baby boy Lucas.
- The Oakes Family who organised a third hockey fundraiser match in memory of their baby boy Marley. The 'Be More Marley' day takes place at Oxford Hawks and raised £5,700.
- Amit and Sara Katwala for raising over £2,000 in memory of their baby boy Rayan
- Freddie Miers, student from Cheam School, for completing 50 miles of running over 32 days and raising over £2,300 in memory of baby Lucas Chapman
- Ben Picknett for running the Royal Parks Half Marathon and raising over £1,500 in memory of his baby boy George
- We would also like to give a special mention to Chrome Productions for kindly creating our Teddy's Wish 10 Year Film pro bono.

Teddy's 10 Year Tour

Our Teddy's 10 Year Tour bike ride took place in May 2024. This was our third bike event in partnership with Pie Events and was a very special year, marking the tenth anniversary of losing Eddie and founding the charity. We saw a group of 50 wonderful cyclists take part in the 100 miles, 100km or 50 km cycle through the scenic Chiltern Hills generating a phenomenal £100,000 for the charity.

Charity Grants

We are enormously grateful and humbled to have received generous grants from the following organisations and charitable trusts:

ICCM Recycling of Metals (Institute of Cemeteries and Crematorium Management)

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We were nominated by parents Gemma and Steve Sainsbury in memory of their daughters Sophie and Isabella to receive a donation via Mortlake Crematorium. The institute awards a one-off donation to one nominated charity a year and we were delighted to be awarded £7,000.

Ryklow Charitable Trust 1992

We were awarded a £5,000 grant by the Ryklow Charitable Trust to go towards funding our bereavement counselling services.

Share Gift

We were awarded a £5,000 grant at the end of October 2024 by ShareGift, a UK based share donation charity, in support of Baby Loss Awareness Week

The Leverhulme Trust

In December 2024, we were awarded a £5,000 grant by the Leverhulme Trust on recommendation by Lucy Kenyon, in memory of baby Lucas Chapman.

Armourers & Brasiers' Gauntlet Trust

In November 2021, we successfully applied for and were awarded a three-year grant from the Gauntlet Trust Small Charities Grant Programmes. In November 2024, we were awarded our final instalment of £4,000 to help us continue our bereavement counselling services.



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Funding Research

We're excited to share the important research studies that Teddy's Wish has proudly funded over the past year in collaboration with leading baby loss charities Tommy's, The Lullaby Trust and Sands.

Tommy's

We jointly funded a new study looking into the risks of pre-eclampsia and stillbirth. Pre-eclampsia is a condition that causes high blood pressure (hypertension) in pregnant women and birthing people, as well as protein in the urine. Pre-eclampsia can be dangerous for both parent and baby and is the cause of around 1 in 8 stillbirths in the UK. It can only be cured completely by delivering the baby and the placenta, meaning that some babies are born prematurely, putting them at risk of both short-term complications and lifelong disability. Finding new treatments for pre-eclampsia is therefore vital to prevent pregnant women from becoming seriously unwell.

In this project, Tommy's researchers are carrying out work in the lab to find out whether new drugs can activate BKCa channels and relax blood vessels taken from women and birthing people with pre-eclampsia. The team are also investigating whether treatment with these drugs can lower blood pressure in pregnant mice with high blood pressure, without harming the baby. This will tell us whether these drugs, or similar agents, could be a possible treatment for pre-eclampsia in the future.

We have contributed £12,200 this year taking our total contribution to £27,200

Sands

We jointly funded a new study with Sands to help improve the way information about a baby's movements is shared with pregnant women. In pregnancy, a change in a baby's movement patterns can sometimes be a signal of problems developing. Midwives and mum-to-be, need to be able to have conversations about fetal movements, and any potential risks, without causing undue worry or confusion.



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The project will aim to support conversations that are clear, straightforward, and evidence-based, whilst also remaining reassuring. Good communication is vital to ensure the right advice and information is understood across diverse groups. This project follows on from a previous, large research trial in 2019, also supported by Teddy's Wish and Sands called AFFIRM. The trial looked at the effect of raising awareness of baby's movements and putting in place a package of care for women who report reduced movements.

The study found that the care package lowered stillbirth rates, though not by enough to be completely certain that it was caused by the care package rather than by chance. Pregnant women should contact their midwife or maternity unit straight away if they have any concerns about a change in their baby's movements, especially after 28 weeks of pregnancy. We hope our new project will help in the communication of clear, accessible, supportive information for pregnant women.

Teddy's Wish have contributed £5,000

In October 2024, we jointly funded the "Environmental Risk Factors and Stillbirth Study which aims to understand the relationship between some key environmental factors a woman may encounter during pregnancy, and the potential risk of stillbirth.

With over half of stillbirths remaining unexplained, it's crucial to identify new risk factors and understand how they might affect the health of both the mother and the baby. Building on previous work exploring links between environmental factors and pregnancy outcomes, this study aims to find out how certain factors, including exposure to sunlight, high or low temperatures and levels of air pollution, might influence the health outcomes of mothers and babies, especially the risk of stillbirth. Researchers will link information from Scottish health records to corresponding environmental records, creating a comprehensive database. This linked data will then be analysed to see if there are any patterns between the factors in the environmental records and the pregnancy outcomes in the health records.



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The findings from the study should improve our understanding of potential environmental risk factors for stillbirth, leading to better public health guidance for pregnant women. By measuring the impact of environmental exposures, we can measure the potential number of stillbirths caused by these factors.

Teddy's Wish have contributed £26,000.

The Lullaby Trust

In December 2023, we pledged £5,000 towards The Lullaby Trust's Bedtime Bundles, Keeping Babies Safe Campaign. A 2022 National Child Mortality Database report found a clear link between the risk of sudden infant death (SIDS) and social deprivation in England. Babies need to be slept in a clear, firm, flat, separate sleep space to reduce the risk of SIDS but many families in temporary accommodation or in crisis don't have a space such as a cot or Moses basket and many local authorities don't provide one. Many families have no choice but to sleep their baby in an unsafe way, increasing the risk of SIDS.

The Lullaby Trust, working together with homelessness organisations, local authorities, health care professionals and social care, will identify vulnerable families living in temporary accommodation or emergency situations through a referral system. They will provide them with a bundle containing a travel cot, baby sleeping bag, thermometer and Lullaby Trust safer sleep literature. Families will then have a safe sleep space for their baby to use in their current accommodation and take with them when rehoused. 500 bundles are to be given to at-risk families across the UK.

Teddy's Wish have contributed £5,000

In June 2024, we pledged to jointly support a study looking into the risks of Vaping and Sudden Unexplained Death in Infancy

There are about 350 Sudden Unexpected Deaths in Infancy (SUDI) each year in England. Cigarette smoking by mothers before and after the birth increases risk of SUDI. Vaping or e-



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cigarettes can help people to stop smoking, but many young adults vape having never smoked cigarettes before.

Cigarettes and vapes contain nicotine, in pregnancy this can harm a baby's brain development and could explain why smoking increases risk of SUDI. This research aims to find out if vaping is a risk for SUDI because at present this is unknown. It is an important issue because increasing numbers of young adults are starting to vape.

Teddy's Wish have contributed: £12,494

We have also pledged to support the Sling Safety Study. Slings and baby carriers are often used by parents and carers to keep babies close. However, such products can pose a risk to babies if poorly manufactured, poorly fitted, or used incorrectly. This project will analyse the literature to look at what risks are associated with slings and baby carriers, and the motivations that people have for using them.

Teddy's Wish have contributed: £9,724

Funding Support with other organisations

Bereavement Training International

Very often, the first point of contact for a bereaved parent is a healthcare professional. We believe that all healthcare professionals should be given training to ensure families receive the best possible care and support following the loss of their baby.

Over the last year we have continued to fund bereavement training days in partnership with Bereavement Training International at NHS trusts throughout the UK. The training is designed for all professionals who provide care for parents when a baby dies, including midwives and student midwives, obstetricians, neonatal, paediatric and gynaecology staff, sonographers, GPs, A&E response teams, health visitors, counsellors and chaplains.



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In memory of Marley Oakes

In the past year we have spent £5,174.30 in Marley's memory for the following training days:

The John Radcliffe Hospital

The Worcestershire Acute Hospital

Stoke Mandeville Hospital

Milton Keynes Hospital

We also funded training at The Royal Free Hospital



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The Teddys Wish Community

Our CEO:

Jen 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
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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 Pullen	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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Katie Lester

Katie had a lengthy career in advertising where she was responsible for some of the UK's largest advertising campaigns. For the past 8 years she has been working as an honouree Psychoanalytic Psychotherapist at Camden Psychotherapy Unit, London.

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 successful history podcast, History Hit.
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. Elle is also our co-host on The Others Podcast.
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. Caro is also our co-host on The Other Mothers Podcast.

Our volunteers:

Registered charity number: 1160286



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

Volunteer	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.
Nina Chritensen	Nina is a freelance digital marketer who helps us with our website maintenance and design



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Structure, Governance and Management Organisation

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

Registered address: 3 Burgess Wood Grove, Beaconsfield, Buckinghamshire, HP9 1EH

Trustee Governance:

The trustees formally meet at three times 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. When there is a requirement for new trustees, guidance from the Charity Commission is followed and a trustee is appointed by a resolution passed at a properly convened meeting.

Reserves policy

It is the policy of the trustees to ensure that reserves are held at a level which would cover funding for a period of at least 12 months. This is reviewed on an annual basis.

Public benefit

The trustees confirm that they have paid due regard to the Charity Commission's guidance on public benefit.

Risk factors

The trustees have reviewed the risks to the Charity's assets and income and are satisfied that adequate controls are in place.

Related parties:

During the period one of the trustees donated £2,400 to the charity (Year ended 30 April: £nil). During the prior year, one of the trustees, Jennifer Reid resigned and took up employment with the charity as the CEO. Jennifer is also the wife of another trustee, Chris Reid. The salary costs in respect of this were £10,816 for the period (Year ended 30 April 2024: £5,172).



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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)	 Chris Reid (Oct 24, 2025 13:41:42 GMT+1)		
Full name(s)	Chris Reid	Position	Chairman
Date	24/10/2025		

Teddy's Wish

Independent examiner's report to the trustees of Teddy's Wish for the period ended 31 December 2024

I report to the trustees on my examination of the accounts of Teddy's Wish for the period ended 31 December 2024 which comprise the receipts and payments account, the statement of assets and liabilities and the related notes.

Respective responsibilities of trustees and examiner 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 charity's accounts carried out under section 145 of the 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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.

Julie Mutton

Julie Mutton (Oct 27, 2025 11:41:54 GMT)

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Julie Mutton FCA

Fellow of the Institute of Chartered Accountants in England & Wales

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Date: 27/10/2025



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

Financial Report for the 8 months ending 31 December 2024


Section A - receipts and payments (for the 8 months ended 31 December 2024)

	£s	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
A1 Receipts						
Justgiving Donations		107,597			107,597	117,870
Direct Donations		7,510			7,510	2,258
Event ticket income		0			0	4,409
Deposits		53,673			53,673	41,305
Sub total		168,780	0	0	168,780	165,842
A2 Asset and investment sales		0	0	0	0	0
Total receipts		168,780	0	0	168,780	165,842
A3 Payments						
Research and training projects		52,247			52,247	27,329
Bereavement counselling		41,637			41,637	51,512
Bereavement packages and retreats		1,374	5,875		7,249	5,094
Event and fundraising costs		9,705			9,705	9,330
Online Costs		2,242			2,242	2,820
Bank charges and accountancy fees		2,505			2,505	197
CEO salary		10,816			10,816	5,712
Sub total		120,526	5,875	0	126,401	101,994
A4 Asset and investment purchases		0	0	0	0	0
Total payments		120,526	5,875	0	126,401	101,994
Net receipts / (payments)		48,254	-5,875	0	42,379	63,847
A5 Transfer between funds		0	0	0	0	0
A6 Cash funds from last year end		163,705	8,875		172,580	108,732
Cash funds this year end		211,959	3,000	0	214,959	172,579

Section B - Statement of assets and liabilities as at 31 December 2024

	£s	Unrestricted funds	Restricted funds	Endowment funds
B1 Cash funds at bank account		211,959	3,000	0
B2 Other monetary assets		0	0	0
B3 Investment assets				
B4 Assets retained for the				
B5 Liabilities				
Accountancy fees		2,436		
Independent examiners fees		3,324		
Other creditors		331		
Sub total		6,091	0	0

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


Chris Reid (Oct 24, 2025 13:41:42 GMT+1)
Signature

Chris Reid
Print Name

24 October 2025
Date

Registered charity number: 1160286



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1 Related parties

During the period one of the trustees donated £2,400 to the charity (Year ended 30 April: £nil).

During the prior year, one of the trustees, Jennifer Reid resigned and took up employment with the charity as the CEO. Jennifer is also the wife of another trustee, Chris Reid. The salary costs in respect of this were £10,816 for the period (Year ended 30 April 2024: £5,172).

2 Restricted funds

	Balance at 01 May 2024	Receipts	Payments	Balance at 31 December 2024
	£	£	£	£
Lucas' Wish	8,875	-	-5,875	3,000
	<u>8,875</u>	<u>-</u>	<u>-5,875</u>	<u>3,000</u>

Lucas' Wish is a fund established in memory of Luke Chapman and the funds are reserved to put towards Teddy's Wish residential weekend retreat