

Sands

England & Wales · Charity number 299679

Details

Other names	STILLBIRTH AND NEONATAL DEATH SOCIETY, S A N D S, SANDS
Status	Registered
Legal form	Charitable company
Company number	02212082
Registered	1988-07-26
Register	View on the Charity Commission register

Contact

Address	10-18 Union Street London SE1 1SZ
Phone	07468498204
Email	accounts@sands.org.uk
Website	www.sands.org.uk

Activities

Objects: 4.1.1 TO PROMOTE THE EMOTIONAL, PSYCHOLOGICAL AND PHYSICAL WELLBEING OF PARENTS, THEIR FAMILIES AND FRIENDS, WHEN A BABY DIES IN UTERO, AT BIRTH OR SOON AFTER BIRTH, BY:-4.1.1.1 THE PROVISION OF SUPPORT AND INFORMATION TO THOSE SOBEREAVED AND THEIR CARERS; AND 4.1.1.2 WORKING COLLABORATIVELY WITH HEALTH AND SOCIAL CARE PROFESSIONALS TO IMPROVE AND ENHANCE PROFESSIONAL PRACTICE WITH BEREAVED PARENTS; AND 4.1.2 TO PROMOTE RESEARCH AND THE IMPLEMENTATION OF BEST PRACTICE THAT WILL HELP IDENTIFY THE CAUSES AND REDUCE THE INCIDENCE OF THE DEATH OF A BABY IN UTERO, AT BIRTH OR SOON AFTER BIRTH, AND TO PUBLISH THE RESULTS OF SUCH RESEARCH. 4.2 NOTHING IN THESE ARTICLES SHALL AUTHORISE AN APPLICATION OF THE PROPERTY OF THE CHARITY FOR PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH SECTION 7 OF THE CHARITIES AND TRUSTEE INVESTMENT (SCOTLAND) ACT 2005.

Activities: Sands vision is a world where fewer babies die. Sands works to ensure that, when a baby dies, anyone affected receives the best bereavement care and support for as long as they need it. Sands offers a free UK helpline and network of support groups, works with healthcare professionals to improve bereavement care, and involves bereaved families in research to save babies lives.

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Czech Republic
- France
- Isle Of Man
- Italy
- Malta
- Nigeria
- Northern Ireland
- Scotland
- South Africa
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£8,014,773	£8,442,390	£5,915,700	110
2024-03-31	£7,356,246	£8,101,155	£6,357,507	98
2023-03-31	£7,512,954	£6,799,840	£6,980,199	86
2022-03-31	£6,754,116	£4,589,230	£6,241,090	52
2021-03-31	£6,380,126	£3,558,146	£4,076,204	42

Trustees

Name	Role	Appointed
Dr David Hall	Chair	2018-11-17
Antonia Frances Rose Reed		2024-12-06
Emily Clementine Warlof		2025-01-19
Emma Louise Jenkins		2024-12-06
Kelly Williams		2020-11-14
Neil Ferris		2024-06-08
Oluwaseyi Victoria Seerifatu Bakare		2025-01-19
RAJVEER CHAGGER		2026-01-19
Sangeeta Agnihotri		2020-11-14
Sarah Amio		2026-01-19
Sarah Threadgould		2020-11-14
Yue Zheng		2026-01-19

Sands

England & Wales - Charity number 299679

Accounts

**Sands Charity
(A Company Limited by Guarantee)**

Trustees' Report & Financial statements

Year Ending 31 March 2025

Legal and administrative information

Trustees	Oliver Reichardt (Chair) – stepped down 18 November 2024 Tom Burdett (Treasurer) – stepped down 19 November 2024 Emma Parry (formerly Gibbs) – stepped down 17 November 2024 David Price – stepped down 17 November 2024 <u>Trustees for the Year ended 31 March 2025</u> Dr David Hall – Chair from 19 November 2024 Neil Ferris – Treasurer from 19 November 2024/appointed 17 July 2024 Sangeeta Agnihotri – Vice-Chair from 19 November 2024 Sarah Threadgould – Vice-Chair from 19 November 2024 Roxanne Burrows Emma Jenkins – appointed 6 December 2024 Antonia Reed – appointed 6 December 2024 Dr Sarah Stock Kelly Williams
Chief Executive	Dr Clea Harmer MBE
Company Secretary	Sarah Rodgerson
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	10 -18 Union Street London SE1 1SZ
Statutory Auditor	MHA 6th Floor 2 London Wall Place London EC2Y 5AU
Principal Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Principal Solicitors	Russell-Cooke 2 Putney Hill, London SW15 6AB

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Trustees' Report

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and financial statements of Sands Charity (Formerly known as Stillbirth and Neonatal Death Society) trading as Sands for the year ended 31 March 2025.

The Trustees confirm that the annual report and Financial statements of the charity have been prepared in accordance with the accounting policies set out in Note 2 to the Financial statements and comply with the charity's constitution, applicable law and the requirements of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland.

Trustees' Report

1. Objects and values of the charity

The objects of Sands are: -

1. to promote the emotional, psychological and physical well-being of parents, their families and friends, when a baby dies in utero, at birth or soon after birth, by:
 - 1.1 the provision of support and information to those so bereaved and their carers; and
 - 1.2 by working collaboratively with health and social care professionals to improve and enhance professional practice with bereaved parents; and
2. to promote research and the implementation of best practice that will help identify the causes and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Sands' Vision is for a world where fewer babies die and where anyone who is affected by the death of a baby receives the best care and support for as long as they need.

To enable Sands to realise this vision there are four **Sands' Key Objectives**, which are outlined in the 2022 2025 Strategy:

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all;
2. To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced;
3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death;
4. To grow and develop sustainably to have impact now and in the future.

Underpinning these objectives are **Sands Values**, whereby the charity commits to:

- Be compassionate, collaborative, evidence-based and inclusive;
- Work as one organisation; learning from experience and striving for continual improvement through innovation;
- Be open and honest; working with respect and integrity; showing empathy and being inclusive in everything the charity does.

Trustees' Report

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the [2022-2025 Sands Strategy](#). Total charitable expenditure at Sands was £4.22m in 2024/2025 (2023/24: £4.51m).

Main achievements in 2024/2025



The Sands Strategy 2022-2025 sets out four strategic objectives which provide a basis to demonstrate our commitment to our core aims and how we delivered on these in 2024/2025.

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all by:

- 1.1 Giving an equitable welcome to all
- 1.2 Actively finding and bringing people to Sands
- 1.3 Taking a person-centered approach
- 1.4 Working effectively at a local and national level across all four nations
- 1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Trustees' Report

2. To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced by:
 - 2.1 Understanding why babies die and developing new knowledge to save babies' lives
 - 2.2 Improving safety in pregnancy, birth, and the neonatal period
 - 2.3 Reducing inequalities in perinatal mortality
 - 2.4 Being as well known for saving babies' lives as we are for bereavement support and care
3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death by:
 - 3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality
 - 3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace
 - 3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need
 - 3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base
4. To grow and develop sustainably to have impact now and in the future by:
 - 4.1 Being trusted and respected as the UK's baby loss charity
 - 4.2 Ensuring income grows sustainably
 - 4.3 Ensuring that as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve
 - 4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Trustees' Report

Strategic Objective 1

To be a welcoming, supportive community which is inclusive, accessible, and known to all

Overarching outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

In 2024/25:

- o Awareness of Sands in general population = 25%
(40% in population where there is personal experience of pregnancy loss or baby death)¹
- o Experience of pregnancy loss and baby death = 50% of UK adults say they, or someone they know, has experienced pregnancy or baby loss²

1.1 Giving an equitable welcome to all

Outcome we want to see:

Sands' community includes everyone who wants to be involved, regardless of who they are or what their experience has been

In 2024/25 we:

- o Provided monthly online support groups for each of the following groups: Black parents and families, South Asian parents and families, Armed Forces families, and men.
- o Launched a Termination for Medical Reasons (TFMR) support group.
- o Set up a third-party referral system to improve access to our bereavement support services.
- o Held an Amplifying Voices event in London to bring together parents from Black and South Asian backgrounds.

¹ Omnibus Research Presentation by Moorhouse Market Research (March 2023)

² YouGov Plc (August 2023)

Trustees' Report



1.2 Actively finding and bringing people to Sands

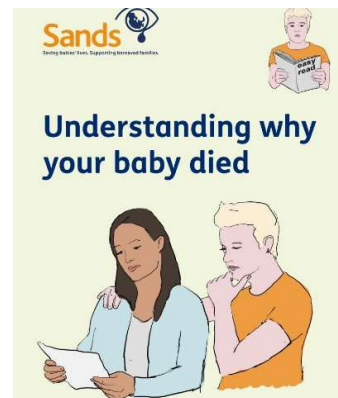
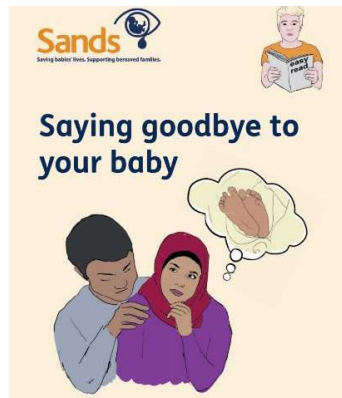
Outcome we want to see:

Every bereaved parent receives information about Sands after pregnancy loss or baby death

In 2024/2025 we:

- o Had 110 Hospital Liaison Volunteers across the UK acting as the link between hospitals and all of Sands' services and providing information for bereaved parents and families.
- o Sent out 20,167 copies of our free [Bereavement Support Book](#) which was available in 13 languages, and in Audio and Easy Read formats.
- o Used social media to increase reach and awareness amongst all bereaved parents and families of all that Sands has to offer.

Trustees' Report



1.3 Taking a person-centred approach

Outcome we want to see:

People's individual needs for support or involvement are met

In 2024/2025 we:

- o Ensured that opportunities for individual support were offered in a variety of ways to meet individual needs; these included family fun days, craft events, run clubs, gardening clubs, choirs, and walk-and-talk sessions.
- o Ensured that individual involvement was recognised and celebrated through Volunteer Awards that were presented at the Sands Garden Day in June.



- o Ensured that opportunities for individual involvement were increased with the introduction of a new volunteer role to support Facebook Fundraising.

I can't thank you guys enough – for being there in the early days – and for always being here on the days that mean so much to me down the track. What you do here is the most meaningful, loving and supportive thing that I have ever

Trustees' Report

1.4 Working effectively at a local and national level across all four nations

Outcome we want to see:

Sands is relevant to all communities, whether local or national, across the whole UK

In 2024/2025 we:

- o Had a total of 134 [Support Groups](#) and [Sands United Football Clubs](#) across the UK.
- o Held 64 Winter Remembrance Events around the UK with 10 Groups delivering Starlight Walks.
- o Completed fundraising projects (including refreshing bereavement suites and providing valuable remembrance spaces) in Shetland, Norfolk, Bedfordshire, Cornwall, Hastings, West Suffolk, and Blackpool & Preston.
- o Engaged with MPs, MSPs, MLAs and AMs across all four nations – encouraging action to save babies' lives and to ensure equal and excellent bereavement care for all who need it.



1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

In 2024/2025 we:

- o Secured more than 2,030 media pieces, generating opportunities for people to see or hear about the work of Sands via online news and across TV and radio.
- o Generated 10,000 consultation responses to ensure our brand strengthening project and heard from, considered and reflected the views of the existing Sands

Trustees' Report

community as well as those impacted by pregnancy and baby loss but who are not yet part of Sands.

- o Saw the Wave of Light trending on social media across the UK at 7pm on 15 October.



Trustees' Report

Strategic Objective 2

To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

Overarching outcome we want to see:

Babies' lives are saved, and the UK is on track to reduce stillbirths and neonatal deaths by 50% by 2025

In 2022 (latest data available) the figures sadly show:

- o Rate of stillbirth = 4/1000 live births which is a slight decrease on 2021's rate of 4.1/1000 live births
- o Rate of neonatal death = 2.9/1000 live births which shows no change from 2021

2.1 Understanding why babies die and developing new knowledge to save babies' lives

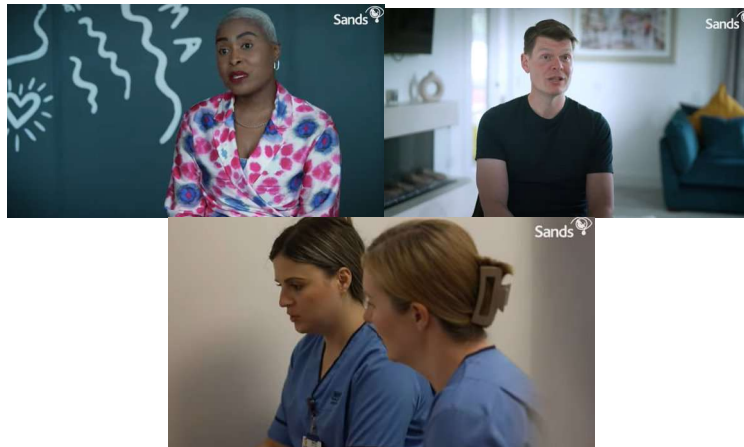
Outcome we want to see:

Babies' lives are saved

In 2024/25 we:

- o Supported [93 Research Studies](#) to help build a better understanding of why babies die, and directly funded 2 studies. An example of the impact of this research is provided by a study looking at the problem of hypothermia in babies born unexpectedly outside of hospital. This work resulted in changes to paramedic training, ambulance equipment and the advice given by 999 call-handlers to parents about keeping their baby warm while waiting for paramedics.
- o Supported the [NIHR Maternity Disparities Consortium](#), contributing ideas for future themes and workstreams to tackle inequalities in maternity care.
- o Continued to build the Insights Network Parent Group, including introducing a new digital platform to help parents provide input into research and projects.
- o Provided Sands training as part of the Perinatal Mortality Review Tool (PMRT) training package.

Trustees' Report



2.2 Improving safety in pregnancy, birth and the neonatal period

Outcome we want to see:

The highest standards of evidence-based maternity and neonatal care are delivered consistently across the UK

In 2024/2025 we:

- o Updated the Sands [post mortem consent forms](#) on the Human Tissue Authority (HTA) website to provide more support for health professionals and bereaved parents in discussions around post mortems after the death of a baby.
- o Published the Joint Policy Unit's (JPU) second annual [Saving Babies' Lives Progress Report](#) which highlighted that the Government was not on track to meet their national ambition of halving the number of babies dying by 2025, and which also highlighted systemic issues which needed to be addressed including listening to parents.
- o Launched the new JPU microsite enabling JPU data and reports to be easily accessed by all stakeholders. The reports included [new analysis on information and advice given as part of triage](#), [new national maternity safety ambitions](#), and [a review of interpreting and translation services](#). All these reports support Government, NHS and healthcare professionals to understand how to provide safer maternity and neonatal care.
- o Launched the Fetal Movements project to gain consensus on the information/advice given to parents. The progress made at this event resulted in Sands being asked to contribute to developing national Triage guidelines to improve maternity care provided.

In every pregnancy I've had, I've never really known when I should be feeling it. I've never really known what kind of pattern I should be looking out for.

Bereaved mother

Trustees' Report

2.3 Reducing inequalities in perinatal mortality

Outcome we want to see:

All mothers and babies have equity of outcome compared with the current best position

Current position:

- o Black babies are twice as likely as white babies to be stillborn, and Asian babies are 50% more likely to be stillborn than white babies³. Black and Asian babies are more likely to die in the neonatal period than white babies.
- o Stillbirth rates in the most deprived areas are almost double those in the least deprived areas, and neonatal mortality rates also increase with deprivation⁴.

In 2024/2025 we:

- o Launched the **#EndInequalityInBabyLoss** campaign which secured over 2,500 signatures and was the focus of a Joint Parliamentary Event that over 50 MPs attended. Highlighting the extent and impact of the inequalities in perinatal mortality in this way would provide a strong platform for further work in 2025/2026 with the Government and NHS on addressing these inequalities.
- o Presented findings from the Listening project at all of the 2024 NBCP workshops and at several conferences including the South Asian Maternal Health Conferences. This enabled us to share key messages relating to the care being given to Black and South Asian families with frontline healthcare professionals.
- o Supported bereaved parents with lived experience of inequality in baby loss to meet MPs in parliament and to meet with the Secretary of State for Health which resulted in the Government committing to consider targets to eliminate inequalities in baby loss.



2.4 Being as well known for saving babies' lives as we are for bereavement care and support

Outcome we want to see:

³ Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

⁴ Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

Trustees' Report

Sands gains support from those who want to see babies' lives saved

In 2024/2025 we:

- o Launched a new APPG on Baby Loss in Westminster after the General Election, enabling us to gain cross-party support and to keep issues relating to pregnancy and baby loss on the agenda.
- o Launched a saving babies' lives pledge e-action before the General Election which was taken by nearly 1,000 supporters and which achieved over 300 candidate sign-ups, 38 of whom became MPs.

... crucial appointments were cancelled or overlooked, and our concerns were dismissed ... It's disheartening to realise that racial disparities may have contributed to our tragedy. Our hope now lies in sharing our story, advocating for change, and ensuring other families receive the care and support they deserve.

Bereaved mother

Trustees' Report

Strategic Objective 3

To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

Overarching aims we want to see:

- o *The Bereavement Support we offer demonstrably meets the diverse needs of bereaved parents and families*
- o *The National Bereavement Care Pathway is embedded across England and Scotland and Bereavement Care Pathways have been introduced in Wales and Northern Ireland*

In 2024/2025 Sands Bereavement Support Services team supported 36,721 people (this does not include website support page views or online resource downloads).

In the last two quarters of the year, quantitative measures were introduced which showed an improvement in wellbeing after receiving support. These measures were scored out of 10:

- o Before support session: 5.43
- o After support session: 7.54

By 31 March 2025 100% of Trusts in England Health Boards in Scotland had signed up to the National Bereavement Care Pathway (NBCP), and in Wales and Northern Ireland pathways were under development.

3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality

Outcomes we want to see:

- o *Bereaved parents feel support from Sands has helped them*
- o *Bereaved parents and families are able to grow around their grief, feel hopeful for the future, and have increased self-efficacy*

In 2024/2025 we:

- o Staffed all our support channels, including:
 - ▶ Moderating 18,358 Facebook comments
 - ▶ 16,165 online community user visits
 - ▶ Responding to 5,504 emails
 - ▶ Answering 1,848 telephone calls



Thank you so much, your message has brought comfort and clarity, and I can begin to acknowledge the love I will always feel for these tiny lives.
Bereaved parent after accessing Sands services

- o Sent out:

Trustees' Report

- ▶ 20,167 Bereavement support books (11,577 in 2023/2024)
- ▶ 9,025 Support packs
- ▶ 2,246 Memory Boxes
- ▶ 201 Muslim Care Boxes



We have now received the Muslim box over the weekend. We really appreciate what Sands has done for us in insuring we receive it before the funeral tomorrow. All the items you given mean so much to grieving parents and its really kind you provided it for free during this time of sadness ... I'm not great with words but felt it was important to say thanks.

Bereaved parent

- Provided local support:
 - ▶ Through 87 [local support groups](#) run by befrienders
 - ▶ Through 41 [Sands United Football Clubs](#) supporting over 800 people.
 - ▶ Through activity-based support across the UK such as running groups and choirs.
- Achieved Helplines Partnership accreditation in May which highlighted the excellence of our support services. We were invited to speak on inclusivity at the national Helplines Partnership conference.
- Provided a focus on wellbeing as well as support through the most difficult times. Working with bereaved parents, we co-produced a wellbeing journal which was launched in January.
- Developed distinct spaces for employers seeking to support colleagues as part of the Bereavement in the Workplace project.

Trustees' Report



3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace

Outcome we want to see:

Bereaved parents and families are supported in their grief journey as they receive the care they need in both healthcare settings and the workplace

In 2024/2025 we:

- o Continued to roll out and embed the [National Bereavement Care Pathway \(NBCP\)](#) across the UK
 - ▶ England: 100% Hospital Trusts have now voluntarily signed up to the NBCP. In-person and online workshops were held to provide support to healthcare professionals to deliver the NBCP, and the nine standards were reviewed and updated.
 - ▶ Scotland: The NBCP has been mandated so 100% Hospital Boards are on the programme and receiving regular support through different channels including networking events.
 - ▶ Wales: The NBCP project was started and listening events for parents and healthcare professionals were held to inform development of a Wales-specific pathway.
 - ▶ Northern Ireland: The NBCP project was started with engagement events and an initial external evaluation completed. This information will help inform a NI-specific pathway.
- o Continued to strive for excellent and equal bereavement care
 - Almost 3,000 e-learning for health modules completed during the year
 - 110 trained Hospital Liaison Volunteers acting as the link between hospitals and all of Sands services.
 - Elaine Thorp Award presented following over 60 nominations.
- o Bereavement in the Workplace
 - Sands Bereavement in the Workplace training for SMEs and managers, leaders and HR professionals was accredited by the CPD Certification Service, with Sands e-learning module now up and running.

Trustees' Report

I would like to thank you for hosting an amazing workshop in Brighton on Thursday; the networking along with your advice has proven invaluable so I will be taking a lot back to my line manager to improve our service, especially around training which has sadly been pulled from the mandatory study days.
Healthcare professional

3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need

Outcomes we want to see:

- *All professionals and volunteers can access appropriate training and then offer/deliver the care and support that is needed*
- *Sands is acknowledged as a leader in the field in this area*

In 2024/2025 we:

- Delivered training to:
 - ▶ 2,110 healthcare professionals
 - ▶ 901 bereavement in the workplace attendees
 - ▶ 491 community-based professionals (growth of 301%)
 - ▶ 96 counsellors and therapists
 - ▶ 60 volunteers
- Received feedback on the training which showed:
 - ▶ Average rating of knowledge before training: 6.5/10 / Average rating of knowledge after training: 9/10
 - ▶ Average rating of training: 4.8/5
 - ▶ 90% would recommend the training
- Provided training for new groups of professionals including several police forces. Medical Examiners in England and Wales, researchers, National Maternity and Neonatal Voice Partnership Leads, and Independent Senior Advocates.

I really felt a sense of belonging in this training, like we were all in it together including the trainers. It's a very emotive subject and was delivered with care, kindness and compassion. Thank you.
Healthcare professional

Trustees' Report

3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base

Outcomes we want to see:

- o *Better care and support at both a local and a national level*
- o *Supporters able to support campaigns that they care about*

In 2024/2025:

- o 7,034 e-actions taken.
- o There were 48 Parliamentary questions or mentions in parliament across all 4 nations.
- o One of the first debates in the new parliament at Westminster was on baby loss.
- o The new All-Party Parliamentary Group on Baby Loss was one of the first maternity APPGs to be set-up despite new rules making this harder.
- o Over 1,000 bereaved parents shared their views to inform the change NHS consultation and upcoming 10-Year Health Plan.
- o Campaign groups of bereaved parents were set up to support development of national campaigns.

Well done on an excellent piece of work, it's very impressive and is incredibly impactful. I'm sure this will make a huge difference to families.

NHS England quality improvement manager on local campaign report in South Yorkshire

Trustees' Report

Strategic Objective 4

To grow and develop sustainably to have impact now and in the future

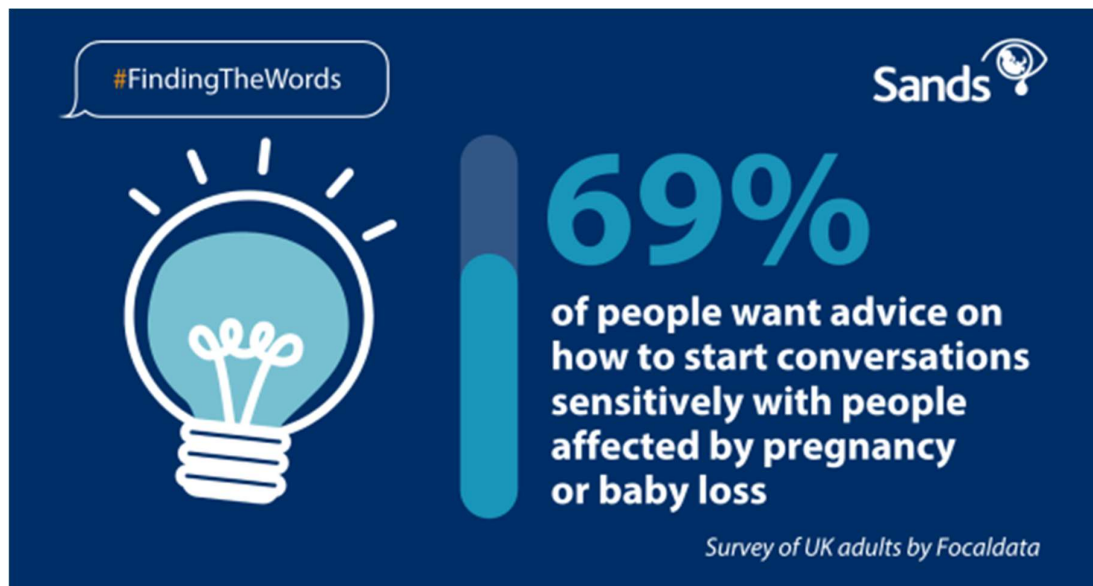
4.1 Being trusted and respected as the UK's 'go-to' baby loss charity

Outcomes we want to see:

- o *The number of people who benefit from our work increases; the number of supporters increases; the size of the charity increases along with an ability to drive the change that is needed*
- o *Sands' influence increases along with an ability to drive the change that is needed*

In 2024/2025:

- o At the 2025 GLOMAMA Awards in March, Sands won Charity of the Year, and Baby Loss Awareness Week won Campaign of the Year for the second year running.
- o The #FindingTheWords campaign for Sands Awareness Week showed a 49% increase in reach (the number of users seeing our content) year on year, and a 65% increase in engagement (the number of times users like, share or comment with our content) year on year.



4.2 Ensuring income grows sustainably

Outcome we want to see:

Income is in line with budgets and projections/forecasts

Overall fundraising income for 2024/2025 = **£7,513,347** (2023/2024: £7,058,772)

In 2024/2025:

- o Community Fundraising
 - ▶ Raised in excess of £4.2 million (compared to £3.8 million in 2023/2024).
 - ▶ Delivered 9 Facebook fundraising events raising over £2.2 million.

Trustees' Report

- ▶ Grew Ribbon Run and raised £387,000 whilst also recruiting 42 Ribbon Run Champions.
- ▶ Delivered Starlight Walk Series, raising £133,000, a 72% increase on 2023/2024.
- ▶ Won Fundraising's 'growth champion of the year' award – an award for a charity showing growth in the virtual fundraising space.
- Individual Giving
 - ▶ Saw an increase in tribute pages from 9 a month to 72 a month.
 - ▶ Achieved legacy income of over £300,000.
- Partnerships and Philanthropy Fundraising
 - ▶ Achieved £1.3 million against budget of £1.2 million.
 - ▶ Was a Benefact Charity Heroes Award Finalist.
 - ▶ Welcomed Softcat and NatWest Group as BLAW's official Partners, with a further 60 BLAW Champions.
 - ▶ Concluded the Bereavement in the Workplace project funded by the Department of Health and Social Care. Sands successfully trained 125 SMEs; trained 1,573 people through webinars; and reached 600,816 people with resources.



4.3 Ensuring that, as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve

Outcomes we want to see:

- Sands can demonstrate the difference it makes and is acknowledged nationally and locally for this
- Sands does the right things for the right reasons and in the right way; volunteers, supporters and staff feel they can trust Sands to do the right thing
- Sands improves and innovates – making more of a difference year-on-year

In 2024/2025:

- We published an [Impact Report](#) showing Sands' impact in 2023/2024.
- For volunteers around the UK we
 - ▶ Ran monthly online support meetings for befriender volunteers and for Hospital Liaison Volunteers, to support their work.

Trustees' Report

- ▶ Developed resources around the Sands United Best Practice programme to support the Sands United Football teams.
- The 2024 Staff survey showed that 98% staff feel proud to work for Sands and 68% staff feel they can try new ideas without being worried if they will work.

4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Outcomes we want to see:

- *Sands has the right infrastructure for growth and development*
- *Sands is truly diverse and inclusive, and acts equitably*
- *Sands has the right people with the right skills who are supported to do the right thing*
- *Sands is an environmentally sustainable organisation*

In 2024/2025:

- A new Equality, Equity, Diversity and Inclusion (EEDI) steering group was established and the group contributed to both annual and long-term planning on the basis of the results of the audit.
- We improved the way data can be managed and used by:
 - ▶ Completing implementation of a new CRM and Data Warehouse.
 - ▶ Setting up and launching Sands Learning Hub.
 - ▶ Trialling contactless payments with volunteers via mobile devices.
- We improved the way Sands' finances are managed by:
 - ▶ Further diversifying and investing the charity's assets to ensure a healthy return on investment.

Trustees' Report

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is 10 -18 Union Street, London, SE1 1SZ. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789).

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who act as Directors of the charitable company. The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved by pregnancy loss or the death of a baby.

All recruitment to the Board of Trustees is supported by the Nominations Committee who make recommendations to the Board. Newly co-opted/elected Trustees are provided with an induction which includes the latest guidance,⁵ as well as key information from the Charity Commission⁶. Trustees are provided with training opportunities in order to widen their skill sets and knowledge.

The functions of the Board are set out in Clause 22 of the Articles of Association and include setting the overall strategic development of the charity; reviewing and adopting the annual business plan and budget; monitoring the performance of the charity in relation to plans and budgets; ensuring that the charity's affairs are conducted in accordance with generally accepted standards of performance and propriety; overseeing the performance and activities of local Sands Groups; and ensuring that appropriate advice is taken, particularly with regard to matters of legal compliance and financial viability.

The Board of Trustees also delegates authority to standing sub committees and/or 'task and finish' working groups, as appropriate, who operate within the Reservation and Delegation of Board Powers and associated Framework of Authority.

Trustees are required to retire three years after their appointment. However, Trustees are eligible for re-appointment for a second three-year term provided that no Trustee serves more than six years in office. In exceptional circumstances the Board may resolve that a Trustee may serve one further term of a maximum of three years. The

⁵ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf
⁶ *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

Trustees' Report

Nominations Committee undertake succession planning to ensure continuity. Qualifying Indemnity insurance is held by the Charity for the Trustees.

Trustees that served during the financial year under review and up to the date of approval of these financial statements:

Oliver Reichardt	Elected 23 November 2018; Re-elected 13 November 2021; (Chair from November 2018) Stepped down 18 November 2024
David Hall	Elected 17 November 2018; Re-elected 13 November 2021; (Vice Chair from March 2023) Appointed Chair 19 November 2024
Tom Burdett	Elected 17 November 2018; Re-elected 14 November 2020 (Treasurer from July 2020) Stepped down 19 November 2024
Neil Ferris	Elected 16 July 2024. (Treasurer from Nov 2024)
Sangeeta Agnihotri	Elected 14 November 2020 (Vice Chair from Nov 2024)
Sarah Threadgould	Elected 14 November 2020; Re-elected 12 November 2022 (Vice Chair from Nov 2024)
Roxanne Burrows	Elected 13 November 2021
Emma Jenkins	Elected 6 December 2024
Emma Parry (formerly Gibbs)	Elected 17 November 2018; Re-elected 14 November 2020 Stepped down 17 November 2024
David Price	Elected 17 November 2018; Re-elected 13 November 2021 Stepped down 17 November 2024
Antonia Reed	Elected 6 December 2024
Dr Sarah Stock	Elected 23 November 2019; Re-elected 12 November 2022
Kelly Williams	Elected 14 November 2020

Trustees' Report

Trustees as of 31 March 2025 are shown in bold. None of the Trustees have any beneficial interest in the company. [Short biographies of all trustees](#) are on the Sands website:

3.2 Sands Nominations Committee

Members of the nominations committee, who were all appointed in June 2023 are:

- o Roxanne Burrows (Trustee representative)
- o Laura Campbell
- o Lauren Chandra-Ramanan
- o Sarah Christian
- o John Nicholls
- o Chloe Ratan
- o Greg Tallent
- o Kate Urquart (stepped down October 2024)
- o John Whitehouse (Chair)
- o Kelly Williams (Trustee representative)

3.3 Board Sub-Committees

In 2024/2025 the following Sub Committees supported the work of the Board:

- o Governance Sub Committee
- o Finance, Audit & Risk Sub Committee
- o Nominations Committee

3.4 Day-to-day operations of the charity and key management personnel

The Chief Executive, Dr Clea Harmer MBE, together with the senior leadership group, is responsible for, and provides oversight of, the delivery of Sands' organisational strategy and the annual business plan for the organisation, ensuring compliance with statutory requirements and best practice approaches at national level. The key members of the senior leadership group are:

- o Daniel Brett-Schneider as Director of Fundraising & Communications
- o Jen Coates as Director of Volunteering & Bereavement Support
- o Kate Mulley as Director of Research, Education & Policy
- o Sarah Rodgers as Director of Finance, Data and Resources

In accordance with the organisation-wide pay policy which applies to all staff across the organisation including key management personnel, the pay and remuneration of the charity's key management personnel has been benchmarked and set with reference with an independent market review of staff salaries that was completed in September 2019 and then subsequently in January 2022.

Trustees' Report

3.5 Staffing and staff profile

By the 31 March 2025 the charity employed 114 staff - equivalent to 89 FTE (full-time equivalent members of staff).

54% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 31% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounted for 15% of total staff.

3.6 Sands volunteers and groups

Sands has 766 volunteers, and 134 support groups and Sands United teams who provide national support for Sands' vision, mission, and strategic objectives.

Sands' Befrienders are volunteers who deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Sands' Hospital Liaison Volunteers also create valuable links with hospitals across the UK that facilitate a range of further support to health professionals looking to offer excellent bereavement care. They can also ensure that bereaved parents and families, and healthcare professionals are aware of the extent of Sands' work.

Sands' volunteers help to prevent the loss of babies' lives through raising awareness of the shocking number of babies dying each year on both a national and a local level, and by campaigning for the changes that are needed. They are also vital to the fundraising efforts of the charity; ensuring that it can achieve its ambitious aims and continue to grow.

Sands is very grateful for the wonderful work of its amazing volunteers, without whom it would not be possible for Sands to achieve nearly as much.

3.7 Complaints

There were 3 complaints in 2024/2025 (Q1 - 1; Q2 - 0; Q3 - 1; Q4 - 1) none relate to Fundraising

Trustees' Report

4. Review of finances, fundraising and risk

4.1 Financial Review

o *Income*

Total income for the year to 31 March 2025 was £8,014,773 (2024: £7,346,570) which represents a 9.5% increase year-on-year.

The increase is tantamount to the hard work of the fundraising team. The charity continues to navigate a difficult landscape whilst exploring new opportunities to secure sustainable income.

o *Expenditure*

Total Expenditure for the charity to 31 March 2025 was £8,442,390 (2024: £8,101,155) which represents an increase of 4.5% year-on-year.

The main reason for the increase in expenditure was building up activities in response to the increased income the charity has received. Support Costs are 7% lower than prior year. However, increases have been seen in Bereavement care and hospital liaison (22% increase), the Joint policy unit with Tommy's alongside work with the National Maternity Consortium (10%), Groups and volunteers (24%). The training and education team, costs remained static in this area.

In addition to increased spending on core work, fundraising expenditure also increased (13%) partly because of the increased levels of income but also to ensure the charity has diversified and sustainable income streams into the future.

o *Net deficit*

The year resulted in a net deficit of £441,807 vs a prior year deficit of £610,226.

It is planned to further increase spending in 2025/26 to £9.08m. This will see expenditure increase to boost income levels and build on the work in community & volunteering.

o *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2025 were £5,915,700 (2024: £6,357,507). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 18 and 19* respectively. The *Statement of Cash Flows* on page 51, shows net cash outflows from operating activities.

4.2 Reserves Policy

Trustees' Report

The purpose of this reserves policy is to ensure the financial sustainability of the charity and enable it to manage risks and unexpected events. This policy outlines the different categories of reserves and how they will be managed and takes into account the following long-term considerations:

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades.
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs
- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

Unrestricted Reserves

Unrestricted reserves are funds that have no restrictions on their use. The Charity aims to maintain unrestricted reserves equal to at least 6-8 months of operating expenses. This fund:

- o Protects continuity of core work
- o helps the charity manage unexpected events, such as a sudden drop in funding/Income or an urgent need for additional unforeseen expenditure.

The Executive board will monitor the level of unrestricted reserves and report on them to the Board quarterly. If unrestricted reserves fall below the target range, the Executive Board will develop a plan to rebuild them, such as launching a fundraising campaign or reducing non-essential spending. The funds are invested in readily available cash deposits or longer-term FT deposits.

Restricted Reserves

Restricted reserves are funds that have been donated or granted to the charity for a specific purpose. These funds can only be used for the intended purpose and cannot be reallocated to other activities without the consent of the donor.

The charity will maintain records of all restricted funds, including the original purpose, any conditions attached, and the current balance. Restricted funds will be held in a separate bank account or investment fund to ensure they are not accidentally spent on other activities.

The Executive board are responsible for ensuring restricted funds are only used for their intended purpose. Any proposal to reallocate restricted funds must be approved by the Board.

Designated Reserves

Designated reserves are unrestricted funds that the Board of Directors have put aside for a specific future purpose, such as a planned projects or growth for investment in infrastructure. These reserves provide financial flexibility and stability for the charity.

Trustees' Report

The Board will review the designated reserves annually as part of the budgeting process. They will assess whether the designated purposes are still relevant and make any necessary adjustments. Funds can be moved from designated to unrestricted reserves if the original purpose is no longer applicable. The funds are invested and are made available when needed.

Review and Approval

This reserves policy will be reviewed by the Board of Trustees annually and updated as necessary. Any significant changes to the policy must be approved by the Board.

- o *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 6 and 8 months cash operating expenditure (excluding depreciation).

Total reserves stood at £5,915,700 (2024: £6,357,507) however these funds include restricted funds (where a commitment has been made to spend these monies on a particular purpose) amounting to £332,312 (2024: £200,096) and also designated funds held as fixed assets and commitments for groups projects amounting to £224,659 (2024: £203,148).

The remaining free (general fund on the balance sheet) reserves at the year-end stood at £5,358,729 (2024: £5,954,264). This represented 7.6 months (2024: 8.8 months) of projected expenditure for the next twelve months. The budget for 2025/26 has been set to reduce reserves with a new 6-to-8-month target identified in the reserves policy.

4.3 Investments policy

The Investment Powers of the trustees are defined in Section 4 of the Company's Articles adopted in November 2022.

The amount available for Investment is determined in the Reserves Policy and future cash flow forecasts. The Investment Objectives are to ensure that the charity's surplus funds are invested to produce a market rate of return consistent with the obligation to meet immediate financial needs and to take account of future spending commitments and possible unplanned changes in activities and the general economic outlook. Any additional funds should be invested to provide income and long term growth within the charity's risk profile.

The attitude to Risk is formally described as being a "cautious" risk profile, recognising to the need to diversify risk across institutions and asset classes. The types of investments will be cash, near cash deposits, gilts, property, bonds, collective

Trustees' Report

investments and equities. Speculative investments such as traded options and futures are prohibited.

To account for Ethical Considerations the charity will not invest in any organisation where there is a practical conflict with our aims and activities (in line with our Ethical Policy) and will avoid investments which may hamper our work by making potential beneficiaries unwilling to use the services of the charity or would alienate supporters.

Investment decisions are the responsibility of the Board who also agree the Investment Policy. However, the Board may delegate management of part of the investments to an approved investment adviser, in accordance with an agreement approved by the Board, and may delegate to the Finance and Resources Committee the management of the remaining part of the portfolio, to be held in cash and near cash deposits with financial institutions approved by the Board.

The Reporting requirements for investment managers will be agreed on a case-by-case basis but will include a minimum of a quarterly valuation report to be submitted to the Finance, Audit and Risk Committee (FAR) and an annual performance report to be submitted to the Board. The FAR will review the investment manager's report at each of its meetings, together with a report on the investment of cash balances and it will agree recommendations for future investment of these balances. The FAR will meet at least once a year with the investment manager to review investments and performance and will report on this to the Board at its next meeting. The appointment of the investment manager can be determined by the Board at any time but will be reviewed at least once every three years.

The charity's investments have generated a return of approximately 16%. The investment objectives do not specify a formal percentage return target; instead, performance is assessed against the objective of achieving a market-rate return over the medium to long term within a cautious risk profile, while ensuring sufficient liquidity to meet short-term financial commitments. The loss incurred during the year reflects adverse market conditions and was considered acceptable within the context of the charity's long-term investment strategy and risk appetite.

4.4 Going concern

2025 has been another very successful year for Sands operationally. We have grown in terms of increased staffing levels and work to support the increased workload. Financially we have experienced some external challenges which has impacted Sands in terms of Meta/Facebook changes, the impact of the cost-of-living crisis can also be seen with the increase of costs in the financial statements. However, we have remained resilient through these times with only a slight drop in Income. Expenditure is budgeted to exceed income in the coming year with the levels of reserves the charity holds the

Trustees' Report

Trustees are confident that the charity will remain a going concern for the foreseeable future.

4.5 Statement of Fundraising Practice

o *Approach to fundraising*

Sands is registered with the Fundraising Regulator, and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2023, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

Sands' Fundraising Promise outlines how we are committed to treating donors and the public with respect, fairness, honesty, and clarity in our fundraising activities. Sands will ensure it keeps its fundraising practices under review and will work with others with the aim of improving practice across the charity sector.

o *Monitoring of fundraising carried out on behalf of Sands*

Sands takes all reasonable steps to monitor fundraising carried out on behalf of the charity to ensure no harm comes to staff, volunteers and those that fundraise for the charity. Clear signposting to relevant fundraising guidance and forms is available on the Sands website. Adherence to all relevant policies and procedures to safeguard and protect are monitored by the designated fundraising staff lead for the event.

Sands recognise the need to respond swiftly and appropriately to complaints and has a clear complaints process.

o *Steps we take to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate*

Sands takes its responsibility to protect the public, and especially vulnerable people, very seriously. Sands reviews all existing and new fundraising activity and ensures full oversight through a rigorous development and sign-off process.

Sands acknowledges the unique connection between the bereavement and fundraising journey for individuals and families raising money for Sands. Sands has an ongoing commitment to upskilling staff across all teams to respond sensitively to fundraisers who may also be bereaved and in recognising and flagging safeguarding issues.

Trustees' Report

Sands has a Safeguarding Lead and safeguarding training for all staff. Whilst bereavement is not in itself a reason for classifying someone as a vulnerable adult, Sands recognises that it places significant pressure on individuals who may move in and out of vulnerability during their journey with Sands.

4.6 Risk identification and management

The Trustees are committed to an effective programme of risk management to ensure the continuity and sustainability of the organisation and its ability to achieve its strategic objectives. The Finance, Audit & Risk Sub Committee of the Board of Trustees reviews the charity's *Risk Register* on an annual basis and the key risks to the organisation are reviewed on a quarterly basis to ensure that appropriate measures are taken to mitigate and manage risk.

The Trustees have identified the principal risks as:

1. Risk of income reduction or stagnation

Sands, like many charities, faces the risk of income reduction or stagnation. Income reduction would severely impact our ability to deliver crucial services and support, whilst stagnation would affect strategic plans for growth. These risks to income could stem from a variety of factors such as a downturn in the economy, a decline in individual donations, reduced corporate sponsorship, or changes in government funding policies. Such financial instability could significantly hinder our capability to meet the needs of those we serve, potentially affecting the breadth and quality of services we offer. It could also constrain our ability to invest in long-term strategic initiatives aimed at reducing baby loss in the UK. We are therefore committed to diversifying our income sources, carefully monitoring our financial health, maintaining healthy levels of reserves and maintaining a robust fundraising strategy to mitigate this risk.

2. Lack of an effective centralised information system

The lack of an effective centralised information system poses a risk for Sands in several ways. There is a lack of available data to back up day-to-day processes and decision making; an inability to capture KPIs; it acts as a limiting factor on existing fundraising income and development of Individual Giving income; and it is more difficult to engage supporters across the organisation. In order to address this risk Sands in 2024 introduced a new CRM, a new data warehouse and a new Dot-Digital marketing platform.

3. Ineffective or inadequate cybersecurity

Trustees' Report

The threat of a cyber-attack is a risk that could disrupt our operations and compromise the sensitive information of those we support. A significant cyber-attack could lead to loss of critical data, interrupt our digital communications, and undermine trust in our organisation, impacting our reputation and our fundraising abilities. Therefore, we continuously work on enhancing our IT security infrastructure and protocols, provide regular training for our staff to recognise and avoid potential threats, and have contingency plans in place to ensure we can maintain operations in the event of a cyber-attack.

4. Reliance on Meta as a platform to support fundraising and bereavement support

Sands depend on using Meta (Facebook) as a platform to support fundraising and bereavement support. Changes in Facebook's algorithms and policies could affect our reach and engagement, potentially leading to a significant drop in donations. We are also vulnerable to technical issues. This risk is being managed by diversifying and innovating with other digital platforms and by reaching people through diverse channels and activities. There is also a focus on diversifying other income streams.

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Trustees' Report

5. Plans for the future

Sands' [2022 2025 Strategy](#) provides a clear and ambitious roadmap for how Sands intends to save babies' lives and to improve care and support for anyone affected by the death of a baby. The strategy recognises the ways in which Sands can uniquely make a difference, and it outlines how we will grow in a way that is not only sustainable, but also that maintains our sense of purpose and direction whilst ensuring that our values are truly embedded in everything we do.

The four strategic objectives, outlined below, will continue to guide Sands' work next year as we develop our new five-year strategy.

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all

It is clear that the idea of Sands as a community is at the very heart of all that we do – it is who we are, and it is how we make a difference. We will continue to develop strong communities based on location; and also, to build our communities based on experience, on interest, and on different activities such as football, gardening and choirs. We will build on our work with Black and South Asian communities.

Our volunteers and supporters are central to our community, and continual improvement of the volunteering experience at Sands will be informed by volunteer feedback and will include ongoing volunteer recognition, annual awards, and a robust onboarding process. Alongside this, Community days and the annual Garden Day will provide opportunities to bring everyone together.

In order to ensure our community is truly inclusive we will continue to develop the support that Sands offers so that staff and volunteers are able to take a person-centred approach and to respond with services and offers that meet everyone's needs.

Work will continue to make sure we are working effectively at both a national and local level, building our public affairs work across all four nations and enabling and supporting local campaigning.

To ensure that Sands can effectively raise awareness about pregnancy loss and baby death, and about the work of Sands, the refreshed brand will continue to be rolled out. We want all those who need Sands feel welcomed, and for our person-centred approach to be evident in all our activity and engagement.

Trustees' Report

2. To save babies' lives and ensure inequalities in pregnancy loss and baby death are reduced

In order to save more babies' lives Sands will need to continue to build a better understanding of why some babies die. In order to do this, we will continue to develop our research network and partnerships alongside the Sands Insights Group, and we will develop our approach to Translational Research to sit alongside our portfolio of research studies. Horizon scanning projects form an important element of our work, and we will disseminate the findings from the Fetal Movements project.

Learning from death is a key part of our work, with a continued focus on helping to address the perinatal pathology crisis whilst also developing a postmortem consent package.

The work of the Sands and Tommy's Joint Policy Unit will continue to focus on saving babies' lives and reducing inequalities, ensuring these are policy priorities across all four nations. This includes work to secure renewed national commitments to reduce baby death and responding to the 10-year plan for the NHS in England. Policy-research projects will focus on the extent to which care is being delivered in line with nationally agreed standards and building consensus on what a 'whole government approach' to tackling inequalities would look like.

3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

In order to ensure that everyone can access the support that they need, Sands will continue to build its channels of support, including cross-organisational support. Support materials will be refreshed and updated, and outreach work will continue with underrepresented/intersectional groups. We will create new resources to support wellbeing and will pilot the provision of higher tier support.

Bereaved parents and families deserved excellent care from not only healthcare professionals, but also from their employers and other professionals they come into contact with. We will continue to embed the National Bereavement Care Pathway across England, calling for the pathway to be mandated, and providing toolkits and workshops to provide the support that is needed. The updated standards will be disseminated. In Scotland we will continue to embed and maintain the National Bereavement Care Pathway, and in Wales and Northern Ireland we will deliver the planned projects to roll-out the pathway in these nations.

Training for healthcare professionals, counsellors, and volunteers will be refreshed and delivered, supported by e-learning, workshops, webinars and talks. Bereavement in the Workplace training and support will continue to be offered now that the Department of Health and Social Care project has completed.

Trustees' Report

4. To grow and develop sustainably to have impact now and in the future

Sands' growth must be sustained into the future with Sands' values and unique culture at its heart. As it grows, Sands must be known for the impact it makes, for its integrity, and for its willingness to learn and continually improve. During the year we will be developing our new five-year strategy, working with volunteers, supporters, staff and stakeholders to identify how Sands can uniquely add value and make a difference.

This year the focus will continue to be on developing diverse, long-term, sustainable and predictable income streams, and also on building the infrastructure needed to support effective and supportive working. The recommendations from the Equity, Equality, Diversity and Inclusion audit will start to be implemented, with a focus on training and on our policies.

Sands is incredibly lucky to have wonderfully committed and passionate supporters, volunteers and staff – ensuring that everyone is connected, informed and supported with the right resources and infrastructure will enable us to make more of a difference together.

Trustees' Report

Disclosure of information to the auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

Auditor

The auditors, MHA have indicated their willingness to continue in office.

A resolution to reappoint MHA as independent auditor will be proposed at the next Trustees' Meeting.

Small Company Exemptions

The directors have taken advantage of the small company exemptions under the Companies Act 2006 (Strategic Report and Directors Report) Regulations 2013 not to prepare a strategic report for the financial year.



Recoverable Signature

X Neil Ferris

Mr Neil Ferris

Signed by: 5d743e65-c89f-4d42-97d4-5df478607472

Neil Ferris

Treasurer Board of Trustees

Date: 16th December 2025

Statement of Trustees' Responsibilities for the Year Ending 31 March 2025

The Trustees, who are also directors of the Sands Charity for the purpose of company law, are responsible for preparing the Trustees' Report and Financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK GAAP), including FRS102 *"The Financial Reporting Standard applicable in the UK and Republic of Ireland"*.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the charity will continue its operation.

The Trustees are responsible for keeping adequate and proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**

Opinion

We have audited the financial statements of Sands Charity (Sands) (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK,

Independent Auditor's Report To the Members of the Stillbirth and Neonatal Death Society

including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report (incorporating the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 or the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Directors' report and from the requirement to prepare a strategic report.

Independent Auditor's Report To the Members of the Stillbirth and Neonatal Death Society

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement included in the Annual Report, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements.

Independent Auditor's Report To the Members of the Stillbirth and Neonatal Death Society

- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims.
- Enquiry of management about any instances of non-compliance with laws and regulations.
- Reviewing legal and professional expense accounts to identify any possible instances of undisclosed claims or litigation.
- Reviewing the control systems in place and testing the effectiveness of the controls.
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness.
- Reviewing minutes of meetings of those charged with governance.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: frc.org.uk/auditors-responsibilities. This description forms part of our Auditor's Report.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**

purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA

Statutory Auditor

London, United Kingdom

Date:

MHA is the trading name of MHA Audit Services LLP, a limited liability partnership in England and Wales (registered number OC455542)

**Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2025**

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Total 2024 £
Income					
Donations and legacies	3	2,566,450	345,796	2,912,246	2,709,743
Other trading activities	4	4,582,771	-	4,582,771	4,302,235
Income from investments		86,486	-	86,486	12,656
		<u>7,235,707</u>	<u>345,796</u>	<u>7,581,503</u>	<u>7,024,634</u>
Income from Charitable activities	5	<u>65,420</u>	<u>367,850</u>	<u>433,270</u>	<u>331,612</u>
Total income and endowments		<u>7,301,127</u>	<u>713,646</u>	<u>8,014,773</u>	<u>7,356,246</u>
Expenditure	6				
Expenditure on:					
Raising funds		<u>4,240,009</u>	<u>-</u>	<u>4,240,009</u>	<u>3,585,845</u>
Charitable Activities					
Research & prevention		463,577	59,073	522,650	640,294
Bereavement Care and Hospital Liaison		403,860	65,153	469,013	390,725
Training and Education		664,366	-	664,366	744,169
Joint policy Unit		304,518		304,518	283,713
Groups and volunteers		662,386	33,502	695,888	934,075
Bereavement support		1,164,704	16,500	1,181,204	1,279,209
Policy & Campaigns		364,742		364,742	243,125
Total charitable expenditure		<u>4,028,153</u>	<u>174,228</u>	<u>4,202,381</u>	<u>4,515,310</u>
Total expenditure		<u>8,268,162</u>	<u>174,228</u>	<u>8,442,390</u>	<u>8,101,155</u>
Net (Loss)/gain on investments		<u>(14,189)</u>	<u>-</u>	<u>(14,189)</u>	<u>134,683</u>
Net income / (expenditure)		<u>(981,224)</u>	<u>539,418</u>	<u>(441,806)</u>	<u>(610,226)</u>
Transfers between funds				-	-
Net movement in funds		<u>(981,224)</u>	<u>539,418</u>	<u>(441,806)</u>	<u>(610,226)</u>
Fund balance at 1 April 2024		<u>6,169,877</u>	<u>200,096</u>	<u>6,369,973</u>	<u>6,980,199</u>
Funds balance at 31 March 2025		<u>5,188,653</u>	<u>739,514</u>	<u>5,928,167</u>	<u>6,369,973</u>

**Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2025**

Prior Year comparison

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
Income					
Donations and legacies	3	2,530,670	179,073	2,709,743	2,975,351
Other trading activities	4	4,302,235	-	4,302,235	4,050,157
Income from investments		12,656	-	12,656	-
		<u>6,845,561</u>	<u>179,073</u>	<u>7,024,634</u>	<u>7,025,508</u>
Income from Charitable activities	5	<u>106,019</u>	<u>225,593</u>	<u>331,612</u>	<u>487,445</u>
Total income and endowments		<u>6,951,580</u>	<u>404,666</u>	<u>7,356,246</u>	<u>7,512,953</u>
Expenditure	6				
Expenditure on:					
Raising funds		<u>3,585,845</u>	<u>-</u>	<u>3,585,845</u>	<u>3,159,948</u>
Charitable Activities					
Research & prevention		555,124	85,170	640,294	436,848
Bereavement Care and Hospital Liaison		271,560	119,165	390,725	321,511
Training and Education		450,918	293,251	744,169	564,454
Joint policy Unit		283,713	-	283,713	206,982
Groups and volunteers		928,983	5,092	934,075	812,694
Bereavement support		1,271,357	7,852	1,279,209	1,090,548
Policy & Campaigns		243,125	-	243,125	206,855
Total charitable expenditure		<u>4,004,780</u>	<u>510,530</u>	<u>4,515,310</u>	<u>3,639,892</u>
Total expenditure		<u>7,590,625</u>	<u>510,530</u>	<u>8,101,155</u>	<u>6,799,839</u>
Net gains on investments		<u>134,683</u>	<u>-</u>	<u>134,683</u>	<u>25,995</u>
Net (expenditure)/ Income		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
Transfers between funds		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net movement in funds		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
Fund balance at 1 April 2023		<u>6,674,239</u>	<u>305,960</u>	<u>6,980,199</u>	<u>6,241,090</u>
Funds balance at 31 March 2024		<u>6,169,877</u>	<u>200,096</u>	<u>6,369,973</u>	<u>6,980,199</u>

Balance sheet
As at 31 March 2025
Company Registration 2212082

	Notes	2025	2024
		£	£
Fixed Assets			
Tangible Assets	13	34,647	50,628
Investments	14	<u>3,651,929</u>	<u>1,160,648</u>
		3,686,576	1,211,276
Current Assets			
Stock	15	22,239	20,602
Debtors	16	891,417	758,803
Current Investments	19	1,140,908	
Cash In Bank		907,700	5,220,605
		<u>2,962,264</u>	<u>6,000,010</u>
Creditors falling due within one year	17	<u>733,140</u>	<u>853,779</u>
Net Current Assets		<u>2,229,124</u>	<u>5,146,231</u>
Total Assets less current Liabilities		<u>5,915,700</u>	<u>6,357,507</u>
Income Funds			
Unrestricted general funds		5,358,729	5,954,263
Designated funds		224,659	203,148
Total unrestricted funds	21	<u>5,583,388</u>	<u>6,157,411</u>
Restricted funds	18	<u>332,312</u>	<u>200,096</u>
		<u>5,915,700</u>	<u>6,357,507</u>

The notes form part of these financial statements. The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and were approved by the Board on 16 December 2025.

 Recoverable Signature

X Neil Ferris

Mr Neil Ferris

Signed by: 5d743e65-c89f-4d42-97d4-5df478607472

Treasurer of the Board of Trustees

16th December 2025

Statement of Cash Flows
For the year ending 31 March 2025

	Notes	2025 £	2024 £
Cash flows from operating activities:			
Net cash used in operating activities	21	<u>(658,723)</u>	<u>(261,397)</u>
Cash flows from investing activities:			
Purchase of fixed assets		(8,307)	(26,300)
Purchase of investments		<u>(2,504,407)</u>	
Net cash provided by (used in) investing activities		<u>(2,512,714)</u>	<u>(26,300)</u>
Change in cash and cash equivalents in the reporting period		<u>(3,171,436)</u>	<u>(287,697)</u>
Cash and cash equivalents at the beginning of the reporting period		<u>5,220,045</u>	<u>5,507,742</u>
Cash and cash equivalents at the end of the reporting period		<u>2,048,609</u>	<u>5,220,045</u>

It is not considered necessary to provide an analysis of net debt.

Notes to the Financial statements For the year ending 31 March 2025

1. Legal status of the Charity

Sands Charity is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are 10 -18 Union Street, London, SE1 1SZ. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Restatement of comparatives

The analysis of charitable expenditure has been further clarified in the year adding new headings of bereavement care and hospital liaison and also splitting out the costs of the joint policy unit. Overall costs remain as stated previously.

2.2 Basis of Preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Charities SORP, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy.

2.3 Preparation of the Financial statements on a going concern basis

Due to the excellent set of results, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

Notes to the Financial statements For the year ending 31 March 2025

2.4 Income

Income is recognised when the Charity has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. Grants' income is credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.

Government grants are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met, and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.5 Fund accounting

Restricted funds arise from donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity. Designated funds are funds which have been designated by Sands for a particular purpose and show the split of funds held centrally and by Groups, net of transfers. Unrestricted funds are available to spend on activities that further any of the purposes of the Charity.

2.6 Critical accounting estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical accounting estimates for the period under review.

2.7 Gifts in Kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as *Other Income* and as expenditure in the Statement of Financial Activities under the most appropriate heading for the expense.

Notes to the Financial statements For the year ending 31 March 2025

2.8 Expenditure

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities and include the costs of audit and statutory compliance. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of staff numbers. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against the activity to which the expenditure relates. Research Grants are recognised and recorded in the financial statements at full cost; at the time the funds are committed by the Board of Trustees. In exceptional circumstances, where the grant funding schedule is contingent upon specific targets or deliverables being achieved, Sands may recognise only those commitments which are guaranteed at the year-end under the terms of the grant agreement.

2.9 Intangible and tangible fixed assets and depreciation

Intangible and tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual values of each asset over its expected useful life as follows:

All other assets	(Tangible)	25% reducing balance

Assets purchased, individually, under £400 are not capitalised, but expensed in the year of purchase.

2.10 Investments

Investments are recognised initially at their transaction cost and subsequently measured at fair value at the reporting date. Listed investments are measured at fair value using quoted market prices. Where the fair value of an investment cannot be measured reliably, it is measured at cost less impairment.

Short-term investments, including deposit accounts and notice accounts with a maturity of more than three months, are measured at amortised cost, which is considered to approximate to fair value. Cash held on deposit with a maturity of three months or less is classified as cash and cash equivalents.

Gains and losses on investments, whether realised or unrealised, are recognised in the Statement of Financial Activities under 'Gains/(Losses) on investments. Investment income is recognised on an accrual's basis.

Notes to the Financial statements For the year ending 31 March 2025

2.11 Stock

Stocks held relate to bereavement support materials, memory boxes, items for resale and fundraising materials. Stock is valued at the lower of cost and net realisable value.

2.12 Leasing & hire purchase

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.13 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the financial statements represent the contributions payable by the charity during the year and are unrestricted. Pension Auto Enrolment commenced on 1 January 2016.

2.13 Termination payments

Termination benefits, including redundancy costs, are recognised when the charity has an obligation to pay the benefits, and they can be measured reliably.

2.14 Debtors

Debtors are recognised at the settlement amount due after any trade discount offered and provision for bad and doubtful debts.

2.15 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash and cash equivalents include cash in hand and deposits held at call with bank.

Notes to the Financial statements For the year ending 31 March 2025

2.16 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2.17 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Notes to the Financial statements For the year ending 31 March 2025

3. Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Donations & Gifts	1,457,270	-	1,457,270	1,593,360
Legacies	309,649	-	309,649	115,220
Gift Aid	799,531	-	799,531	599,911
Grants Received	-	345,796	345,796	391,576
Membership	-	-	-	9,676
	2,566,450	345,796	2,912,246	2,709,743

	Unrestricted funds £	Restricted funds £	Total 2024 £
Donations & Gifts	1,593,360	-	1,593,360
Legacies	115,220	-	115,220
Gift Aid	599,911	-	599,911
Grants Received	212,503	179,073	391,576
Membership	9,676	-	9,676
	2,530,670	179,073	2,709,743

* Included within Grants received is £82,400 (2024: £69,628) which is a 50% payment of the costs of the Joint Policy Unit run with Tommy's where Sands has incurred the total costs – see note 24.

Notes to the Financial statements For the year ending 31 March 2025

4. Other trading activities

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 £
Affinity Fundraising	-	-	-	-
Running Events	582,602	-	582,602	436,722
Challenge Events	2,518,208	-	2,518,208	2,929,879
Other Fundraising Events	1,424,285	-	1,424,285	882,948
Merchandise Sales (External)	57,676	-	57,676	52,686
Other Income	-	-	-	-
	4,582,771	-	4,582,771	4,302,235
	Unrestricted funds £	Restricted funds £	Total 2024 £	
Affinity Fundraising	-	-	-	
Running Events	436,722	-	436,722	
Challenge Events	2,929,879	-	2,929,879	
Other Fundraising Events	882,948	-	882,948	
Merchandise Sales (External)	52,686	-	52,686	
	4,302,235	-	4,302,235	

Notes to the Financial statements For the year ending 31 March 2025

5. Income from Charitable Activities

	Unrestricted funds £	Restricted funds £	Total 2025 £	Total 2024 Restated £
Training and Other related services	65,420	-	65,420	69,237
Statutory Funding		367,850	367,850	262,375
	65,420	367,850	433,270	331,612
	Unrestricted funds £	Restricted funds £	Total 2024 £	
Training and Other related services	69,237	-	69,237	
Statutory Funding	36,782	225,593	262,375	
	106,019	225,593	331,612	

Income from Statutory funding totalling £367,850 (2024: £262,375) are considered to be government grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

Additional financial assistance has been obtained via the Tommy's grant to support the National Maternity Consortium which is sponsored by Government funding.

Notes to the Financial statements For the year ending 31 March 2025

6. Total resources expended

	Staff Costs £	Depreciation £	Other Costs £	Support costs	Total 2025 £	Total 2024 Restated £
Cost of Generating Funds						
Fundraising Costs	1,202,490	-	2,426,489	611,029	4,240,008	3,585,845
Charitable Activities						
Research & prevention	316,067		28,366	178,217	522,650	640,294
Bereavement Care and Hospital Liaison	239,971		76,285	152,757	469,013	390,725
Training and education	327,889		30,961	305,515	664,365	744,169
Joint policy unit	189,841		12,839	101,838	304,518	283,713
Groups and volunteers	350,052		65,781	280,055	695,888	934,075
Bereavement support	534,295		188,636	458,272	1,181,203	1,279,209
Policy & Campaigns	211,465		25,980	127,298	364,742	243,125
Total charitable expenditure	2,169,580	-	428,848	1,603,952	4,202,380	4,515,310
	<u>3,372,070</u>	<u>-</u>	<u>2,855,337</u>	<u>2,214,981</u>	<u>8,442,388</u>	<u>8,101,155</u>
	Staff Costs Restated £	Depreciation Restated £	Other Costs Restated £	Support costs Restated	Total 2024 Restated £	
Cost of Generating Funds						
Fundraising Costs	969,163	-	1,954,007	662,675	3,585,845	
Charitable Activities						
Research & prevention	317,813		123,678	198,802	640,294	
Bereavement Care and Hospital Liaison	167,847		90,343	132,535	390,725	
Training and education	331,786		47,912	364,471	744,169	
Joint policy unit	178,172		6,140	99,401	283,713	
Groups and volunteers	295,657		340,214	298,204	934,075	
Bereavement support	569,916		212,287	497,006	1,279,209	
Policy & Campaigns	98,086		12,505	132,535	243,125	
Total charitable expenditure	1,959,277	-	833,079	1,722,954	4,515,310	
	<u>2,928,440</u>	<u>-</u>	<u>2,787,086</u>	<u>2,385,629</u>	<u>8,101,155</u>	

* Included in support costs are £1,317,648 (2024: £1,332,962) of staff costs (see note 7)

Notes to the Financial statements For the year ending 31 March 2025

7. Analysis of Support costs

	Staff costs	Depreciation	Other costs	Total 2025	Total 2024
Communications and PR	489,647		320,999	810,646	773,182
Leadership and administration	108,738		10,264	119,002	231,394
Governance costs			33,296	33,296	23,001
Finance, HR & IT	705,918	23,784	508,990	1,238,692	1,185,766
Temporary staff costs	13,345	-	-	13,345	172,286
	1,317,648	23,784	873,549	2,214,981	2,385,629
Prior year	Staff costs	Depreciation	Other costs	Total 2024	
Communications and PR	570,572		202,611	773,183	
Leadership and administration	107,121		124,272	231,393	
Governance costs			23,001	23,001	
Finance, HR & IT	608,250		577,516	1,185,766	
Temporary staff costs	172,286	-	-	172,286	
	1,458,229	-	927,400	2,385,629	

- See Note 8

Notes to the Financial statements For the year ending 31 March 2025

8. Governance Costs

	2025 £	2024 £
Governance costs comprise:		
Legal & Professional	6,581	-
Auditor's remuneration	26,715	23,001
Trustees' Expenses	3,420	200

Payments to the auditor in respect of non-audit fees for governance related advice was nil (2024: nil).

9. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year. 4 Trustees were reimbursed expenses for travel, subsistence and training £3,318 (2024: 1 Trustee £200).

Trustees' indemnity insurance is included in the wider insurance paid by the charity which cost the charity £7,250 (2024: £6,816).

Notes to the Financial statements For the year ending 31 March 2025

10. Employees

Sands are committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working. The average monthly number of total employees and full-time equivalent employees during the year was:

	2025	2025	2024	2024
	Headcount	FTE	Headcount	FTE
Bereavement Support	15	10	15	12
Groups Networks & Training	10	7	9	7
Bereavement Care & Support	6	6	4	4
Training and education	12	6	11	4
Joint policy unit	4	4	3	3
Research & prevention	6	5	6	5
Fundraising	24	20	20	19
Communications	11	11	10	10
Policy & Campaigns	5	4	4	4
Management & Administration	17	16	18	16
	<u>110</u>	<u>89</u>	<u>100</u>	<u>84</u>

Employment Costs	2025 £	2024 £
Wages & Salary	3,973,635	3,674,577
Temporary Staff Costs	13,345	172,286
Social Security Costs	371,971	362,039
Termination Payments	20,527	-
Pension Costs	193,692	177,768
	<u>4,573,170</u>	<u>4,386,670</u>

Notes to the Financial statements For the year ending 31 March 2025

The number of employees whose annual emoluments were £60,000 or more were:

	2025	2024
£60,000-69,999	2	1
£70,000-79,999	2	2
£80,000-89,999	2	1
£90,000-99,999	1	1

The aggregate pension contribution made by the charity on behalf of higher paid staff was £27,587 (2024: £20,582). Seven (2024: Six) higher paid staff accrued benefits in defined contribution pension schemes. Key management personnel are defined as the trustees and the five members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £483,888 (2024: £455,677).

During the year there were 2 payments of redundancy and total termination payments made by the charity were £20,527 (2024: £0). There were no outstanding liabilities at the year-end.

11. Pension Scheme

	2025 £	2024 £
Contributions payable by the company for the year	193,692	177,768
	<u>193,692</u>	<u>177,768</u>

12. Volunteers

Volunteers play a key role in the achievement of the aims of Sands. Further details on their role is further explained in note 3.5 of the Trustees' report.

**Notes to the Financial statements
For the year ending 31 March 2025**

13. Fixed Assets (Tangible)

	IT equipment £
Cost	
At 1 April 2024	135,938
Additions	8,307
Disposals	(503)
At 31 March 2025	<u>143,742</u>
Depreciation	
At 1 April 2024	85,310
Disposals	-
Charge for the year	23,784
At 31 March 2025	<u>109,094</u>
Net book value	
At 31 March 2024	<u>50,628</u>
at 31 March 2025	<u>34,648</u>

Notes to the Financial statements For the year ending 31 March 2025

14. Investments

	£
At 31 March 2024 Ethical Investment Fund Balance	1,160,648
Long-Term Cash Deposits	2,505,470
(Loss) on Ethical Investment Fund	14,189
At 31 March 2025	3,651,929

Investments are held in COIF Charities Ethical Investment Fund Accumulation Units managed by CCLA. The historical cost of the investments was £1,000,000. Long-Term Cash deposits are held in Insignis Fund management.

15. Stock

	2025 £	2024 £
Publications & Leaflets	22,239	20,602
	22,239	20,602

**Notes to the Financial statements
For the year ending 31 March 2025**

16. Debtors

	2025	2024
	£	£
Trade Debtors	82,085	72,361
Other Debtors	-	-
Accrued Income	341,883	223,981
Prepayments & Receivables	467,448	462,461
	<u>891,416</u>	<u>758,803</u>

17. Creditors

	2025	2024
	£	£
Trade Creditors	291,803	407,916
Taxes & Social Security Costs	129,136	99,492
Other Creditors	1,806	45,489
Accruals	225,395	214,082
Bank Loan		
Accruals (Research Commitments)	-	-
Deferred Income	85,000	86,800
	<u>733,140</u>	<u>853,779</u>

17. Deferred Income

	Balance as at 1st April 2024 £	Amounts Deferred £	Amounts released £	Balance as at 31st March 2025 £
Deferred Income	86,800	85,000	(-86,800)	85,000
	<u>86,800</u>	<u>85,000</u>	<u>(-86,800)</u>	<u>85,000</u>

Restricted Income received In year relating to charitable activity to be carried out in following year is deferred.

Notes to the Financial statements For the year ending 31 March 2025

18. Analysis of movements of Restricted Funds

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£92,103 at the year end and the prior year end). An additional £31,113 of designated funds are also held for the Baird Family Hospital Project.

Current Year

	Balance 31st March 2024 £	Incoming Resources £	Outgoing Resources £	Balance 31st March 2025 £
DHSC Bereavement in the Workplace	0	193,711	193,711	0
Scottish Power Foundation Befrienders	2,854		2,854	0
Welsh Government	-	34,097	12,653	21,444
Scottish Govt: NBCP	-	84,900	-	84,900
Juditeras	-	10,000	-	10,000
SUFC - Regional Teams	7,500		7,500	-
SUFC - Big Give	-	28,047		28,047
Saving Babies Lives - Sands Insight group/listening project	1,489	2,511	432	3,568
Arboreteum Garden	-	3,390	3,390	-
NBCP Workshops	-	2,500	-	2,500
Siblings Support Project	2,500	27,500	-	30,000
Bereavement Support - designated regions across the UK	16,500	-	16,500	-
Saving Babies lives - Affirm Research Project	30,000		25,184	4,816
SUFC Team Start	2,500	17,500	8,883	11,117
The Big Give Protecting Futures: Saving Babies Lives Fund	5,000		5,000	-
Parent Review Films	20,457		20,457	-
NBCP - Welsh Maternity Network	12,500		12,500	-
Wates Foundation		10,000	5,875	4,125
Environmental Risk Factors		26,000	13,000	13,000
NBCP - NI		40,000	40,000	-
Wellbeing Box Project		20,000		20,000
Sands groups restricted funds for projects *	98,795		-	98,795
	200,095	500,156	367,939	332,312

Notes to the Financial statements For the year ending 31 March 2025

Prior Year

	Balance at 1st April 2023	Incoming Resources	Outgoing Resources	Balance 31st March 2024
	£	£	£	£
DHSC - Bereavement in the Workplace	1,364	198,636	200,000	0
Scottish Power Foundation Befrienders	-	95,105	92,251	2,854
Berkshire Community Foundation - work in Berkshire	1,284	-	1,284	-
Scottish Govt: NBCP	119,165	-	119,165	-
Juditeras Research workshops	10,000	-	10,000	-
Tozers North Devon Sands	4,000	-	4,000	-
Scottish Government Various Projects	4,500	-	4,500	-
Student Midwife Training - Doris Field Charitable Trust	1,000	-	-	1,000
SUFC - Big Give	-	1,308	1,308	-
Next Plc/Sir James Reckitt Foundation/Astor Foundation - Saving Babies Lives/Sands Insight group/listening project	16,500	-	5,011	11,489
EG Foundation/ M6 Toll - Arboreteum Garden	3,352	-	3,352	-
Sea Meadow Trust /Light Fund - Siblings Support Project	30,000	-	1,500	28,500
Bereavement Support - designated regions across the UK	-	16,500	15,500	1,000
Ardonagh Trust - Memory Boxes	5,000	-	5,000	-
Saving Babies lives - Affirm Research Project	-	12,000	7,000	5,000
SUFC Team Start - HSBC	-	20,000	-	20,000
Stewarts Law Fondation- SUFC	2,500	-	2,500	-
The Big Give Protecting Futures: Saving Babies Lives Fund	-	82,659	82,659	0
Burnley and Nelson United Reformed Church - Regional support	5,000	-	5,000	-
The TBF and KL Thompson Trust - Bereavement Support Northern Ireland	2,500	-	2,500	-
Maximus Foundation – Hull and East Yorkshire Area	1,000	-	1,000	-
Parent Review Films	-	18,957	-	18,957
NBCP - Welsh Maternity Network	-	12,500	-	12,500
	207,165	457,666	563,530	101,300
Sands groups restricted funds for projects *	98,795	-	-	98,795
	305,960	457,665	563,530	200,095

Notes to the Financial statements For the year ending 31 March 2025

19. Current Investments

	2025 £	2024 £
Current Investments		
Short term investments	1,140,908	-
	<u>1,140,908</u>	<u>-</u>

20. Analysis of movements of Designated Funds

	Balance at 1 April 2024 £	Transfers £	Incoming resources £	Outgoing resources £	Balance at 31 March 2025 £
Fixed asset fund	50,628	(15,981)	-	-	34,647
Group project commitments	152,520		79,184	(41,692)	190,012
Total funds	<u>203,148</u>	<u>(15,981)</u>	<u>79,184</u>	<u>(41,692)</u>	<u>224,659</u>

Prior Year

	Balance at 1 April 2023 £	Transfers £	Incoming resources £	Outgoing resources £	Balance at 31 March 2024 £
Fixed asset fund	62,831	(12,203)	-	-	50,628
Group project commitments	152,211	(843)	3,152	(2,000)	152,520
Total funds	<u>215,042</u>	<u>(13,046)</u>	<u>3,152</u>	<u>(2,000)</u>	<u>203,148</u>

The purpose of the designation of the funds were as follows:

Fixed asset fund – to provide a reserve of monies to match the fixed assets held in order to make clear the free funds held by the charity.

Groups project commitments – to provide a reserve of monies to cover local Groups Projects which are planned to be completed as soon as is practically possible.

Notes to the Financial statements For the year ending 31 March 2025

21. Analysis of Funds

	Unrestricted Funds £	Designate d Funds £	Restricted Funds £	Total Funds £
Fund balances to 31st March 2025				
Tangible Assets		34,647	-	34,647
Investments	3,651,929		-	3,651,929
Current Assets	2,439,940	190,012	332,312	2,962,264
Creditors falling due in 1 year	(733,140)			(733,140)
	<u>5,358,729</u>	<u>224,659</u>	<u>332,312</u>	<u>5,915,700</u>

Prior Year

	Unrestricted funds £	Designated funds £	Restricted funds £	Total funds £
Income funds of the charity:				
Tangible Assets	-	50,628	-	50,628
Investments	1,160,648	-	-	1,160,648
Current Assets	5,647,394	152,520	200,096	6,000,010
Creditors falling due within 1 year	(853,779)	-	-	(853,779)
	<u>5,954,263</u>	<u>203,148</u>	<u>200,096</u>	<u>6,357,507</u>

22. Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	2024 £
Net movement in funds	(441,804)	(610,226)
Investment (gains)/Losses	14,189	(134,653)
Add back tangible asset depreciation charge	23,784	29,819
Decrease/ (increase) in stock	(1,637)	103,602
Loss/(profit) on disposals	-	(4,342)
Increase in debtors	(132,614)	(183,490)
Increase in creditors	(120,639)	537,895
	<u>(658,721)</u>	<u>(261,395)</u>

Notes to the Financial statements For the year ending 31 March 2025

23. Analysis of changes in net funds

The charity had no debt during the year.

24. Operating Leases

The charity signed a lease for premises at 10-18 Union Street on 15th March 2022 for a period of

	Land and Buildings		Other		6 years. Lease
	2025	2024	2025	2024	
	£	£	£	£	
Expiry date:					
Less than one year	6,878	7,510	-	-	
More than 1 and less than five years	12,846	30,040	-	-	
Over 5 years	-	-	-	-	
	<u>19,724</u>	<u>37,550</u>	<u>-</u>	<u>-</u>	

payments charged for the year £9,048 (2024: £8,146)

The operating lease commitments were as follows:

25. Joint Venture

In 2021 Tommy's and Sands agreed to form a Joint Policy Unit together to develop a policy resource in the form of a policy unit in support of making the UK the safest place in the world to have a baby.

It was agreed that this Unit would be a 50:50 Joint Venture with direct costs of running the Unit split equally between both parties. Whilst this is a joint venture' there is no separate legal entity that has been created and there is a cost sharing agreement in place for this work.

**Notes to the Financial statements
For the year ending 31 March 2025**

Sands costs towards this unit amounted to £164,800 (2024: £139,256) (see note 6) and the charity received £82,400 (2024: £69,628) (see note 3) from Tommy's to cover these costs.

26. Related Party Transactions

There were no related party transactions in the year.

Sands

England & Wales - Charity number 299679

Accounts

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)



Stillbirth and Neonatal Death Society
(A Company Limited by Guarantee)

Trustees' Report & Financial statements

Year Ending 31 March 2024

Legal and administrative information

Trustees	Oliver Reichardt (Chair) Dr David Hall (Vice Chair) Tom Burdett (Treasurer) Sangeeta Agnihotri Roxanne Burrows Emma Parry (formerly Gibbs) Shetal Joshi (resigned December 2023) David Price Dr Sarah Stock Sarah Threadgould Kelly Williams Neil Ferris (appointed on 16 July 2024)
Chief Executive	Dr Clea Harmer MBE
Company Secretary	Piers Vimpany (to 15 September 2023) Dr Clea Harmer (from 23 November 2023 to 30 June 2024) Sarah Rodgers (from 1 July 2024)
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	10 -18 Union Street London SE1 1SZ
Statutory Auditor	MHA 6th Floor 2 London Wall Place London EC2Y 5AU
Principal Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Principal Solicitors	Russell-Cooke 2 Putney Hill, London SW15 6AB

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Trustees' Report

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2024.

The Trustees confirm that the annual report and Financial statements of the charity have been prepared in accordance with the accounting policies set out in Note 2 to the Financial statements and comply with the charity's constitution, applicable law and the requirements of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)".

Trustees' Report

1. Objects and values of the charity

The objects of Sands are: -

1. to promote the emotional, psychological and physical well-being of parents, their families and friends, when a baby dies in utero, at birth or soon after birth, by:
 - 1.1 the provision of support and information to those so bereaved and their carers; and
 - 1.2 by working collaboratively with health and social care professionals to improve and enhance professional practice with bereaved parents; and
2. to promote research and the implementation of best practice that will help identify the causes and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Sands' Vision is for a world where fewer babies die and where anyone who is affected by the death of a baby receives the best care and support for as long as they need.

To enable Sands to realise this vision there are four **Sands' Key Objectives**, which are outlined in the 2022-2025 Strategy:

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all;
2. To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced;
3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death;
4. To grow and develop sustainably to have impact now and in the future.

Underpinning these objectives are **Sands Values**, whereby the charity commits to:

- Be compassionate, collaborative, evidence-based and inclusive;
- Work as one organisation; learning from experience and striving for continual improvement through innovation;
- Be open and honest; working with respect and integrity; showing empathy and being inclusive in everything the charity does.

Trustees' Report

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the [2022-2025 Sands Strategy](#). Total charitable expenditure at Sands was £4.51m in 2023/2024 (2022/23: £3.64m).

Main achievements in 2023/2024



The Sands Strategy 2022-2025 sets out four strategic objectives which provide a basis to demonstrate our commitment to our core aims and how we delivered on these in 2023/2024.

1. **To be a welcoming, supportive community which is inclusive, accessible, and known to all by:**
 - 1.1 Giving an equitable welcome to all
 - 1.2 Actively finding and bringing people to Sands
 - 1.3 Taking a person-centred approach
 - 1.4 Working effectively at a local and national level across all four nations
 - 1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Trustees' Report

2. **To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced by:**
 - 2.1 Understanding why babies die and developing new knowledge to save babies' lives
 - 2.2 Improving safety in pregnancy, birth, and the neonatal period
 - 2.3 Reducing inequalities in perinatal mortality
 - 2.4 Being as well known for saving babies' lives as we are for bereavement support and care
3. **To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death by:**
 - 3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality
 - 3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace
 - 3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need
 - 3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base
4. **To grow and develop sustainably to have impact now and in the future by:**
 - 4.1 Being trusted and respected as the UK's baby loss charity
 - 4.2 Ensuring income grows sustainably
 - 4.3 Ensuring that as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve
 - 4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Trustees' Report

Strategic Objective 1 - To be a welcoming, supportive community which is inclusive, accessible, and known to all

Overarching outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

- o Awareness of Sands in general population = 25%
(40% in population where there is personal experience of pregnancy loss or baby death)¹
- o Experience of pregnancy loss and baby death = 50% of UK adults say they, or someone they know, has experienced pregnancy or baby loss²

1.1 Giving an equitable welcome to all

Outcome we want to see:

Sands' community includes everyone who wants to be involved, regardless of who they are or what their experience has been

In 2023/24 we:

- o Continued to improve access to support for Black and South Asian bereaved parents and families with monthly online support groups, webinars and events.
- o Ensured those who are Deaf or hearing impaired can access support through introduction of British Sign Language (BSL) interpretation.
- o Offered bereavement support book translations in 11 languages other than English.
- o Expanded the online support offer to include groups for men and for bereaved parents in the Armed Forces.
- o Launched a [Befriender Recruitment](#) video as part of an initiative to recruit Befrienders from more diverse backgrounds to enable Sands to offer peer support more widely.

¹ Omnibus Research Presentation by Moorhouse Market Research (March 2023)

² YouGov Plc (August 2023)

Trustees' Report

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

1.2 Actively finding and bringing people to Sands

Outcome we want to see:

Every bereaved parent receives information about Sands after pregnancy loss or baby death

In 2023/2024 we:

- o Had 105 Hospital Liaison Volunteers across the UK acting as the link between hospitals and all of Sands' services and providing information for bereaved parents and families.
- o Relunched the [Elaine Thorp Award](#) for Bereavement Care to recognise the importance of excellent bereavement care, and for Sands and bereaved parents to celebrate and thank the healthcare professionals who provide it.
- o Used social media to increase reach and awareness amongst all bereaved parents and families of all that Sands has to offer.

1.3 Taking a person-centred approach

Outcome we want to see:

People's individual needs for support or involvement are met

In 2023/2024 we:

- o Ensured that opportunities for support were offered in a variety of ways to meet individual needs; these included family fun days, craft events, run clubs, gardening clubs, choirs, and walk-and-talk sessions.

Developed new systems for collecting parental feedback both on existing services such as Memory Boxes, and also on new resources such as a Grief Journal. This has helped to ensure co-production.



Trustees' Report

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

Undertook a survey of our volunteers to understand better how to meet their needs. 92% of volunteers say they intend to be volunteering in 12 months' time and 75% would recommend Sands as a good place to volunteer.

"You help people in many ways and I appreciate it so much, I'm also glad that nobody judged me for only being 14"

"I just wanted to say thank you again ... It was cathartic to share the nuances of grieving a baby as a South Asian"

Quotes from bereaved parents who have accessed Sands' services and whose personal needs for support were met

1.4 Working effectively at a local and national level across all four nations

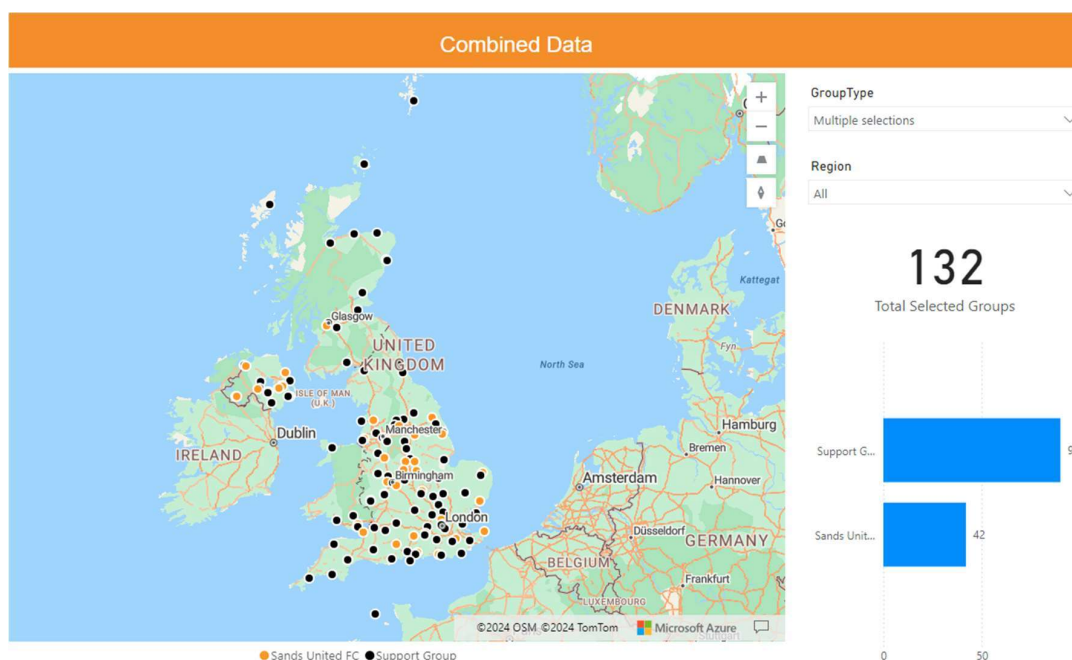
Outcome we want to see:

Sands is relevant to all communities, whether local or national, across the whole UK

In 2023/2024 we had:

- o A total of 864 local volunteers in communities across the UK including 379 Befrienders, 105 Hospital Liaison Volunteers, 58 Parent Speakers, 31 Event Volunteers, 19 members of Cheer Squads, and 42 Sands United Football Managers.
- o 88 [Support Groups](#) offering local bereavement support around the UK (including 5 new groups), and 42 [Sands United Football Clubs](#) offering local involvement with Sands. This compares to a similar number of Support Groups and Sands United Football Clubs in 2022/2023.

Trustees' Report



- o Over 30 Lights of Love Services around the UK, delivered by volunteers to offer local communities the opportunity to remember their babies who have died and pregnancies which have been lost.
- o 5 Community Days bringing together over 100 volunteers, healthcare professionals and other members of the Sands Community to celebrate achievements and identify future local need.
- o The Annual Sands Garden Day at the National Memorial Arboretum bringing together over 200 attendees from local communities and national roles, to celebrate and reflect on achievements and to remember all those babies who have died.

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

Trustees' Report



1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

In 2023/2024 we:

- o Achieved the statistics outlined on page 7, with 40% of those personally bereaved or close to someone personally bereaved, aware of Sands and what we offer.
- o Raised awareness of Sands during Sands Awareness Month 2023 through the #TogetherWeAreSands campaign which reached 1.3 million people organically and 1.5 million people through paid advertising. There was a surge of 3,889 visitors to the website on 1 June.
- o Led Baby Loss Awareness Week (BLAW) 2023 which represented an opportunity to raise awareness of the impact of baby loss with over 150 other charities. It gained significant media coverage with over 1,380 mentions of BLAW during the week and over 76,700 views of the website.

Trustees' Report

Strategic Objective 2 -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

Overarching outcome we want to see:

Babies' lives are saved, and the UK is on track to reduce stillbirths and neonatal deaths by 50% by 2025

In 2021 (latest data available) the figures sadly show that the rates of stillbirth and neonatal death are increasing instead of decreasing. The reasons for this are not yet fully understood, but may be connected to the impact of Covid.

- o Rate of stillbirth = 4.1/1000 live births which is an increase on 2020's rate of 3.9/1000 live births
- o Rate of neonatal death = 2.9/1000 live births which is an increase on 2020's rate of 2.8/1000 live births

2.1 Understanding why babies die and developing new knowledge to save babies' lives

Outcome we want to see:

Babies' lives are saved

In 2023/24 we:

- o Supported over [90 Research Studies](#) to help build a better understanding of why babies die, and directly funded 2 studies.
- o Enabled bereaved parents to be involved in reviews and investigations to ensure their perspectives were included in building an understanding of why their baby died. This included developing a range of information and [training for healthcare professionals to help better engagement of parents](#) in reviews.
- o Ran Sands Insights Core Group to ensure inclusion of parent input into a range of projects and studies.
- o Worked with NHS England and the Royal College of Pathologists on plans to address the perinatal pathology crisis. Postmortems are crucial in understanding why babies die, and in providing answers for parents, but the lack of perinatal pathologists has had a severe impact on many parents. We have ensured that bereaved parents' concerns have been included in the plans to address the crisis.

Trustees' Report

Strategic Objective 2 (continued) -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

2.2 Improving safety in pregnancy, birth and the neonatal period

Outcome we want to see:

The highest standards of evidence-based maternity and neonatal care are delivered consistently across the UK

In 2023/2024 we:

- o Published the Sands and Tommy's Joint Policy Unit's first [Saving Babies' Lives Progress Report 2023](#) which summarised all the available data and outlined the areas of focus in order to save more babies' lives.
- o Conducted and published a survey of [Bereaved Parents' Experiences of Care](#) which identified where changes in care are needed.
- o Ensured perinatal mortality data presented by MBRRACE-UK included a red flag system to alert the NHS to units of concern.
- o Published an analysis of [NHS Trust Board Oversight](#) of maternity and neonatal services which highlighted the need for improvements, especially in relation to safety and standards of care.
- o Responded to consultations and inquiries to ensure a focus on saving babies' lives and tackling inequalities. These included giving evidence to the [House of Lords Preterm Birth Inquiry](#), contributing to the Health Select Committee Inquiry [NHS Leadership, performance and patient safety](#), and making a submission to HM Treasury ahead of the autumn statement and spring budget to make the case for additional investment in maternity and neonatal services.
- o Published our [Priorities for the next government](#) document outlining steps needed to deliver safer maternity and neonatal care.
- o Were involved in wide range of external programmes of work in [Scotland](#) and across the UK.

Trustees' Report

Strategic Objective 2 (continued) -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

2.3 Reducing inequalities in perinatal mortality

Outcome we want to see:

All mothers and babies have equity of outcome compared with the current best position

Current position:

- o Black babies are twice as likely as white babies to be stillborn, and Asian babies are 50% more likely to be stillborn than white babies³. Black and Asian babies are more likely to die in the neonatal period than white babies.
- o Stillbirth rates in the most deprived areas are almost double those in the least deprived areas, and neonatal mortality rates also increase with deprivation⁴.

In 2023/2024 we:

- o Published [Sands' Listening Project](#) and shared the experiences of Black and South Asian bereaved parents whose baby died during pregnancy or shortly after birth. The findings were widely disseminated and were followed by a government announcement of a £50 million research/policy fund to tackle maternity inequalities.
- o Jointly led the [Maternity Consortium](#) with Tommy's. One of the Consortium's projects focused on supporting the implementation of Local Maternity and Neonatal Systems' (LMNS) Equity and Equality plans, designed to reduce inequalities in maternity and neonatal care.



³ Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

⁴ Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

Trustees' Report

Strategic Objective 2 (continued) -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

2.4 Being as well known for saving babies' lives as we are for bereavement care and support

Outcome we want to see:

Sands gains support from those who want to see babies' lives saved

In 2023/2024 we:

- o Were awarded the Amplifying Voices Award at the Sheila McKechnie National Campaigner Awards 2023 for our work on securing the MBRRACE-UK Confidential Enquiry into the deaths of Asian and Asian British babies.
- o Held the secretariat for the [APPG on Baby Loss](#) and increased engagement with parliamentarians through e-actions.



Trustees' Report

Strategic Objective 3 - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

Overarching aims we want to see:

- *The Bereavement Support we offer demonstrably meets the diverse needs of bereaved parents and families*
- *The National Bereavement Care Pathway is embedded across England and Scotland and Bereavement Care Pathways have been introduced in Wales and Northern Ireland*

In 2023/2024 Sands supported 69,331 people (though this number does not include visits to the support web pages). This compares to 2022/2023 when Sands supported just over 54,000 people.

By 31 March 2024 over 99% of Trusts in England had signed up to the National Bereavement Care Pathway (NBCP); 100% of Health Boards in Scotland had signed up; and there were agreements in place to develop pathways in Wales and Northern Ireland.

3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality

Outcomes we want to see:

- *Bereaved parents feel support from Sands has helped them*
- *Bereaved parents and families are able to grow around their grief, feel hopeful for the future, and have increased self-efficacy*

In 2023/2024 we:

- Staffed all our support channels, including:
 - ▶ The Facebook Support Group with 18,790 members
 - ▶ The Online Community with 3,835 users
 - ▶ Answering 2,972 emails
 - ▶ Answering 2,089 telephone calls

"Thank you so much, your message has brought comfort and clarity & I can begin to acknowledge the love I will always feel for these tiny lives."

Quote from bereaved parent who accessed Sands' services

Trustees' Report

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

- o Sent out:
 - ▶ 11,577 Bereavement support books
 - ▶ 6,083 Bereavement packs
 - ▶ 5,295 Birth certificates
 - ▶ 4,132 Hand and Footprint kits
 - ▶ 2,561 Memory Boxes
 - ▶ 419 Long Ago Bereaved resource packs
 - ▶ 168 Tracing a baby's grave booklets

"They responded so fast and they asked what I would like in my memory boxes for my baby I have lost and they was so lovely."

"Sands Bedfordshire has not only been a huge support and lifeline to my sister and her boyfriend but to our whole family."

Quotes from bereaved parents and families who have accessed Sands' services

- o Provided local support:
 - ▶ Through 88 [local support groups](#) run by befrienders (60 in England, 13 in Scotland, 10 in Northern Ireland, and 5 in Wales).
 - ▶ Through 42 [Sands United Football Clubs](#) supporting over 800 people.
 - ▶ Through activity-based support across the UK such as running groups and choirs.



Trustees' Report

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace

Outcome we want to see:

Bereaved parents and families are supported in their grief journey as they receive the care they need in both healthcare settings and the workplace

In 2023/2024 we:

- o Continued to roll out and embed the [National Bereavement Care Pathway \(NBCP\)](#) in England with:
 - ▶ Only two NHS Trusts not signed up to the NBCP by the end of March 2024, however they will be signing up the remaining two trusts shortly after the year-end.
 - ▶ NBCP workshops delivered for more than 300 attendees and four toolkits launched.
- o Continued to roll out and embed [National Bereavement Care Pathway Scotland](#) with:
 - ▶ All 14 Health Boards signed up to and part of NBCP Scotland.
 - ▶ An independent evaluation completed and ready for publication in the summer of 2024.
- o Held Listening Events in Wales with over 40 parents and 40 healthcare professionals in preparation for the NBCP Wales project in 2024/2025.
- o Secured a 2-year contract to deliver the NBCP in Northern Ireland from 2024/2025 onwards.
- o Had 105 Hospital Liaison Volunteers (HLVs) all round the UK acting as the link between hospitals and all of Sands services.

Feedback from NBCP Workshops in 2024:

- o "I was absolutely blown away by the team leading the day. Their professional input, delivery and content was brilliant and its one of the best workshops I've attended. I regretted not sharing the invite wider to my colleagues and have since shared the event dates in national groups to encourage others to sign up. I have put the NBCP as an agenda point on my next meeting to discuss further with my team. Thank you."
- o "Very well-presented day. Inspirational speakers. I will take this back in to practice and use it to improve my role as a CONI (Care of Next Infant) coordinator. Good food too. Thank you for today."

Trustees' Report

- o "Thank you for organising an excellent afternoon and putting on for free. There is very little study and workshops that can be picked for free now and this is so valuable. Thank you for the organising and the excellent speakers - your knowledge and the work put into sessions was obvious- well done."



Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need

Outcomes we want to see:

- o *All professionals and volunteers can access appropriate training and then offer/deliver the care and support that is needed*
- o *Sands is acknowledged as a leader in the field in this area*

In 2023/2024 we:

- o Facilitated 178 sessions, training 4,354 people from a variety of professions, including:
 - ▶ 148 sessions with healthcare professionals with 3,390 participants
 - ▶ 42 sessions for bereavement in the workplace with 652 participants
 - ▶ 25 sessions for counsellors with 110 participants
 - ▶ 21 sessions for Sands volunteers with 83 participants
 - ▶ 9 sessions for community-based professionals with 119 participants
- o Feedback on the training showed:
 - ▶ Average rating of knowledge before training: 6.5/10 / Average rating of knowledge after training: 9/10
 - ▶ Average rating of training: 4.9/5
 - ▶ 90% reported an increase in knowledge

Trustees' Report

- Created and launched training for professionals working in a community setting e.g. social services, health visitors, mortuary staff, coroners, and GPs etc.
- Created a Bereavement in the Workplace eLearning module.
- Developed a post graduate qualification for Bereavement Midwives with the University of West London.
- Developed postmortem consent training.
- Developed a practical memory-making workshop for maternity staff.
- Delivered a workshop for specialist bereavement midwives with a focus on service management and delivery.

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base

Outcomes we want to see:

- *Better care and support at both a local and a national level*
- *Supporters able to support campaigns that they care about*

In 2023/2024:

- An average of over 1,000 e-actions were taken for each Sands campaign with over 3,000 active campaigners able to support campaigns that they care about each quarter.
- Audits of provision of bereavement care were launched to assess the levels of care available across the UK.
- The government announced a £50 million fund for research into maternity disparities following Sands Listening Project Launch activity.
- The government and NHS England announced £35 million over three years to improve maternity safety across England, with specialist training for staff, additional midwives and support to ensure maternity services act on women's experiences to improve care.

Trustees' Report



**"I felt so let down because
I knew I was in labour
but I was told that I
was being dramatic."**

Mother to twins born at 26 weeks who
died neonatally (Black Caribbean)

Sign the open letter

Trustees' Report

Strategic Objective 4 - To grow and develop sustainably to have impact now and in the future

4.1 Being trusted and respected as the UK's 'go-to' baby loss charity

Outcomes we want to see:

- o *The number of people who benefit from our work increases; the number of supporters increases; the size of the charity increases along with an ability to drive the change that is needed*
- o *Sands' influence increases along with an ability to drive the change that is needed*

In 2023/2024:

- o In total Sands' reach was **560,000,000** across digital, media and websites (not unique individuals).
- o There were 1,938 media mentions of Sands (online and broadcast coverage only, not print media) with a potential audience reach of 4,542.6 million.
- o Sands Ambassador, Genelle Aldred, and Golf Monthly Editor, Mike Harris, took on Sands' Golf Challenge.
- o We used social media to reach more people with:
 - ▶ Organic social media reach of 15,111,677
 - ▶ Paid social media reach of 12,890,814
- o During Baby Loss Awareness Week 2023 there were 547 million opportunities to see Sands and 218 mentions of Sands (with 1,380 mentions of Baby Loss Awareness Week).



Trustees' Report

Strategic Objective 4 (continued) - To grow and develop sustainably to have impact now and in the future

4.2 Ensuring income grows sustainably

Outcome we want to see:

Income is in line with budgets and projections/forecasts

Overall fundraising income for 2023/2024 = **£7,058,772** (2023: £7,029,911)

In 2023/2024:

- o Community Fundraising
 - ▶ Raised in excess of £3.8 million.
 - ▶ Delivered 12 Facebook fundraising events
 - ▶ Grew hero event Ribbon Run and raised £336,000.
 - ▶ Delivered Starlight Walk Series, raising £77,068.
 - ▶ Delivered third bespoke Snowdon Hike with 185 supporters taking part and raising £155,000
- o Individual Giving
 - ▶ Developed and launched a test raffle with plans to grow and expand gaming in 2024/25
- o Partnerships and Philanthropy Fundraising
 - ▶ Achieved £1,122,184 Income against budget £1,062,683
 - ▶ Launched Sands' first ever Big Give matched funding campaigns.
 - ▶ Launched 1st year of BLAW Champions with 35 businesses signed up
 - ▶ Landed 28 new Charity of the Year partnerships
 - ▶ Worked with other teams in Sands (Training, Engagement and Bereavement Support) to recruit and reach nearly 38,000 employees with Bereavement in the Workplace training

Trustees' Report



Trustees' Report

Strategic Objective 4 (continued) - To grow and develop sustainably to have impact now and in the future

4.3 Ensuring that as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve

Outcomes we want to see:

- o *Sands can demonstrate the difference it makes and is acknowledged nationally and locally for this*
- o *Sands does the right things for the right reasons and in the right way; volunteers, supporters and staff feel they can trust Sands to do the right thing*
- o *Sands improves and innovates – making more of a difference year-on-year*

In 2023/2024:

- o We published an [Interactive Impact Report](#) showing Sands' impact in 2022/2023.
- o Baby Loss Awareness Week won Campaign of the Year 2024 at the annual Glomama Awards.
- o Sands won two awards at the ScottishPower Foundation Awards 2023: the Community Engagement Award and the Community Champion Award.
- o The 2023 Staff survey showed that 97% staff feel proud to work for Sands and 80% staff feel they can try new ideas without being worried if they will work.



Trustees' Report

Strategic Objective 4 (continued) - To grow and develop sustainably to have impact now and in the future

4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Outcomes we want to see:

- o *Sands has the right infrastructure for growth and development*
- o *Sands is truly diverse and inclusive, and acts equitably*
- o *Sands has the right people with the right skills who are supported to do the right thing*
- o *Sands is an environmentally sustainable organisation*

In 2023/2024:

- o The Equality, Equity, Diversity and Inclusion (EEDI) group published Sands' EEDI statement and started a benchmarking process with an external consultant.
- o We internally audited how sustainable Sands is as an organisation and identified ways to improve this such as reducing mailings to supporters.
- o We improved the way data can be managed and used by:
 - ▶ Completing the implementation of a new Learning Management System
 - ▶ Progressing a project to introduce a new CRM platform, data warehouse, and e-marketing platform
 - ▶ Running regular Technology Drop-in sessions to improve staff knowledge and confidence and to extend their skill sets
- o We improved the ways people work in Sands by:
 - ▶ Procuring a new HR database
 - ▶ Running performance management training for all managers
- o We improved the way Sands' finances are managed by:
 - ▶ Implementing new finance processes including weekly Flash Reporting
 - ▶ Further diversifying and investing the charity's assets to ensure a healthy return on investment

Trustees' Report

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is 10 -18 Union Street, London, SE1 1SZ. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789).

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who act as Directors of the charitable company. The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved by pregnancy loss or the death of a baby.

All recruitment to the Board of Trustees is supported by the Nominations Committee who make recommendations to the Board. Newly co-opted/elected Trustees are provided with an induction which includes the latest guidance,⁵ as well as key information from the Charity Commission⁶. Trustees are provided with training opportunities in order to widen their skill sets and knowledge.

The functions of the Board are set out in Clause 22 of the Articles of Association and include setting the overall strategic development of the charity; reviewing and adopting the annual business plan and budget; monitoring the performance of the charity in relation to plans and budgets; ensuring that the charity's affairs are conducted in accordance with generally accepted standards of performance and propriety; overseeing the performance and activities of local Sands Groups; and ensuring that appropriate advice is taken, particularly with regard to matters of legal compliance and financial viability.

The Board of Trustees also delegates authority to standing sub committees and/or 'task and finish' working groups, as appropriate, who operate within the Reservation and Delegation of Board Powers and associated Framework of Authority.

Trustees are required to retire three years after their appointment. However, Trustees are eligible for re-appointment for a second three-year term provided that no Trustee serves more

⁵ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf

⁶ *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

Trustees' Report

than six years in office. In exceptional circumstances the Board may resolve that a Trustee may serve one further term of a maximum of three years. The Nominations Committee undertake succession planning to ensure continuity. Qualifying Indemnity insurance is held by the Charity for the Trustees.

Trustees that served during the financial year under review and up to the date of approval of these financial statements:

Oliver Reichardt Elected 23 November 2018; Re-elected 13 November 2021
(Chair from Nov 2018)

David Hall Elected 17 November 2018; Re-elected 13 November 2021
(Chair from September 2024)

David Hall Elected 17 November 2018; Re-elected 13 November 2021
(Vice Chair from March 2023)

Tom Burdett Elected 17 November 2018; Re-elected 14 November 2020
(Treasurer from July 2020)

Neil Ferris Elected 17 July 2024.
(Treasurer from Nov 2024)

Sangeeta Agnihotri Elected 14 November 2020

Roxanne Burrows Elected 13 November 2021

Emma Parry (Gibbs) Elected 17 November 2018; Re-elected 14 November 2020

Shetal Joshi Elected 14 November 2020; Re-elected 12 November 2022
(Resigned December 2023)

David Price Elected 17 November 2018; Re-elected 13 November 2021

Dr Sarah Stock Elected 23 November 2019; Re-elected 12 November 2022

Sarah Threadgould Elected 14 November 2020; Re-elected 12 November 2022

Kelly Williams Elected 14 November 2020

Trustees' Report

None of the Trustees have any beneficial interest in the company. [Short biographies of all trustees](#) are on the Sands website:

3.2 Sands Nominations Committee

Members of the nominations committee, who were all appointed in June 2023 are:

- o Roxanne Burrows (Trustee representative)
- o Laura Campbell
- o Lauren Chandra-Ramanan
- o Sarah Christian
- o John Nicholls
- o Chloe Ratan
- o Greg Tallent
- o Kate Urquart
- o John Whitehouse (Chair)
- o Kelly Williams (Trustee representative) 

3.3 Board Sub-Committees

In 2023/2024 the following Sub Committees supported the work of the Board:

- o Governance Sub Committee
- o Finance, Audit & Risk Sub Committee
- o Nominations Committee

3.4 Day-to-day operations of the charity and key management personnel

The Chief Executive, Dr Clea Harmer MBE, together with the senior leadership group, is responsible for, and provides oversight of, the delivery of Sands' organisational strategy and the annual business plan for the organisation, ensuring compliance with statutory requirements and best practice approaches at national level. The key members of the senior leadership group are:

- o Daniel Brett-Schneider as Director of Fundraising & Communications
- o Jen Coates as Director of Volunteering & Bereavement Support
- o Kate Mulley as Director of Research, Education & Policy
- o Piers Vimpany as Director of Finance & Resources until his death in September 2023
- o Sarah Rodgers as Director of Finance, Data and Resources from October 2023

Trustees' Report

In accordance with the organisation-wide pay policy which applies to all staff across the organisation including key management personnel, the pay and remuneration of the charity's key management personnel has been benchmarked and set with reference to an independent market review of staff salaries that was completed in September 2019 and then subsequently in January 2022.

3.5 Staffing and staff profile

The charity employed an average of 99 staff during the period under review - equivalent to 84 FTE (full-time equivalent members of staff).

55% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 32% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounted for 16% of total staff.

3.6 Sands volunteers and groups

Sands has 864 volunteers, 88 support groups and 42 Sands United Teams who provide national support for Sands' vision, mission, and strategic objectives.

Sands' Befrienders are volunteers who deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Sands' Hospital Liaison Volunteers also create valuable links with hospitals across the UK that facilitate a range of further support to health professionals looking to offer excellent bereavement care. They can also ensure that bereaved parents and families, and healthcare professionals are aware of the extent of Sands' work.

Sands' volunteers help to prevent the loss of babies' lives through raising awareness of the shocking number of babies dying each year on both a national and a local level, and by campaigning for the changes that are needed. They are also vital to the fundraising efforts of the charity; ensuring that it can achieve its ambitious aims and continue to grow.

Sands is very grateful for the wonderful work of its amazing volunteers, without whom it would not be possible for Sands to achieve nearly as much.

Trustees' Report

Review of Finances, Fundraising and Risk

4.1 Financial Review

o *Income*

Total income for the year to 31 March 2024 was £7,346,570 (2023: £7,512,954) which represents a 2% decrease year-on-year.

The reason for this has been due to a combination of factors including, Facebook challenges, Meta have changed the way charities receive Donations which resulted in 2-week loss of income in September 2023. Due to economic uncertainty, we have seen a drop in donation contributions which may be related to the impact of the "cost of living crisis".

o *Expenditure*

Total Expenditure for the charity to 31 March 2024 was £8,101,155 (2023: £6,799,839) which represents an increase of 19% year-on-year.

The main reason for the increase in expenditure was building up activities in response to the increased income the charity received over the previous two years. This included substantial increases in research and prevention (47% increase), Bereavement care and hospital liaison (22% increase), the joint policy unit with Tommy's alongside work with the National Maternity Consortium (37%), Groups and volunteers (15%), Bereavement support (17%) and Policy and Campaigns (18%). The training and education team costs increased by (32%)

In addition to increased spending on core work, fundraising expenditure also increased by (13%) due to diversification of Income platforms to stay abreast of changing supporter trends, also pivoting to other income streams for sustainability for the future.

Trustees' Report

o *Net deficit*

The year resulted in a net deficit of £610,226 vs a prior year surplus of £739,109. .

It is planned to further increase spending in 2024/25 to £8.7m. This will see expenditure increase to levels of expected income and restore the long-term trend as demonstrated by the chart below which shows Sands income and expenditure over the last 20 years.

o *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2024 were £6,357,507 (2023: £6,980,199). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 18 and 19* respectively. The *Statement of Cash Flows* on page 51, shows net cash outflows from operating activities.

Trustees' Report

4.2 Reserves Policy

The purpose of this reserves policy is to ensure the financial sustainability of the charity and enable it to manage risks and unexpected events. This policy outlines the different categories of reserves and how they will be managed and takes into account the following long-term considerations:

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades.
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs
- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

Unrestricted Reserves

Unrestricted reserves are funds that have no restrictions on their use. The Charity aims to maintain unrestricted reserves equal to at least 8-12 months of operating expenses. This fund:

- o Protects continuity of core work
- o helps the charity manage unexpected events, such as a sudden drop in funding/Income or an urgent need for additional unforeseen expenditure.

The Executive board will monitor the level of unrestricted reserves and report on them to the Board quarterly. If unrestricted reserves fall below the target range, the Executive Board will develop a plan to rebuild them, such as launching a fundraising campaign or reducing non-essential spending. The funds are invested in readily available cash deposits or longer-term FT deposits.

Restricted Reserves

Restricted reserves are funds that have been donated or granted to the charity for a specific purpose. These funds can only be used for the intended purpose and cannot be reallocated to other activities without the consent of the donor.

The charity will maintain records of all restricted funds, including the original purpose, any conditions attached, and the current balance. Restricted funds will be held in a separate bank account or investment fund to ensure they are not accidentally spent on other activities. The Executive board are responsible for ensuring restricted funds are only used for their intended purpose. Any proposal to reallocate restricted funds must be approved by the Board.

Trustees' Report

Designated Reserves

Designated reserves are unrestricted funds that the Board of Directors have put aside for a specific future purpose, such as a planned projects or growth for investment in infrastructure. These reserves provide financial flexibility and stability for the charity.

The Board will review the designated reserves annually as part of the budgeting process. They will assess whether the designated purposes are still relevant and make any necessary adjustments. Funds can be moved from designated to unrestricted reserves if the original purpose is no longer applicable. The funds are invested and are made available when needed.

Review and Approval

This reserves policy will be reviewed by the Board of Trustees annually and updated as necessary. Any significant changes to the policy must be approved by the Board.

o *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 8 and 12 months cash operating expenditure (excluding depreciation).

Total reserves stood at £6,357,507 (2023: £6,980,199) however these funds include restricted funds (where a commitment has been made to spend these monies on a particular purpose) amounting to £200,096 (2023: £305,960) and also designated funds held as fixed assets and commitments for groups projects amounting to £203,148 (2023: £215,042).

The remaining free (general fund on the balance sheet) reserves at the year-end stood at £5,954,264 (2023: £6,459,197). This represented 8.9 months (2023: 9.4 months) of projected expenditure for the next twelve months. The budget for 2024/25 has been set to maintain reserves with the 8-to-12-month target identified in the reserves policy.

4.3 Investments policy

The Investment Powers of the trustees are defined in Section 4 of the Company's Articles adopted in November 2022.

The amount available for Investment is determined in the Reserves Policy and future cash flow forecasts. The Investment Objectives are to ensure that the charity's surplus funds are invested to produce a market rate of return consistent with the obligation to meet immediate financial needs and to take account of future spending commitments and possible unplanned changes in activities and the general economic outlook. Any additional funds should be invested to provide income and long term growth within the charity's risk profile.

Trustees' Report

The attitude to Risk is formally described as being a "cautious" risk profile, recognising to the need to diversify risk across institutions and asset classes. The types of investments will be cash, near cash deposits, gilts, property, bonds, collective investments and equities. Speculative investments such as traded options and futures are prohibited.

To account for Ethical Considerations the charity will not invest in any organisation where there is a practical conflict with our aims and activities (in line with our Ethical Policy) and will avoid investments which may hamper our work by making potential beneficiaries unwilling to use the services of the charity or would alienate supporters.

Investment decisions are the responsibility of the Board who also agree the Investment Policy. However, the Board may delegate management of part of the investments to an approved investment adviser, in accordance with an agreement approved by the Board, and may delegate to the Finance and Resources Committee the management of the remaining part of the portfolio, to be held in cash and near cash deposits with financial institutions approved by the Board.

The Reporting requirements for investment managers will be agreed on a case by case basis, but will include a minimum of a quarterly valuation report to be submitted to the Finance, Audit and Risk Committee (FAR) and an annual performance report to be submitted to the Board. The FAR will review the investment manager's report at each of its meetings, together with a report on the investment of cash balances and it will agree recommendations for future investment of these balances. The FAR will meet at least once a year with the investment manager to review investments and performance and will report on this to the Board at its next meeting. The appointment of the investment manager can be determined by the Board at any time, but will be reviewed at least once every three years.

4.4 Going concern

2024 has been another very successful year for Sands operationally. We have grown in terms of increased staffing levels and work to support the increased workload. Financially we have experienced some external challenges which has impacted Sands in terms of Meta/Facebook changes, the impact of the cost-of-living crisis can also be seen with the increase of costs in the financial statements. However, we have remained resilient through these times with only a slight drop in Income. Expenditure is budgeted to exceed income in the coming year with the levels of reserves the charity holds the Trustees are confident that the charity will remain a going concern for the foreseeable future.

Trustees' Report

4.5 Statement of Fundraising Practice

o *Approach to fundraising*

Sands is registered with the Fundraising Regulator, and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2023, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

Sands' Fundraising Promise outlines how we are committed to treating donors and the public with respect, fairness, honesty, and clarity in our fundraising activities. Sands will ensure it keeps its fundraising practices under review and will work with others with the aim of improving practice across the charity sector.

o *Monitoring of fundraising carried out on behalf of Sands*

Sands takes all reasonable steps to monitor fundraising carried out on behalf of the charity to ensure no harm comes to staff, volunteers and those that fundraise for the charity. Clear signposting to relevant fundraising guidance and forms is available on the Sands website. Adherence to all relevant policies and procedures to safeguard and protect are monitored by the designated fundraising staff lead for the event.

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process.

o *Steps we take to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate*

Sands takes its responsibility to protect the public, and especially vulnerable people, very seriously. Sands reviews all existing and new fundraising activity and ensures full oversight through a rigorous development and sign-off process.

Number of complaints 2023/24

There were 7 complaints in 2023/2024 (Q1 – 1; Q2 – 0; Q3 – 3; Q4 – 3)

Trustees' Report

Sands acknowledges the unique connection between the bereavement and fundraising journey for individuals and families raising money for Sands. Sands has an ongoing commitment to upskilling staff across all teams to respond sensitively to fundraisers who may also be bereaved and in recognising and flagging safeguarding issues.

Sands has a Safeguarding Lead and safeguarding training for all staff. Whilst bereavement is not in itself a reason for classifying someone as a vulnerable adult, Sands recognises that it places significant pressure on individuals who may move in and out of vulnerability during their journey with Sands.

4.6 Risk identification and management

The Trustees are committed to an effective programme of risk management to ensure the continuity and sustainability of the organisation and its ability to achieve its strategic objectives. The Finance, Audit & Risk Sub Committee of the Board of Trustees reviews the charity's *Risk Register* on an annual basis and the key risks to the organisation are reviewed on a quarterly basis to ensure that appropriate measures are taken to mitigate and manage risk.

The Trustees have identified the principal risks as:

1. *Risk of income reduction or stagnation*

Sands, like many charities, faces the risk of income reduction or stagnation. Income reduction would severely impact our ability to deliver crucial services and support, whilst stagnation would affect strategic plans for growth. These risks to income could stem from a variety of factors such as a downturn in the economy, a decline in individual donations, reduced corporate sponsorship, or changes in government funding policies. Such financial instability could significantly hinder our capability to meet the needs of those we serve, potentially affecting the breadth and quality of services we offer. It could also constrain our ability to invest in long-term strategic initiatives aimed at reducing baby loss in the UK. We are therefore committed to diversifying our income sources, carefully monitoring our financial health, maintaining healthy levels of reserves and maintaining a robust fundraising strategy to mitigate this risk.

2. *Lack of an effective centralised information system*

The lack of an effective centralised information system poses a risk for Sands in several ways. There is a lack of available data to back up day-to-day processes and decision making; an inability to capture KPIs; it acts as a limiting factor on existing fundraising income and development of Individual Giving income; and it is more difficult to engage supporters across

Trustees' Report

the organisation. In order to address this risk Sands is introducing a new CRM, a new data warehouse and a new e-marketing platform. This project is on track for delivery in the summer of 2024.

3. Ineffective or inadequate cybersecurity

The threat of a cyber-attack is a risk that could disrupt our operations and compromise the sensitive information of those we support. A significant cyber-attack could lead to loss of critical data, interrupt our digital communications, and undermine trust in our organisation, impacting our reputation and our fundraising abilities. Therefore, we continuously work on enhancing our IT security infrastructure and protocols, provide regular training for our staff to recognise and avoid potential threats, and have contingency plans in place to ensure we can maintain operations in the event of a cyber-attack.

4. Reliance on Meta as a platform to support fundraising and bereavement support

Sands depends on using Meta (Facebook) as a platform to support fundraising and bereavement support. Changes in Facebook's algorithms and policies could affect our reach and engagement, potentially leading to a significant drop in donations. We are also vulnerable to technical issues. This risk is being managed by diversifying and innovating with other digital platforms and by reaching people through diverse channels and activities. There is also a focus on diversifying other income streams.

5. Lack of commitment to tackle pressures on NHS staffing and capacity which occur due to issues relating to recruitment, retention and sickness

One of the risks faced by our charity relates to the persistent staffing pressures within the National Health Service (NHS). A chronic shortage of healthcare professionals, compounded by budgetary constraints and other systemic pressures, can potentially impede the NHS's capacity to deliver safe maternity care and compassionate bereavement care for those who have lost a pregnancy or whose baby has died.

Sands proactively manages this risk through campaigning and policy and public affairs activity to highlight the issue, identify pressure points and garner consensus on solutions. Sands also works to support healthcare professionals appropriately wherever possible.

Trustees' Report

4. Plans for the future

Sands' [2022 2025 Strategy](#) provides a clear and ambitious roadmap for how Sands intends to save babies' lives and to improve care and support for anyone affected by the death of a baby. The strategy recognises the ways in which Sands can uniquely make a difference, and it outlines how we will grow in a way that is not only sustainable, but also that maintains our sense of purpose and direction whilst ensuring that our values are truly embedded in everything we do.

The four strategic objectives, outlined below, will continue to guide Sands' work for the next few years.

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all

It is clear that the idea of Sands as a community is at the very heart of all that we do – it is who we are, and it is how we make a difference. We will continue to develop strong communities based on location; and also to build our communities based on experience, on interest, and on different activities such as football, gardening and choirs. We will build on our work with Black and South Asian communities and exploring how to work with younger parents.

Community development coordination will be achieved through Community Connectors who will enable current and future volunteers to share information, organise activity and family engagement, and link with befrienders groups and teams. Continual improvement of the volunteering experience at Sands will be based on the annual volunteer survey and will include ongoing volunteer recognition and annual awards.

Work will continue to make sure we are working effectively at both a national and local level, building our public affairs work across all four nations and enabling and supporting local campaigning.

To ensure that Sands can effectively raise awareness about pregnancy loss and baby death, and about the work of Sands, the refreshed brand will be launched. We want all those who need Sands feel welcomed, and for our person-centred approach to be evident in all our activity and engagement.

Trustees' Report

2. To save babies' lives and ensure inequalities in pregnancy loss and baby death are reduced

In order to save more babies' lives Sands will need to continue to build a better understanding of why some babies die. We will establish a research network and associated resources to bring together the elements needed to create this understanding, and we will develop the Sands Insights Group further to support this work.

To support research findings into policy and practice we will continue to campaign to save babies lives and reduce inequalities, focusing on resolving the crisis in perinatal pathology and on the issues raised by the Listening Project. Training and resources to will be developed for healthcare professionals to further disseminate research and project findings, and to enable safer care to be given in the perinatal period.

The work of the Sands and Tommy's Joint Policy Unit will continue to focus on saving babies' lives and reducing inequalities and will be made more easily accessible through a new microsite.

3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

In order to ensure that everyone can access the support that they need, Sands will continue to build its channels of support including scoping the possibility of developing a counselling tier within our Bereavement Support Services team. Support materials will be refreshed and updated, and outreach work will continue with underrepresented/intersectional groups. We will diversify our online support and create new resources to support wellbeing.

Bereaved parents and families deserved excellent care from not only the healthcare professionals, but also from their employers and other professionals they come into contact with. We will continue to embed the National Bereavement Care Pathway across England and Scotland, developing toolkits and workshops to provide the support that is needed. In Wales and Northern Ireland we will deliver the planned projects to roll-out the National Bereavement Care Pathway in these nations. The Department of Health and Social Care-funded Bereavement in the Workplace project will complete its final year, and succession plans will be finalised to ensure that work in this area can continue.

Training for healthcare professionals, counsellors, and volunteers will be delivered, supported by e-learning, workshops, webinars and talks.

Trustees' Report

4. To grow and develop sustainably to have impact now and in the future

Sands' growth must be sustained into the future with Sands' values and unique culture at its heart. As it grows, Sands must be known for the impact it makes, for its integrity, and for its willingness to learn and continually improve.

The focus will be on developing diverse, long-term, sustainable and predictable income streams which will enable Sands to make more of a difference but also to build the infrastructure needed to support effective and supportive working. There will be continued focus on developing the Equity, Equality, Diversity and Inclusion principles into a full strategy, and on developing a Sustainability strategy which will truly reflect Sands' commitment to this important area.

Sands is incredibly lucky to have wonderfully committed and passionate supporters and volunteers, and committed and passionate staff – ensuring that everyone is connected, informed and supported with the right resources and infrastructure will enable us to make more of a difference together.

Trustees' Report

Disclosure of information to the auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

Auditor

The auditors, MHA have indicated their willingness to continue in office.

A resolution to reappoint MHA as independent auditor will be proposed at the next Trustees' Meeting.

Small Company Exemptions

The directors have taken advantage of the small company exemptions under the Companies Act 2006 (Strategic Report and Directors Report) Regulations 2013 not to prepare a strategic report for the financial year.

X 

Mr Neil Ferris

Neil Ferris
Treasurer Board of Trustees
Date: 5th December 2024

Statement of Trustees' Responsibilities for the Year Ending 31 March 2024

The Trustees, who are also directors of the Stillbirth & Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustees' Report and Financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK GAAP), including FRS102 *"The Financial Reporting Standard applicable in the UK and Republic of Ireland"*.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the charity will continue its operation.

The Trustees are responsible for keeping adequate and proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the Financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of Financial statements may differ from legislation in other jurisdictions.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Opinion

We have audited the financial statements of Stillbirth and Neonatal Death Society (Sands) (the 'charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report.

We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report (incorporating the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 or the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the Directors' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement included in the Annual Report, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing legal and professional expense accounts to identify any possible instances of undisclosed claims or litigation;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: frc.org.uk/auditorsresponsibilities. This description forms part of our Auditor's Report.

Use of this report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)
for and on behalf of
MHA
Statutory Auditor
London, United Kingdom

Date: 19/12/2024

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313)

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
Income					
Donations and legacies	3	2,530,670	179,073	2,709,743	2,975,351
Other trading activities	4	4,302,235	-	4,302,235	4,050,157
Income from investments		-	-	-	-
		<u>6,832,905</u>	<u>179,073</u>	<u>7,011,977</u>	<u>7,025,508</u>
Income from Charitable activities	5	<u>118,675</u>	<u>225,593</u>	<u>344,268</u>	<u>487,445</u>
Total income and endowments		<u>6,951,580</u>	<u>404,666</u>	<u>7,356,246</u>	<u>7,512,953</u>
Expenditure	6				
Expenditure on:					
Raising funds		<u>3,585,845</u>	<u>-</u>	<u>3,585,845</u>	<u>3,159,948</u>
Charitable Activities					
Research & prevention		555,124	85,170	640,294	436,848
Bereavement Care and Hospital Liaison		271,560	119,165	390,725	321,511
Training and Education		450,918	293,251	744,169	564,454
Joint policy Unit		283,713	-	283,713	206,982
Groups and volunteers		928,983	5,092	934,075	812,694
Bereavement support		1,271,357	7,852	1,279,209	1,090,548
Policy & Campaigns		243,125	-	243,125	206,855
Total charitable expenditure		<u>4,004,780</u>	<u>510,530</u>	<u>4,515,310</u>	<u>3,639,892</u>
Total expenditure		<u>7,590,625</u>	<u>510,530</u>	<u>8,101,155</u>	<u>6,799,839</u>
Net gains on investments		<u>134,683</u>	<u>-</u>	<u>134,683</u>	<u>25,995</u>
Net (expenditure)/ Income		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
Transfers between funds				-	-
Net movement in funds		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
Fund balance at 1 April 2023		<u>6,674,239</u>	<u>305,960</u>	<u>6,980,199</u>	<u>6,241,090</u>
Funds balance at 31 March 2024		<u>6,169,877</u>	<u>200,096</u>	<u>6,369,973</u>	<u>6,980,199</u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2024

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082). The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006. All income and expenditure derive from continuing operations.

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2024

Prior Year comparison	Unrestricted Funds	Restricted Funds	Total 2023
	£	£	£
Income from			
Donations and legacies	2,864,647	110,704	2,975,351
Other trading activities	4,050,158	-	4,050,158
	6,914,805	110,704	7,025,509
Income from charitable activities	71,010	416,435	487,445
Total income and endowments	6,985,815	527,139	7,512,954
Expenditure on:			
Raising funds	3,159,948	-	3,159,948
Charitable activities			
Research & prevention	436,848	-	436,848
Bereavement Care & Hospital Liaison	243,977	77,534	321,511
Training & education	390,187	174,267	564,454
Joint Policy Unit	163,130	43,852	206,982
Groups and volunteers	812,694	-	812,694
Bereavement support	982,489	108,059	1,090,548
Policy and campaigns	206,855	-	206,855
	3,236,180	403,712	3,639,892
Total expenditure	6,396,128	403,712	6,799,840
Net gains on investments	25,995	-	25,995
Net income/ expenditure	615,682	123,427	739,109
Fund balance at 1 April 2022	6,058,557	182,533	6,241,090
Fund balance at 1 April 2023	6,674,239	305,960	6,980,199

Balance sheet
As at 31 March 2024
Company Registration 2212082

	Notes	2024 £	2023 £
Fixed Assets			
Tangible Assets	13	50,628	62,831
Investments	14	<u>1,160,648</u>	<u>1,025,995</u>
		1,211,276	1,088,826
Current Assets			
Stock	15	20,602	124,204
Debtors	16	758,803	575,313
Cash In Bank		5,220,605	5,507,742
		<u>6,000,010</u>	<u>6,207,259</u>
Creditors falling due within one year	17	<u>853,779</u>	<u>315,885</u>
Net Current Assets		<u>5,146,231</u>	<u>5,891,374</u>
Total Assets less current Liabilities		<u><u>6,357,507</u></u>	<u><u>6,980,200</u></u>
Income Funds			
Unrestricted general funds		5,954,263	6,459,197
Designated funds	19	203,148	215,042
Total unrestricted funds	21	6,157,411	6,674,239
Restricted funds	18	200,096	305,960
		<u>6,357,507</u>	<u>6,980,199</u>

The notes form part of these financial statements. The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and were approved by the Board on 5 December 2024

X 

Mr Neil Ferris

Treasurer of the Board of Trustees

Statement of Cash Flows
For the year ending 31 March 2024

	Notes	2024	2023
	21	£	£
Cash flows from operating activities:			
Net cash used in operating activities		<u>(261,397)</u>	<u>991,950</u>
Cash flows from investing activities:			
Purchase of fixed assets		(26,300)	(20,192)
Purchase of investments			<u>(1,000,000)</u>
Net cash provided by (used in) investing activities		<u>(26,300)</u>	<u>(1,020,192)</u>
Change in cash and cash equivalents in the reporting period		<u>(287,137)</u>	<u>(28,242)</u>
Cash and cash equivalents at the beginning of the reporting period		<u>5,507,742</u>	<u>5,535,984</u>
Cash and cash equivalents at the end of the reporting period		<u>5,220,605</u>	<u>5,507,742</u>

It is not considered necessary to provide an analysis of net debt.

Notes to the Financial statements For the year ending 31 March 2024

1. Legal status of the Charity

The Stillbirth and Neonatal Death Society is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are 10 -18 Union Street, London, SE1 1SZ. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Restatement of comparatives

The analysis of charitable expenditure has been further clarified in the year adding new headings of bereavement care and hospital liaison and also splitting out the costs of the joint policy unit. Overall costs remain as stated previously.

2.2 Basis of Preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Charities SORP, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy.

2.3 Preparation of the Financial statements on a going concern basis

Due to the excellent set of results, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

Notes to the Financial statements For the year ending 31 March 2024

2.4 Income

Income is recognised when the Charity has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. Grants income is credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.

Government grants are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met, and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.5 Fund accounting

Restricted funds arise from donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity. Designated funds are funds which have been designated by Sands for a particular purpose and show the split of funds held centrally and by Groups, net of transfers. Unrestricted funds are available to spend on activities that further any of the purposes of the Charity.

2.6 Critical accounting estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical accounting estimates for the period under review.

2.7 Gifts in Kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as *Other Income* and as expenditure in the Statement of Financial Activities under the most appropriate heading for the expense.

Notes to the Financial statements For the year ending 31 March 2024

2.8 Expenditure

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities and include the costs of audit and statutory compliance. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of staff numbers. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against the activity to which the expenditure relates. Research Grants are recognised and recorded in the financial statements at full cost, at the time the funds are committed by the Board of Trustees. In exceptional circumstances, where the grant funding schedule is contingent upon specific targets or deliverables being achieved, Sands may recognise only those commitments which are guaranteed at the year-end under the terms of the grant agreement.

2.9 Intangible and tangible fixed assets and depreciation

Intangible and tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual values of each asset over its expected useful life as follows:

All other assets (Tangible)	25% reducing balance

Assets purchased, individually, under £1,000 are not capitalised, but expensed in the year of purchase.

2.10 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value unless the value cannot be measured reliably in which case it is measured at cost less impairment. For listed investments, fair value is measured using the quoted market price. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of Financial Activities.

Notes to the Financial statements For the year ending 31 March 2024

2.11 Stock

Stocks held relate to bereavement support materials, memory boxes, items for resale and fundraising materials. Stock is valued at the lower of cost and net realisable value.

2.12 Leasing & hire purchase

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.13 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the financial statements represent the contributions payable by the charity during the year and are unrestricted. Pension Auto Enrolment commenced on 1 January 2016.

2.13 Termination payments

Termination benefits, including redundancy costs, are recognised when the charity has an obligation to pay the benefits, and they can be measured reliably.

2.14 Debtors

Debtors are recognised at the settlement amount due after any trade discount offered and provision for bad and doubtful debts.

2.15 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash and cash equivalents include cash in hand and deposits held at call with bank.

Notes to the Financial statements For the year ending 31 March 2024

2.16 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2.17 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Notes to the Financial statements
For the year ending 31 March 2024

3. Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Donations & Gifts	1,593,360	-	1,593,360	1,794,748
Legacies	115,220	-	115,220	283,206
Gift Aid	599,911	-	599,911	595,676
Grants Received	212,503	179,073	391,576	293,117
Membership	9,676	-	9,676	8,604
	<u>2,530,670</u>	<u>179,073</u>	<u>2,709,743</u>	<u>2,975,351</u>
	Unrestricted funds £	Restricted funds £	Total 2023 £	
Donations & Gifts	1,794,748	-	1,794,748	
Legacies	283,206	-	283,206	
Gift Aid	595,676	-	595,676	
Grants Received	226,265	66,852	293,117	
Membership	8,604	-	8,604	
	<u>2,908,499</u>	<u>66,852</u>	<u>2,975,351</u>	

* Included within Grants received is £69,628 (2023: £50,414) which is a 50% payment of the costs of the Joint Policy Unit run with Tommy's where Sands has incurred the total costs – see note 24.

Notes to the Financial statements
For the year ending 31 March 2024

4. Other trading activities

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Affinity Fundraising	-	-	-	-
Running Events	436,722	-	436,722	422,162
Challenge Events	2,929,879	-	2,929,879	2,699,743
Other Fundraising Events	882,948	-	882,948	850,794
Merchandise Sales (External)	52,686	-	52,686	77,458
	<u>4,302,235</u>	<u>-</u>	<u>4,302,235</u>	<u>4,050,157</u>
	Unrestricted funds £	Restricted funds £	Total 2023 £	
Affinity Fundraising	-	-	-	
Running Events	422,162	-	422,162	
Challenge Events	2,699,743	-	2,699,743	
Other Fundraising Events	850,794	-	850,794	
Merchandise Sales (External)	77,458	-	77,458	
	<u>4,050,157</u>	<u>-</u>	<u>4,050,157</u>	

Notes to the Financial statements For the year ending 31 March 2024

5. Income from Charitable Activities

	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Training and Other related services	69,237	-	69,237	50,941
Statutory Funding	36,782	225,593	262,375	436,504
Bank Interest	12,656	-	12,656	-
	<u>118,675</u>	<u>225,593</u>	<u>344,268</u>	<u>487,445</u>

	Unrestricted funds £	Restricted funds £	Total 2023 £
Training and Other related services	50,941	-	50,941
Statutory Funding	20,069	416,435	436,504
	<u>71,010</u>	<u>416,435</u>	<u>487,445</u>

Income from Statutory funding totalling £262,375 (2023: £436,504) are considered to be government grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

Additional financial assistance has been obtained via the Tommy's grant to support the National Maternity Consortium of £9,315 which is sponsored by Government funding.

Notes to the Financial statements For the year ending 31 March 2024

6. Total resources expended

	Staff Costs £	Other Costs £	Support costs	Total 2024 £	Total 2023 £
Cost of Generating Funds					
Fundraising Costs	969,163	1,954,007	662,675	3,585,845	3,159,948
Charitable Activities					
Research & prevention	317,813	123,678	198,802	640,294	436,848
Bereavement Care and Hospital Liaison	167,847	90,343	132,535	390,725	321,511
Training and education	331,786	47,912	364,471	744,169	564,454
Joint policy unit	178,172	6,140	99,401	283,713	206,982
Groups and volunteers	295,657	340,214	298,204	934,075	812,694
Bereavement support	569,916	212,287	497,006	1,279,209	1,090,548
Policy & Campaigns	98,086	12,505	132,535	243,125	206,855
Total charitable expenditure	1,959,277	833,079	1,722,954	4,515,310	3,639,892
	<u>2,928,440</u>	<u>2,787,086</u>	<u>2,385,629</u>	<u>8,101,155</u>	<u>6,799,840</u>
	Staff Costs £	Other Costs £	Support costs	Total 2023 £	
Cost of Generating Funds (Restated)					
Fundraising Costs	753,690	1,881,959	524,299	3,159,948	
Charitable Activities					
Research & prevention	264,811	8,195	163,843	436,848	
Bereavement Care and Hospital Liaison	141,080	49,356	131,075	321,511	
Training and education	243,026	26,510	294,918	564,454	
Joint policy unit	138,802	2,642	65,537	206,982	
Groups and volunteers	248,336	269,440	294,918	812,694	
Bereavement support	499,998	164,557	425,993	1,090,548	
Policy & Campaigns	97,250	11,299	98,306	206,855	
Total charitable expenditure	1,633,303	531,999	1,474,590	3,639,892	
	<u>2,386,993</u>	<u>2,413,958</u>	<u>1,998,889</u>	<u>6,799,840</u>	

* Included in support costs are £1,332,962 (2023: £1,155,643) of staff costs (see note 7)

Notes to the Financial statements For the year ending 31 March 2024

7. Analysis of Support costs

	Staff costs	Depreciation	Other costs	Total 2024	Total 2023
Communications and PR	570,572	-	202,611	773,182	701,626
Leadership and administration	107,121	-	124,072	231,194	109,239
Governance costs*			23,201	23,201	72,742
Finance, HR & IT	608,250	-	577,516	1,185,766	1,006,721
Temporary staff costs	172,286	-	-	172,286	108,561
	<u>1,458,229</u>	<u>-</u>	<u>927,400</u>	<u>2,385,629</u>	<u>1,998,889</u>
Prior year	Staff costs	Depreciation	Other costs	Total 2023	
Communications and PR	460,154	-	241,472	701,626	
Leadership and administration	103,774	-	5,465	109,239	
Governance costs		-	72,742	72,742	
Finance, HR & IT	483,154	6,599	516,968	1,006,721	
Temporary staff costs	108,561	-	-	108,561	
	<u>1,155,643</u>	<u>6,599</u>	<u>836,647</u>	<u>1,998,889</u>	

- See Note 8

Notes to the Financial statements For the year ending 31 March 2024

8. Governance Costs

	2024 £	2023 £
Governance costs comprise:		
Legal & Professional	-	35,363
Auditor's remuneration	23,001	29,086
Consultancy	-	8,058
Trustees' Expenses	200	235

Payments to the auditor in respect of non-audit fees for governance related advice was nil (2023: £8,058).

9. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year. One Trustee was reimbursed expenses for travel, subsistence and training expenses £200 (2023: £235).

Trustees' indemnity insurance is included in the wider insurance paid by the charity which cost the charity £6,816 (2023: £6,653).

Notes to the Financial statements For the year ending 31 March 2024

10. Employees

Sands is committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working. The average monthly number of total employees and full-time equivalent employees during the year was:

	2024	2024	2023	2023
	Headcount	FTE	Headcount	FTE
Bereavement Support Services	15	12	13	10
Groups Networks & Volunteering	9	7	9	7
Bereavement Care and Hospital Liaison	4	4	4	4
Training and education	9	4	9	4
Joint policy unit	3	3	5	5
Research & prevention	6	5	5	4
Fundraising	20	19	16	15
Communications	10	10	6	6
Policy & Campaigns	4	4	3	3
Management & Administration	18	16	16	15
	98	84	86	73

	2024	2023
	£	£
Employment Costs		
Wages & Salary	3,674,577	3,013,639
Temporary Staff Costs	172,286	108,561
Social Security Costs	362,039	319,774
Termination Payments	-	5,760
Pension Costs	177,768	132,051
	4,386,670	3,579,785

Notes to the Financial statements For the year ending 31 March 2024

The number of employees whose annual emoluments were £60,000 or more were:

	2024 Number	2023 Number
£60,001 - £70,000	1	1
£70,001 - £80,000	2	3
£80,001 - £90,000	1	2
£90,001- £100,000	1	

The aggregate pension contribution made by the charity on behalf of higher paid staff was £20,582 (2023: £22,036). Six (2023: Six) higher paid staff accrued benefits in defined contribution pension schemes. Key management personnel are defined as the trustees and the five members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £455,677 (2023: £461,949).

During the year there were no payments of redundancy and termination payments made by the charity (2023: £5,760). There were no outstanding liabilities at the year-end.

11. Pension Scheme

	2024 £	2023 £
Contributions paid to defined contribution scheme	<u>177,768</u>	<u>132,051</u>

12. Volunteers

Volunteers play a key role in the achievement of the aims of Sands. Further details on their role is further explained in note 3.5 of the Trustees' report.

Notes to the Financial statements
For the year ending 31 March 2024

13. Fixed Assets (Tangible)

	IT equipment £
Cost	
At 1 April 2023	145,776
Additions	21,958
Disposals	(4,342)
At 31 March 2024	<u>163,392</u>
Depreciation	
at 1 April 2023	82,945
Disposals	-
Charge for the year	29,819
at 31 March 2024	<u>112,764</u>
Net book value	
At 31 March 2024	<u>50,628</u>
at 31 March 2023	<u>62,831</u>

Notes to the Financial statements For the year ending 31 March 2024

14. Investments

	£
At 31 March 2023	1,025,995
Gain on investments	134,683
At 31 March 2024	1,160,678

Investment is held in COIF Charities Ethical Investment Fund Accumulation Units managed by CCLA. The historical cost of the investments was £1,000,000.

15. Stock

	2024	2023
	£	£
Publications, leaflets and fundraising materials	20,602	124,203

Notes to the Financial statements
For the year ending 31 March 2024

16. Debtors

	2024 £	2023 £
Trade Debtors	72,361	67,548
Other Debtors	-	21,549
Accrued Income	223,981	337,241
Prepayments & Receivables	462,461	148,975
	<u>758,803</u>	<u>575,313</u>

17. Creditors

Restricted Income received In year relating to charitable activity to be carried out in following year is deferred.

	2024 £	2023 £
Trade Creditors	407,916	117,794
Taxes & Social Security Costs	99,492	89,528
Other Creditors	45,489	52,223
Accruals	214,082	56,339
Deferred Income	86,800	-
	<u>853,779</u>	<u>315,885</u>

	Balance as at 1st April 2023 £	Amounts Deferred £	Amounts Released £	Balance 31st March 2024 £
Deferred Income	-	86,800	-	86,800
	<u>0</u>	<u>86,800</u>	<u>0</u>	<u>86,800</u>

Notes to the Financial statements For the year ending 31 March 2024

18. Analysis of movements of Restricted Funds

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£92,103 at the year end and the prior year end). An additional £31,113 of designated funds are also held for the Baird Family Hospital Project.

Current Year

	Balance at 1st April 2023	Incoming Resources	Outgoing Resources	Balance 31st March 2024
	£	£	£	£
DHSC - Bereavement in the Workplace	1,364	198,636	200,000	0
Scottish Power Foundation Befrienders	-	95,105	92,251	2,854
Berkshire Community Foundation - work in Berkshire	1,284	-	1,284	-
Scottish Govt: NBCP	119,165	-	119,165	-
Juditeras Research workshops	10,000	-	10,000	-
Tozers North Devon Sands	4,000	-	4,000	-
Scottish Government Various Projects	4,500	-	4,500	-
Student Midwife Training - Doris Field Charitable Trust	1,000	-	-	1,000
SUFC - Big Give	-	1,308	1,308	-
Next Plc/Sir James Reckitt Foundation/Astor Foundation - Saving Babies Lives/Sands Insight group/listening project	16,500	-	5,011	11,489
EG Foundation/ M6 Toll - Arboreteum Garden	3,352	-	3,352	-
Sea Meadow Trust /Light Fund - Siblings Support Project	30,000	-	1,500	28,500
Bereavement Support - designated regions across the UK	-	16,500	15,500	1,000
Ardonagh Trust - Memory Boxes	5,000	-	5,000	-
Saving Babies lives - Affirm Research Project	-	12,000	7,000	5,000
SUFC Team Start - HSBC	-	20,000	-	20,000
Stewarts Law Fondation- SUFC	2,500	-	2,500	-
The Big Give Protecting Futures: Saving Babies Lives Fund	-	82,659	82,659	0
Burnley and Nelson United Reformed Church - Regional support	5,000	-	5,000	-
The TBF and KL Thompson Trust - Bereavement Support Northern Ireland	2,500	-	2,500	-
Maximus Foundation – Hull and East Yorkshire Area	1,000	-	1,000	-
Parent Review Films	-	18,957	-	18,957
NBCP - Welsh Maternity Network	-	12,500	-	12,500
	207,165	457,666	563,530	101,301
Sands groups restricted funds for projects *	98,795	-	-	98,795
	305,960	457,666	563,530	200,096

Notes to the Financial statements
For the year ending 31 March 2024

Prior year	Balance at 1 April 2022 £	Income £	Expenditure £	Balance at 31 March 2023 £
DHSC – <i>bereavement in the workplace</i>	-	168,631	(167,267)	1,364
DHSC – <i>jointly leading Maternity Consortium with Tommy's</i>	-	43,852	(43,852)	-
Scottish Government – <i>core funding</i>		18,400	(18,400)	-
Welsh Government – <i>bereavement support projects</i>	18,000	61,104	(79,104)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	28,399	168,300	(77,534)	119,165
Berkshire Community Foundation - <i>Work in Berkshire</i>	1,284	-	-	1,284
Sands Groups Projects *	98,795	-	-	98,795
Scottish Government – <i>various projects</i>	4,500	-	-	4,500
Scottish Govt - <i>Joint Project Lothian Sands</i>	10,555	-	(10,555)	-
Juditeras – <i>Research workshops</i>	10,000	-	-	10,000
Tozers - <i>North Devon Sands</i>	4,000	-	-	4,000
Doris Field Charitable Trust - <i>Student midwife training</i>	-	1,000	-	1,000
Stewarts Law Foundation – <i>Sands United Football Club</i>	-	2,500	-	2,500
Next plc - <i>Sands Insight group/ listening project</i>	-	10,000	-	10,000
Sir James Reckitt Foundation - <i>Sands Insight group/ listening project</i>	-	5,000	-	5,000
Astor Foundation - <i>Sands Insight group/ listening project</i>	-	1,500	-	1,500
EG Foundation - <i>Arboretum Garden</i>	-	2,352	-	2,352
M6 Toll - <i>Arboretum Garden</i>	-	1,000	-	1,000
Sea Meadow Trust - <i>Siblings Support Project</i>	-	25,000	-	25,000
Light Fund - <i>Siblings Support Project</i>	-	5,000	-	5,000
The TBF and KL Thompson Trust - <i>Bereavement Support Northern Ireland</i>	-	2,500	-	2,500
Ardonagh Trust - <i>Memory boxes</i>	-	5,000	-	5,000
Burnley and Nelson United Reformed Church – <i>Support in the Burnley and East Lancashire area</i>	-	5,000	-	5,000
Maximus Foundation – <i>Hull and East Yorkshire Area</i>	-	1,000	-	1,000
Sundry less than £1,000	7,000	-	(7,000)	-
Total funds	182,533	527,139	(403,712)	305,960

Notes to the Financial statements
For the year ending 31 March 2024

19. Analysis of movements of Designated Funds

	Balance at 1 April 2023	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2023
	£	£	£	£	£
Fixed asset fund	62,831	(12,203)	-	-	50,628
Group project commitments	152,211	(843)	3,152	(2,000)	152,520
Total funds	215,042	(13,046)	3,152	(2,000)	203,148

Prior Year

	Balance at 1 April 2022	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2023
	£	£	£	£	£
Fixed asset fund	70,787	(7,956)	-	-	62,831
Group project commitments	184,481	5,749	2,450	(40,469)	152,211
Total funds	255,268	(2,207)	2,450	(40,469)	215,042

The purpose of the designation of the funds were as follows:

Fixed asset fund – to provide a reserve of monies to match the fixed assets held in order to make clear the free funds held by the charity.

Groups project commitments – to provide a reserve of monies to cover local Groups Projects which are planned to be completed as soon as is practically possible.

Notes to the Financial statements For the year ending 31 March 2024

20. Analysis of Funds

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	50,628	-	50,628
Investments	1,160,648	-	-	1,160,648
Current Assets	5,647,394	152,520	200,096	6,000,010
Creditors falling due within 1 year	(853,779)	-	-	(853,779)
	<u>5,954,264</u>	<u>203,148</u>	<u>200,096</u>	<u>6,357,507</u>

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	62,831	-	62,831
Investments	1,025,995	-	-	1,025,995
Current Assets	5,749,087	152,211	305,960	6,207,258
Creditors falling due within 1 year	(315,885)	-	-	(315,885)
	<u>6,459,197</u>	<u>215,042</u>	<u>305,960</u>	<u>6,980,199</u>

21. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	2023 £
Net movement in funds	(610,226)	739,109
Investment (gains)	(134,653)	(25,995)
Add back tangible asset depreciation charge	29,819	28,148
Decrease/ (increase) in stock	103,602	26,886
Loss/(profit) on disposals	(4,342)	-
Increase/ (decrease) in debtors	(183,490)	168,082
Increase in creditors	<u>537,895</u>	<u>55,720</u>
	<u>(261,397)</u>	<u>991,950</u>

Notes to the Financial statements For the year ending 31 March 2024

22. Analysis of changes in net funds

The charity had no debt during the year.

23. Operating Leases

The charity signed a lease for premises at 10-18 Union Street on 15th March 2022 for a period of 6 years. Lease payments charged for the year £8,146 (2023: £6018)

The operating lease commitments were as follows:

	Land and Buildings		Other	
	2024	2023	2023	2022
	£	£	£	£
Expiry date:				
Less than one year	7,510	7,510	-	-
More than 1 and less than five years	30,040	30,040	-	-
Over 5 years	-	-	-	-
	<u>37,550</u>	<u>37,550</u>	<u>-</u>	<u>-</u>

24. Joint Venture

In 2021 Tommy's and Sands agreed to form a Joint Policy Unit together to develop a policy resource in the form of a policy unit in support of making the UK the safest place in the world to have a baby.

It was agreed that this Unit would be a 50:50 Joint Venture with direct costs of running the Unit split equally between both parties.

Sands costs towards this unit amounted to £139,256 (2023: £100,828) (see note 6) and the charity received £69,628 (2023: £50,414) (see note 3) from Tommy's to cover these costs.

25. Related Party Transactions

There were no related party transactions in the year.

Sands

England & Wales - Charity number 299679

Accounts

Stillbirth and Neonatal Death Society
(A Company Limited by Guarantee)

Trustees' Report & Financial statements

Year ended 31 March 2023

Legal and administrative information

Trustees

Oliver Reichardt (Chair)
Susanna Speirs (Vice Chair Resigned 14 January 2023)
Sangeeta Agnihotri
Tom Burdett
Roxanne Burrows
Emma Gibbs
Dr David Hall (Vice Chair from March 2023)
Shetal Joshi
David Price
Dr Sarah Stock
Sarah Threadgould
Kelly Williams

Chief Executive

Dr Clea Harmer

Company Secretary

Piers Vimpany FCA DChA

Charity Number

299679

Scottish Charity Number

SC042789

Company Number

2212082

Registered office

10 -18 Union Street
London
SE1 1SZ

Statutory Auditor

MHA
6th Floor
2 London Wall Place
London
EC2Y 5AU

Principal Bankers

Lloyds Bank Plc
25 Gresham Street
London EC2V 7HN

Principal Solicitors

Russell-Cooke
2 Putney Hill, London | SW15 6AB

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Trustees' Report

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and Financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2023.

The Trustees confirm that the annual report and Financial statements of the charity have been prepared in accordance with the accounting policies set out in Note 2 to the Financial statements and comply with the charity's constitution, applicable law and the requirements of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)".

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report Regulations 2013) is not required.

Trustees' Report

1. Objects and values of the charity

The objects of Sands are: -

1. to promote the emotional, psychological and physical well-being of parents, their families and friends, when a baby dies in utero, at birth or soon after birth, by:
 - 1.1 the provision of support and information to those so bereaved and their carers; and
 - 1.2 by working collaboratively with health and social care professionals to improve and enhance professional practice with bereaved parents; and
2. to promote research and the implementation of best practice that will help identify the causes and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Sands' Vision is for a world where fewer babies die and where anyone who is affected by the death of a baby receives the best care and support for as long as they need.

To enable Sands to realise this vision there are four **Sands' Key Objectives**, which are outlined in the [2022-2025 Strategy](#):

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all;
2. To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced;
3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death;
4. To grow and develop sustainably to have impact now and in the future.

Underpinning these objectives are **Sands Values**, whereby the charity commits to:

- Be compassionate, collaborative, evidence-based and inclusive;
- Work as one organisation; learning from experience and striving for continual improvement through innovation;
- Be open and honest; working with respect and integrity; showing empathy and being inclusive in everything the charity does.

Trustees' Report

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the [2022-2025 Sands Strategy](#). Total charitable expenditure at Sands was £3.64m in 2022/2023 (2020/21: £2.77m).

2.1 Main achievements in 2022/2023



The Sands Strategy 2022-2025 sets out four strategic objectives which provide a basis to demonstrate our commitment to our core aims and how we delivered on these in 2022/2023.

1. **To be a welcoming, supportive community which is inclusive, accessible, and known to all by:**
 - 1.1 Giving an equitable welcome to all
 - 1.2 Actively finding and bringing people to Sands
 - 1.3 Taking a person-centred approach
 - 1.4 Working effectively at a local and national level across all four nations
 - 1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Trustees' Report

2. **To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced by:**
 - 2.1 Understanding why babies die and developing new knowledge to save babies' lives
 - 2.2 Improving safety in pregnancy, birth, and the neonatal period
 - 2.3 Reducing inequalities in perinatal mortality
 - 2.4 Being as well known for saving babies' lives as we are for bereavement support and care
3. **To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death by:**
 - 3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality
 - 3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace
 - 3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need
 - 3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base
4. **To grow and develop sustainably to have impact now and in the future by:**
 - 4.1 Being trusted and respected as the UK's baby loss charity / or Being the 'go-to' baby loss charity
 - 4.2 Ensuring income grows sustainably
 - 4.3 Ensuring that as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve
 - 4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Trustees' Report

Strategic Objective 1 - To be a welcoming, supportive community which is inclusive, accessible, and known to all

Overarching outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

In March 2023 a survey¹ showed:

- o 64% of the general population have some experience (personal or friend/family) of pregnancy loss or baby death
- o 25% of the general population had heard of Sands, with 40% of those directly affected by pregnancy loss or baby death having heard of Sands.

1.1 Giving an equitable welcome to all

Outcome we want to see:

Sands' community includes everyone who wants to be involved, regardless of who they are or what their experience has been

In 2022/23 we:

- o Established online support groups for bereaved parents and families from black and South Asian communities
- o Translated the Sands Bereavement Support Book into nine languages and an Easy Read version
- o Updated the Bereavement Support Book with new content, including on Termination for Medical Reasons (TFMR)
- o Developed sibling support materials

¹ Omnibus Research by Moorhouse Market Research (March 2023)

Trustees' Report

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

1.2 Actively finding and bringing people to Sands

Outcome we want to see:

Every bereaved parent receives information about Sands after pregnancy loss or baby death

In 2022/2023 we:

- o Had over 90 Hospital Liaison Volunteers acting as the link between hospitals and all of Sands' services
- o Used social media to increase reach and awareness amongst all bereaved parents and families

1.3 Taking a person-centred approach

Outcome we want to see:

People's individual needs for support or involvement are met

In 2022/2023 we:

- o Developed Bereavement Support Services Officer training framework to ensure a person-centred approach was embedded
- o Started a supporter journey project to establish and identify individual needs
- o Developed new volunteer roles
- o Piloted a Muslim memory box

"Absolutely outstanding, the memory boxes and the support is magnificent. Couldn't fault them. Just absolutely amazing and gives you groups and services you can talk to that doesn't make you feel like you're alone"

"We both have gained so much from Sands, not only do we feel recognised as Asian bereaved parents but it's given us a purpose"

Quotes from bereaved parents who have accessed Sands' services

Trustees' Report

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

1.4 Working effectively at a local and national level across all four nations

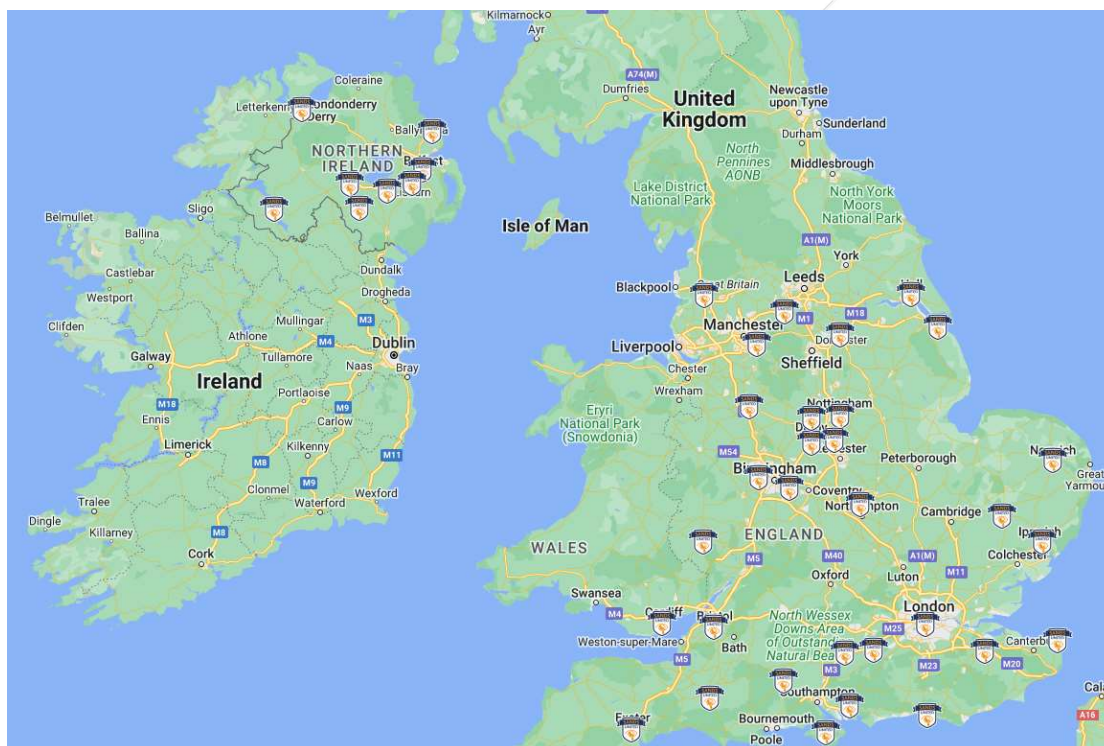
Outcome we want to see:

Sands is relevant to all communities, whether local or national, across the whole UK

In 2022/2023 we had:

- o 92 [Support Groups](#) around the UK, and 90 Hospital Liaison Volunteers as outlined above
- o Support for black and for South Asian communities provided by dedicated bereavement support officers
- o 42 Sands United Football teams around the UK

Location of Sands United Football teams:



Trustees' Report

Strategic Objective 1 (continued) - To be a welcoming, supportive community which is inclusive, accessible, and known to all

1.5 Raising awareness about pregnancy loss and baby death, and about Sands

Outcome we want to see:

The population are aware of the extent of baby loss, and of Sands and what we offer

In 2022/2023:

- o During Sands Awareness Month 2022, #TogetherWeAreSands reached 1.3 million people with 4.8 thousand views of the [Together We Are Sands video](#)
- o Baby Loss Awareness Week 2022, which is led by Sands, reached 72.6 million around the world (including 3.8 million specifically for Sands)



- o We started a brand review to ensure we can effectively raise awareness around pregnancy loss and baby death

Trustees' Report

Strategic Objective 2 -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

Overarching outcome we want to see:

Babies lives are saved, and the UK is on track to reduce stillbirths and neonatal deaths by 50% by 2025

In 2021 (latest data available) the figures sadly show that the rates of stillbirth and neonatal death are increasing instead of decreasing. The reasons for this are not yet fully understood, but may be connected to the impact of Covid.

- o Rate of stillbirth = 4.1/1000 live births which is an increase on 2020's rate of 3.9/1000 live births
- o Rate of neonatal death = 2.9/1000 live births which is an increase on 2020's rate of 2.8/1000 live births

2.1 Understanding why babies die and developing new knowledge to save babies' lives

Outcome we want to see:

Babies lives are saved

In 2022/23 we:

- o Reviewed the latest available data which showed stillbirth and neonatal death rates had increased in 2021 (see above)
- o Supported [90 Research Studies](#) with direct input to 10 studies
- o Developed new [research website pages](#) to share information
- o Developed [training for healthcare professionals to help better engagement of parents in reviews](#)
- o Developed Sands Insights Core Group to include parent input into a range of projects and studies
- o Shared bereaved parents' concerns with the NHS and the Department of Health and Social Care to help address the Perinatal Pathology crisis

Trustees' Report

Strategic Objective 2 -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

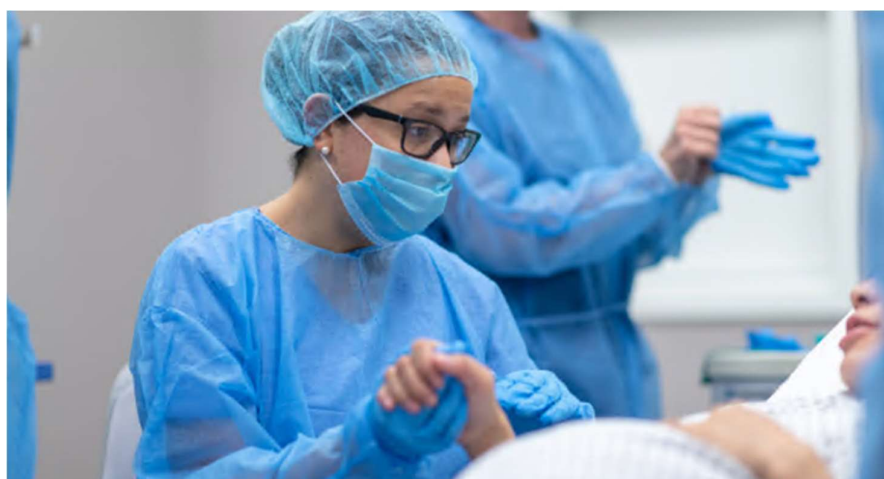
2.2 Improving safety in pregnancy, birth and the neonatal period

Outcome we want to see:

The highest standards of evidence-based maternity and neonatal care are delivered consistently across the UK

In 2022/2023 we:

- o Ran a [Safe Staffing Campaign](#) following which the Government committed to 2,000 more midwives and to a Workforce Plan (which was delivered in June 2023)
- o Set up the [Sands and Tommy's Joint Policy Unit](#) in January 2022 and developed a strategy designed to save babies' lives and tackle inequalities
- o Provided input into the NHS England's [Saving Babies' Lives Care Bundle version 3](#)
- o Contributed as part of the [Perinatal Mortality Review Tool \(PMRT\)](#) and the [Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK \(MBRRACE-UK\)](#) collaboratives and their work
- o Were involved in wide range of external programmes of work in [Scotland](#) and across the UK



Trustees' Report

Strategic Objective 2 -To save babies' lives and to ensure inequalities in pregnancy loss and baby death are reduced

2.3 Reducing inequalities in perinatal mortality

Outcome we want to see:

All mothers and babies have equity of outcome compared with the current best position

Current position:

- o Black, Black British babies have double the stillbirth rate of white babies and almost double the neonatal mortality rate²
- o Stillbirth rates in the most deprived areas are almost double those in the least deprived areas, and neonatal mortality rates also increase with deprivation³

In 2022/2023 we:

- o Started the Listening Project to compliment the MBRRACE-UK Confidential Enquiry into black and Asian women's care before and after their baby's death
- o Completed and published research on [the experiences of black and South Asian bereaved parents with researchers in Leicester](#)
- o Jointly led the [Maternity Consortium](#) with Tommy's as part of the Government's Health and Wellbeing Alliance which aims to reduce inequalities

2.4 Being as well known for saving babies' lives as we are for bereavement care and support

Outcome we want to see:

Sands gains support from those who want to see babies' lives saved

In 2022/2023 we

- o Developed our Saving Babies' Lives narrative, providing a framework for our work in saving babies' lives work that is clear, consistent and inclusive
- o Publicly demonstrated our commitment to saving babies' lives through the launch of the [Sands and Tommy's Joint Policy Unit](#) and through the [Safe Staffing Campaign](#)

² Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

³ Saving Babies' Lives Report – Sands and Tommy's Joint Policy Unit (May 2023)

Trustees' Report

Strategic Objective 3 - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

Overarching aims we want to see:

- *The Bereavement Support we offer demonstrably meets the diverse needs of bereaved parents and families*
- *The National Bereavement Care Pathway is embedded across England and Scotland and Bereavement Care Pathways have been introduced in Wales and Northern Ireland*

3.1 Ensuring Sands provides appropriate and person-centred support of the highest quality

Outcomes we want to see:

- *Bereaved parents feel support from Sands has helped them*
- *Bereaved parents and families are able to grow around their grief, feel hopeful for the future, and have increased self-efficacy*

In 2022/2023:

- Sands provided support to over 54,000 people
 - ▶ Over 21,915 people accessed support through Sands channels
 - ▶ Over 32,519 people accessed support through using Sands resources
- We staffed all our support channels, including:
 - ▶ The Facebook Support Group with 14,750 members
 - ▶ The Online Community with 926 new users and 43,103 user visits
 - ▶ Answering 2,978 emails
 - ▶ Answering 2,461 telephone calls

"Many thanks for your sensitive, informative, honest response to my email. I have never ever received such a sweet and compassionate letter regards the loss of my baby."

Quote from bereaved parent who have accessed Sands' services

Trustees' Report

Strategic Objective 3 - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

- o We sent out:
 - ▶ 12,849 Bereavement support books
 - ▶ 5,039 Birth certificates
 - ▶ 2,315 Memory Boxes
 - ▶ 462 Long Ago Bereaved resource packs
 - ▶ 821 Baby Details Books
 - ▶ 4,349 Hand and Footprint kits
 - ▶ 6,538 Bereavement packs
 - ▶ 218 Tracing a baby's grave booklets

"The telephone support was phenomenal – very supportive – very personal – very appropriate – very understanding and made me feel less alone with my grief."

"Again my thanks for giving me the courage to try to resolve this problem that has haunted me for over 50 years."

Quotes from bereaved parents who have accessed Sands' services

- o We provided local support:
 - ▶ Through over 90 [local support groups](#) run by befrienders – including 2 new groups, 31 new befrienders, and collaborative support of and working with 6 [SiMBA Charity](#) support groups in Scotland
 - ▶ Through activity-based support across the UK such as running groups and choirs

Trustees' Report

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

- ▶ Through over 40 [Sands United Football teams](#) supporting over 800 people



3.2 Ensuring excellent and equal bereavement care is offered by everyone, particularly within healthcare settings and the workplace

Outcome we want to see:

Bereaved parents and families are supported in their grief journey as they receive the care they need in both healthcare settings and the workplace

In 2022/2023 we:

- o Continued to roll out and embed the [National Bereavement Care Pathway \(NBCP\)](#) in England with:
 - ▶ 90% of NHS Trusts signed up to the NBCP
 - ▶ The launch of the NBCP toolkit and regional NBCP workshops delivered
- o Continued to roll out and embed [National Bereavement Care Pathway Scotland](#) with:
 - ▶ The pathway being embedded in The Best Start programme and mandatory
 - ▶ New Boards joining the Early Adopters
- o Continued discussions in Wales and Northern Ireland with plans for further development
- o Trained over 90 Hospital Liaison Volunteers (HLVs) to act as the link between hospitals and all of Sands services.
- o Increased the diversity of HLVs to ensure inclusion of men, BAME and LGBTQIA communities

Trustees' Report

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

3.3 Being a centre of excellence; creating educational and learning resources to equip professionals and volunteers with the skills and knowledge they need

Outcomes we want to see:

- o *All professionals and volunteers can access appropriate training and then offer/deliver the care and support that is needed*
- o *Sands is acknowledged as a leader in the field in this area*

In 2022/2023 we:

- o Trained 3,417 people including:
 - ▶ 2,852 healthcare professionals
 - ▶ 430 bereavement in the workplace
 - ▶ 126 volunteers
 - ▶ 9 counsellors (only Q4)
- o Feedback on the training showed:
 - ▶ Average rating of knowledge before training: **7/10** / Average rating of knowledge after training: **9/10**
 - ▶ 89.8% of respondents rated the training **5/5** / Average rating of training: **4.9/5**
- o Developed new training for mental Health Practitioners
- o Developed a new training programme for Counsellors and Therapists (getting endorsed by the Counselling and Psychohistory Awarding Body (CPCAB))
- o Developed new training for sonographers & ultrasound practitioners
- o Refreshed the training for Student Midwives with new content and format
- o Launched new Bereavement in The Workplace educational films (with the guide translated into 12 different languages, large print, audio and Easy Read)

Trustees' Report

Strategic Objective 3 (continued) - To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

3.4 Campaigning for excellent bereavement care and support, and building a committed and engaged supporter base

Outcomes we want to see:

- o *Better care and support at both a local and a national level*
- o *Supporters able to support campaigns that they care about*

In 2022/2023:

- o We campaigned for [access to Bereavement Care Training](#) during Sands Awareness Month 2022 with 1,058 people taking the e-action
- o Following the campaign NHS England announced £1.3 million funding for trusts to improve bereavement care, including training

Trustees' Report

Strategic Objective 4 - To grow and develop sustainably to have impact now and in the future

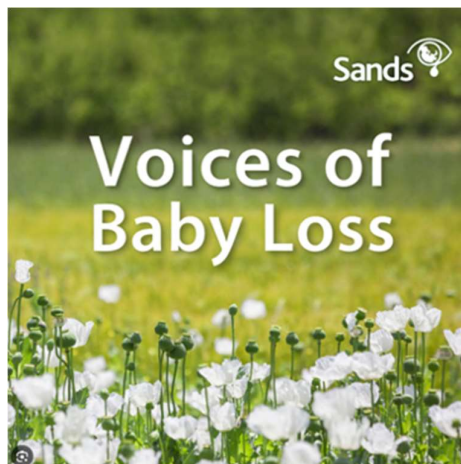
4.1 Being trusted and respected as the UK's 'go-to' baby loss charity

Outcomes we want to see:

- o *The number of people who benefit from our work increases; the number of supporters increases; the size of the charity increases along with an ability to drive the change that is needed*
- o *Sands' influence increases along with an ability to drive the change that is needed*

In 2022/2023:

- o We welcomed Donna Ockenden as our newest Ambassador
- o The ITV 1 Million Minutes campaign featured Sands as one of eight charities
- o Lewis Capaldi released a new version of his [video for Pointless](#)
- o Voices of Baby Loss trended No. 6 in the wellbeing category.



- o We used social media to reach more people with:
 - ▶ Organic social media reach of 18,475,706
 - ▶ Paid social media reach of 13,778,921
 - ▶ An 11% increase in total reach (organic plus paid)
 - ▶ A 3% increase in users on Sands and Training websites
- o During Baby Loss Awareness Week 2022 Sands reached 3.8 million people

Trustees' Report

Strategic Objective 4 (continued) - To grow and develop sustainably to have impact now and in the future

4.2 Ensuring income grows sustainably

Outcome we want to see:

Income is in line with budgets and projections/forecasts

In 2022/2023

Overall fundraising income for 2022/2023 = **£7,029,911** (6% ahead of previous year) with 11.8 months of reserves

- o Community Fundraising
 - ▶ Raised in excess of £3.2 million and counting
 - ▶ Delivered 13 Facebook Fundraising events
 - ▶ Grew Starlight Walks and hero event Ribbon Run



- o Individual Giving
 - ▶ Sands' first legacy fundraising campaign was launched in September
 - ▶ Welcome to Wrexham raised £16,565 which included support from Wrexham AFC owners, Rob McElhenny and Ryan Reynolds.
- o Partnerships and Philanthropy Fundraising
 - ▶ Achieved £1,286,694 against budget £862,000

Trustees' Report

Strategic Objective 4 (continued) - To grow and develop sustainably to have impact now and in the future

4.3 Ensuring that as it grows, Sands is known for the impact it makes, for its integrity, and for its willingness to learn and continually improve

Outcomes we want to see:

- o *Sands can demonstrate the difference it makes and is acknowledged nationally and locally for this*
- o *Sands does the right things for the right reasons and in the right way; volunteers, supporters and staff feel they can trust Sands to do the right thing*
- o *Sands improves and innovates – making more of a difference year-on-year*

In 2022/2023:

- o We responded to the needs of the charity, members and supporters by changing the charity's Articles of Association at the 2022 AGM following a long period of consultation
- o We launched a new and innovative way of working collaboratively with the [Sands and Tommy's Joint Policy Unit](#)

Sands & Tommy's Policy Unit

Working together
to save babies' lives

- o The 2022 Staff survey showed that 100% staff feel proud to work for Sands and 82% staff feel they can try new ideas without being worried if they will work

Trustees' Report

4.4 Supporting the sustainable growth of the charity with appropriate capacity, infrastructure, and resources

Outcomes we want to see:

- o *Sands has the right infrastructure for growth and development*
- o *Sands is truly diverse and inclusive, and acts equitably*
- o *Sands has the right people with the right skills who are supported to do the right thing*
- o *Sands is an environmentally sustainable organisation*

In 2022/2023

- o We improved the way data can be managed and used by:
 - ▶ Setting up Digital Working Group to oversee and prioritise all data-related work
 - ▶ Implementing Cyber Awareness Training
- o We improved the ways people work in Sands by:
 - ▶ Moving to new offices in the [RCOG building in Union Street](#)
 - ▶ Introducing a new pension scheme
- o We improved the way Sands' finances are managed by:
 - ▶ Changing auditors to [MHA](#) in order to get a fresh view on the finances and processes of the charity
 - ▶ Diversifying the asset base with investment of £1m into CCLA Ethical Investment fund



Trustees' Report

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is 10 -18 Union Street, London, SE1 1SZ. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789) including its network of around 90 Sands' Groups and over 40 Sands United Teams.

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who, prior to the Governance changes in late 2022, were elected by the members at the AGM in accordance with the Articles of Association, which is the charity's governing document. The Trustees are now appointed via recommendations from the Nominations Committee.

The Trustees act as Directors of the charitable company. The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved by pregnancy loss or the death of a baby.

All recruitment to the Board of Trustees is now supported by the Nominations Committee who make recommendations to the Board. Newly co-opted/elected Trustees are provided with an induction which includes the latest guidance,⁴ as well as key information from the Charity Commission⁵. Trustees are provided with training opportunities in order to widen their skill sets and knowledge.

⁴ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf

⁵ *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

Trustees' Report

3.1 Sands Board of Trustees (continued)

The functions of the Board are set out in Clause 22 of the Articles of Association and include setting the overall strategic development of the charity; reviewing and adopting the annual business plan and budget; monitoring the performance of the charity in relation to plans and budgets; ensuring that the charity's affairs are conducted in accordance with generally accepted standards of performance and propriety; overseeing the performance and activities of local Sands Groups; and ensuring that appropriate advice is taken, particularly with regard to matters of legal compliance and financial viability.

The Board of Trustees also delegates authority to standing sub committees and/or 'task and finish' working groups, as appropriate, who operate within the Reservation and Delegation of Board Powers and associated Framework of Authority.

Prior to the governance changes during the year Trustees were able to serve no longer than seven years from the AGM at which they were first elected. After the governance changes in November 2022 this changed and now a Trustee shall retire three years after their appointment. However, Trustees are eligible for re-appointment for a second three year term provided that no Trustee serves more than six years in office. In exceptional circumstances the Board may resolve that a Trustee may serve one further term of a maximum of three years. The Nominations Committee is undertaking succession planning to ensure continuity.

Trustees' Report

Trustees that served during the financial year under review and up to the date of approval of these financial statements:

Oliver Reichardt Elected 23 November 2018; Re-elected 13 November 2021
(Chair from Nov 2018)

Susanna Speirs (Co-opted 24 September 2016; Elected 29 October 2016;
(Vice Chair from Dec 2018- Jan2023 Re-elected 4 November 2019, 12 November 2022,
resigned 14 January 2023)

Sangeeta Agnihotri Elected 14 November 2020

Tom Burdett Elected 17 November 2018; Re-elected 14 November 2020
(Treasurer from July 2020)

Roxanne Burrows Elected 13 November 2021

Emma Gibbs Elected 17 November 2018; Re-elected 14 November 2020

David Hall Elected 17 November 2018; Re-elected 13 November 2021
(Vice Chair from March 2023)

Shetal Joshi Elected 14 November 2020; Re-elected 12 November 2022

David Price Elected 17 November 2018; Re-elected 13 November 2021

Dr Sarah Stock Elected 23 November 2019; Re-elected 12 November 2022

Sarah Threadgould Elected 14 November 2020; Re-elected 12 November 2022

Kelly Williams Elected 14 November 2020

None of the Trustees have any beneficial interest in the company. [Short biographies of all Trustees](#) are on the Sands website:

Trustees' Report

3.2 Sands Nominations Committee

Members of the nominations committee, who were all appointed in June 2023 are :

- o Roxanne Burrows (Trustee representative)
- o Laura Campbell
- o Lauren Chandra-Ramanan
- o Sarah Christian
- o John Nicholls
- o Chloe Ratan
- o Greg Tallent
- o Kate Urquart
- o John Whitehouse (Chair)
- o Kelly Williams (Trustee representative)

3.3 Board Sub-Committees

In 2022/2023, the following Sub Committees and Working Groups supported the work of the Board:

- o Governance Sub Committee
- o Finance, Audit & Risk Sub Committee
- o Nominations Committee

Trustees' Report

3.4 Day-to-day operations of the charity and key management personnel

The Chief Executive, Dr Clea Harmer, together with the senior leadership group, is responsible for, and provides oversight of, the delivery of Sands' organisational strategy and the annual business plan for the organisation, ensuring compliance with statutory requirements and best practice approaches at national level. The key members of the senior leadership group are:

- o Daniel Brett-Schneider as Director of Fundraising & Communications
- o Jen Coates as Director of Volunteering & Bereavement Support
- o Kate Mulley as Director of Research, Education & Policy
- o Piers Vimpany as Director of Finance & Resources

In accordance with the organisation-wide pay policy which applies to all staff across the organisation including key management personnel, the pay and remuneration of the charity's key management personnel has been benchmarked and set with reference with an independent market review of staff salaries that was completed in September 2019 and then subsequently in January 2022.

3.5 Staffing and staff profile

The charity employed an average of 86 staff during the period under review - equivalent to 73 FTE (full-time equivalent members of staff).

56% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 26% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounted for 18% of total staff.

Trustees' Report

3.6 Sands volunteers and groups

Sands has around 500 volunteers and 90 groups and 40 Sands United Teams who provide national support for Sands' vision, mission, and strategic objectives.

Sands' Befrienders are volunteers who deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Sands' Hospital Liaison Volunteers also create valuable links with hospitals across the UK that facilitate a range of further support to health professionals looking to offer excellent bereavement care. They can also ensure that bereaved parents and families, and healthcare professionals are aware of the extent of Sands' work.

Sands' volunteers help to prevent the loss of babies' lives through raising awareness of the shocking number of babies dying each year on both a national and a local level, and by campaigning for the changes that are needed. They are also vital to the fundraising efforts of the charity; ensuring that it can achieve its ambitious aims and continue to grow.

Sands is very grateful for the wonderful work of its amazing volunteers, without whom it would not be possible for Sands to achieve nearly as much.

Trustees' Report

4. Review of Finances, Fundraising and Risk

4.1 Financial Review

o *Income*

Total income for the year to 31 March 2023 was £7,512,954 (2022: £6,754,116) which represents a 11% increase year-on-year.

The reason for this success has been due to a combination of factors including the continued success of the challenge events team, who have been able to engage new audiences with high profile events such as Jog 50; 10,000 steps; and a number of other challenges for parents and supporters. The charity was very successful in increasing statutory income to £436,504 in the year compared to £20,400 in the previous year which includes a £0.56m multi-year commitment from the Department of Health and Social Care to support e-learning and bereavement in the workplace training. In addition, the charity received legacies of £283,206 in the year compared to £4,124 in the previous year.

o *Expenditure*

Total Expenditure for the charity to 31 March 2023 was £6,799,839 (2022: £4,589,230) which represents an increase of 48% year-on-year.

The main reason for the increase in expenditure was building up activities in response to the increased income the charity received over the previous two years. This included substantial increases in research and prevention (57% increase), Bereavement care and hospital liaison (90% increase), the joint policy unit with Tommy's alongside work with the National Maternity Consortium (292%), Groups and volunteers (19%), Bereavement support (34%) and Policy and Campaigns (36%). The training and education team was restructured during the year and costs remained static in this area.

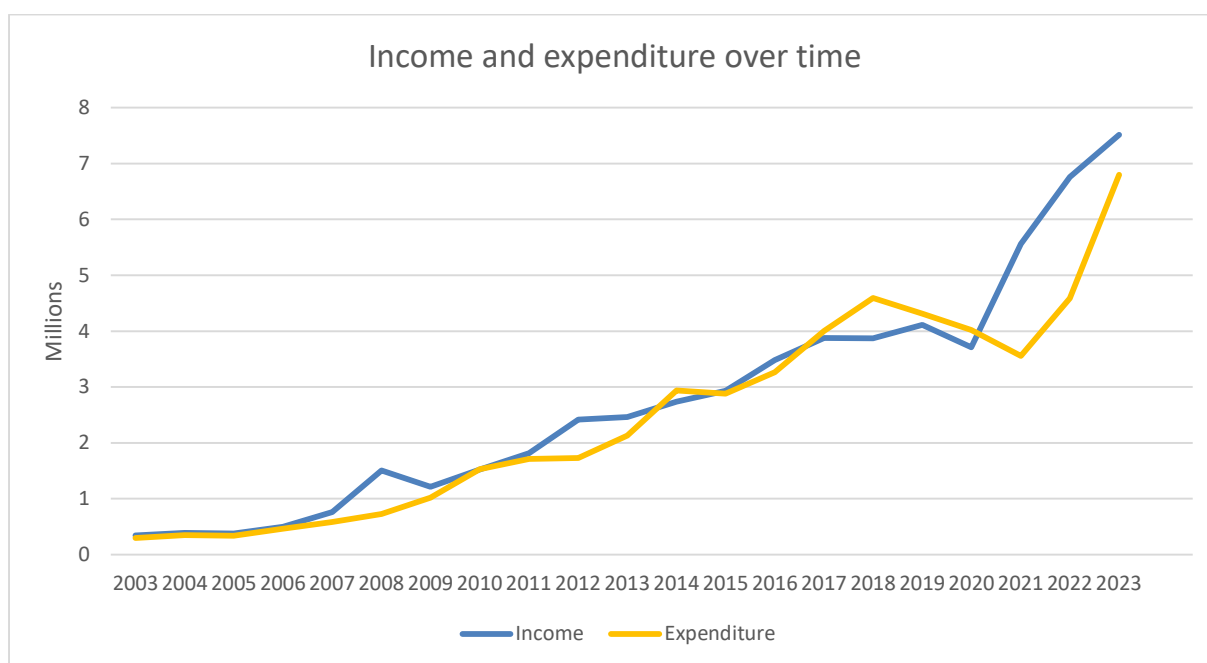
In addition to increased spending on core work, fundraising expenditure also increased substantially (70%) partly because of the increased levels of income but also to ensure the charity has diversified and sustainable income streams into the future.

Trustees' Report

o *Net Surplus*

The net surplus amounted to £739,109 vs a prior year surplus of £2,164,886. The surplus on unrestricted funds amounted to £615,682 (2022: £2,283,887).

It is planned to further increase spending in 2023/4 to £8.4m. This will see expenditure increase to levels of expected income and restore the long-term trend as demonstrated by the chart below which shows Sands income and expenditure over the last 20 years.



o *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2023 were £6,980,199 (2022: £6,241,090). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 18 and 19* respectively. The *Statement of Cash Flows* on page 51, shows net cash outflows from operating activities of £28,241 however this was largely due to £1,000,000 being transferred to investments. 2022 saw a cash inflow of £1,862,416 in the year, which is further detailed in Note 21.

Trustees' Report

4.2 Reserves Policy

The policy for Reserves has been revised by the trustees taking account of the following long-term considerations:

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs
- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

The reserves of the charity are regarded as having three layers each set separately at four months of future operating expenditure:

The first layer (top level) is intended to smooth out limited and temporary shortfalls in income to provide funds to protect services at current levels and/or to make further investment in fundraising. The funds for this layer are invested in readily available cash deposits or longer-term deposits.

The second layer (middle level) would allow the charity to consider a measured reduction in expenditure when a fall in income appears to be of a substantial or longer-term nature. Depending on the overall reserves levels, Trustees will consider whether these amounts should be held in cash or invested in strategic income generating activities, longer-term deposits, gilts or equities, with a view to long-term growth.

The third layer (base level) is held as core reserves and provides a strategic minimum reserve fund. The funds for this layer are held as readily available cash deposits. The charity is in the process of restructuring its funds to match the policy, at the year-end funds were largely held in bank deposits.

Trustees' Report

- o *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 8 and 12 months cash operating expenditure (excluding depreciation).

Total reserves stood at £6,980,199 (2022: £6,241,090) however these funds include restricted funds (where a commitment has been made to spend these monies on a particular purpose) amounting to £305,960 (2022: £182,533) and also designated funds held as fixed assets and commitments for groups projects amounting to £215,042 (2022: £255,268).

The remaining free (general fund on the balance sheet) reserves at the year-end stood at £6,459,197 (2022: £5,803,289). This represented 9.3 months (2022: 10.6 months) of projected expenditure for the next twelve months. The budget for 2023/23 has been set to maintain reserves with the 8 to 12 month target identified in the reserves policy.

Trustees' Report

4.3 Investments policy

The Investment Powers of the trustees are defined in Section 4 of the Company's Articles adopted in November 2022.

The amount available for Investment is determined in the Reserves Policy and future cash flow forecasts. The Investment Objectives are to ensure that the charity's surplus funds are invested to produce a market rate of return consistent with the obligation to meet immediate financial needs and to take account of future spending commitments and possible unplanned changes in activities and the general economic outlook. Any additional funds should be invested to provide income and long term growth within the charity's risk profile.

The attitude to Risk is formally described as being a "cautious" risk profile, recognising to the need to diversify risk across institutions and asset classes. The types of investments will be cash, near cash deposits, gilts, property, bonds, collective investments and equities. Speculative investments such as traded options and futures are prohibited.

To account for Ethical Considerations the charity will not invest in any organisation where there is a practical conflict with our aims and activities (in line with our Ethical Policy) and will avoid investments which may hamper our work by making potential beneficiaries unwilling to use the services of the charity or would alienate supporters.

Investment decisions are the responsibility of the Board who also agree the Investment Policy. However, the Board may delegate management of part of the investments to an approved investment adviser, in accordance with an agreement approved by the Board, and may delegate to the Finance and Resources Committee the management of the remaining part of the portfolio, to be held in cash and near cash deposits with financial institutions approved by the Board.

The Reporting requirements for investment managers will be agreed on a case by case basis, but will include a minimum of a quarterly valuation report to be submitted to the Finance, Audit and Risk Committee (FAR) and an annual performance report to be submitted to the Board. The FAR will review the investment manager's report at each of its meetings, together with a report on the investment of cash balances and it will agree recommendations for future investment of these balances. The FAR will meet at least once a year with the investment manager to review investments and performance and will report on this to the Board at its next meeting. The appointment of the investment manager can be determined by the Board at any time, but will be reviewed at least once every three years.

Trustees' Report

4.4 Going concern

2023 has been another very successful year for Sands financially and operationally. Whilst expenditure is budgeted to exceed income in the coming year with the levels of reserves the charity holds the Trustees are confident that the charity will remain a going concern for the foreseeable future.

Trustees' Report

4.5 Statement of Fundraising Practice

o *Approach to fundraising*

Sands is registered with the Fundraising Regulator and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2023, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

Sands' Fundraising Promise outlines how we are committed to treating donors and the public with respect, fairness, honesty, and clarity in our fundraising activities. Sands will ensure it keeps its fundraising practices under review and will work with others with the aim of improving practice across the charity sector.

o *Monitoring of fundraising carried out on behalf of Sands*

Sands takes all reasonable steps to monitor fundraising carried out on behalf of the charity to ensure no harm comes to staff, volunteers and those that fundraise for the charity. Clear signposting to relevant fundraising guidance and forms is available on the Sands website. Adherence to all relevant policies and procedures to safeguard and protect are monitored by the designated fundraising staff lead for the event.

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process. There have been no complaints about fundraising in 2022/2023.

o *Steps we take to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate*

Sands takes its responsibility to protect the public, and especially vulnerable people, very seriously. Sands reviews all existing and new fundraising activity and ensures full oversight through a rigorous development and sign-off process.

Trustees' Report

Sands acknowledges the unique connection between the bereavement and fundraising journey for individuals and families raising money for Sands. Sands has an ongoing commitment to upskilling staff across all teams to respond sensitively to fundraisers who may also be bereaved and in recognising and flagging safeguarding issues.

Sands has a Safeguarding Lead and safeguarding training for all staff. Whilst bereavement is not in itself a reason for classifying someone as a vulnerable adult, Sands recognises that it places significant pressure on individuals who may move in and out of vulnerability during their journey with Sands.

4.6 Risk identification and management

The Trustees are committed to an effective programme of risk management to ensure the continuity and sustainability of the organisation and its ability to achieve its strategic objectives. The Finance, Audit & Risk Sub Committee of the Board of Trustees reviews the charity's *Risk Register* on an annual basis and the key risks to the organisation are reviewed on a quarterly basis to ensure that appropriate measures are taken to mitigate and manage risk.

The Trustees have identified the principal risks as:

1. *Impact of staffing pressures in the NHS leads to inability to delivery safety measures and bereavement care*

One of the principal risks faced by our charity pertains to the persistent staffing pressures within the National Health Service (NHS). A chronic shortage of healthcare professionals, compounded by budgetary constraints and other systemic pressures, can potentially impede the NHS's capacity to deliver safe maternity care and compassionate bereavement care for those who have lost a pregnancy or whose baby has died. .

This poses a substantial risk to Sands; in order to save babies' lives and ensure everyone receives excellent bereavement care the NHS must function effectively.

The deficit in NHS resources could hamper our ability to achieve strategic goals. It is therefore crucial for Sands to proactively manage this risk by adapting our strategies as necessary, working with healthcare professionals and campaigning for safe staffing and sustained investment in the NHS, to ensure the delivery of vital safety measures and bereavement care.

Trustees' Report

2. Risk of income reductions

Sands, like many charities, faces the risk of income reductions, which can severely impact our ability to deliver crucial services and support. A decrease in income could stem from a variety of factors such as a downturn in the economy, a decline in individual donations, reduced corporate sponsorship, or changes in government funding policies. Such financial instability could significantly hinder our capability to meet the needs of those we serve, potentially affecting the breadth and quality of services we offer. It could also constrain our ability to invest in long-term strategic initiatives aimed at reducing baby loss in the UK. We are therefore committed to diversifying our income sources, carefully monitoring our financial health, maintaining healthy levels of reserves and maintaining a robust fundraising strategy to mitigate this risk.

3. Inability to function as a result of a cyber attack

The threat of a cyber-attack is a risk that could disrupt our operations and compromise the sensitive information of those we support. A significant cyber-attack could lead to loss of critical data, interrupt our digital communications, and undermine trust in our organisation, impacting our reputation and our fundraising abilities. Therefore, we continuously work on enhancing our IT security infrastructure and protocols, provide regular training for our staff to recognise and avoid potential threats, and have contingency plans in place to ensure we can maintain operations in the event of a cyber-attack.

4. Effect of inflation on expenditure

The impact of inflation is a notable risk as it can erode our purchasing power and increase operational costs. This can mean less of our income being directed towards our primary mission as more resources are used to cover escalating expenses such as salaries and the cost of services and materials. The unpredictability of inflation rates adds an element of financial uncertainty, making budgeting and financial planning more challenging. To manage this risk, we maintain an active approach to financial management, including regular budget reviews, flexible financial planning, and maintaining reserves to cushion against inflationary shocks.

Trustees' Report

5. *Dependency on Facebook*

Our charity's significant dependence on Facebook for roughly half of our fundraising income presents a risk. Changes in Facebook's algorithms, policies, or popularity could affect our reach and engagement, potentially leading to a significant drop in donations. We are also vulnerable to technical issues or changes in user behaviour on the platform. While social media is a powerful tool for fundraising and awareness-building, it's essential that we mitigate this risk by broadening our fundraising channels, exploring other social media platforms, and investing in direct outreach initiatives to diversify our income sources and reduce our reliance on a single platform.

Trustees' Report

5. Plans for the future

2022/2023 marked the first year of Sands' [2022 2025 Strategy](#) which provides a clear and ambitious roadmap for how Sands intends to save babies' lives and to improve care and support for anyone affected by the death of a baby. The strategy recognises the ways in which Sands can uniquely make a difference, and it outlines how we will grow in a way that is not only sustainable, but also that maintains our sense of purpose and direction whilst ensuring that our values are truly embedded in everything we do.

The four strategic objectives, outlined below, will guide Sands' work for the next few years.

1. To be a welcoming, supportive community which is inclusive, accessible, and known to all

It is clear that the idea of Sands as a community is at the very heart of all that we do – it is who we are, and it is how we make a difference. We will continue to focus on ensuring all those affected by pregnancy loss and baby death feel welcome in Sands, further developing our programme of work with black and South Asian communities and exploring how to work with younger parents.

We will continue our work to build Sands in local communities and to connect virtual and in-person activity so that everyone can engage with Sands in the way that works best for them. New volunteer roles will be created, including a social media volunteering role which will help with both local connectivity and linking supporters to the wider national work of Sands.

To ensure that Sands can effectively raise awareness about pregnancy loss and baby death, and about the work of Sands, the brand review work will continue. Stakeholder views and input will continue to be central to this work, ensuring that the review really does strengthen and build on our current work.

Trustees' Report

2. To save babies' lives and ensure inequalities in pregnancy loss and baby death are reduced

In order to save more babies' lives Sands will need to continue to build a better understanding of why some babies die, and part of this will include supporting research studies that address these issues. We will build our Sands Insights Group to ensure bereaved parents' voices are heard, and our Sands Research Group to continue to establish a community of researchers who opt to specialise in perinatal mortality resulting in the area attracting more funding and recognition.

It is also important to improve safety in pregnancy, birth and the neonatal period, and we will publish the first annual Sands and Tommy's Joint Policy Unit Report on Saving Babies' Lives to bring data together and to highlight the changes in maternity care that are needed. We will work across the sector to ensure support from Government for maternity services is implemented quickly so they can operate safely, including continuing to push for effective workforce planning. We will support and strengthen reporting of UK-wide perinatal data and implementation of maternity safety initiatives.

There must be a continued focus on the inequalities in perinatal mortality, and on building a better understanding of how to address these inequalities. Sands will complete the Listening Project which will ensure the voices of parents are heard and have influence alongside the confidential enquiry into black and South Asian baby deaths, through targeted consultation with black and South Asian parents.

3. To ensure everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

In order to ensure that everyone can access the support that they need, Sands will continue to build its channels of support including developing a counselling tier within our Bereavement Support Services team, and recruiting and training more befrienders across the UK. We will also maintain and support existing new model activities such as choirs, running groups, and craft groups.

Bereaved parents and families deserved excellent care from not only the healthcare professionals, but also from their employers and other professionals they come into contact with. We will continue to embed the National Bereavement Care Pathway across England and Scotland, aiming for all Trusts and Health Boards to sign up, and developing toolkits and workshops to provide the support that is needed. We will also continue to work in Wales and

Trustees' Report

Northern Ireland to identify and develop the bereavement care pathways needed in those nations. The Department of Health and Social Care-funded Bereavement in the Workplace project will continue to be delivered alongside the resources and training which is being developed to support this work.

We will create and launch an open access webinar for community-based professionals, and also consult on, create and pilot in-house training for NHS hospitals, in line with the Perinatal Loss Framework. This will all be part of the Sands Healthcare Education Programme (SHEP).

4. To grow and develop sustainably to have impact now and in the future

Sands is fortunate to be in a position to plan for growth, but this must be a careful growth which can be sustained into the future with Sands' values and unique culture and its heart. As it grows, Sands must be known for the impact it makes, for its integrity, and for its willingness to learn and continually improve.

The focus will be on developing long-term, sustainable and predictable income streams which will enable Sands to make more of a difference but also to build the infrastructure needed to support effective and supportive working. There will be continued focus on developing the Equity, Equality, Diversity and Inclusion principles into a full strategy, and on developing a Sustainability strategy which will truly reflect Sands' commitment to this important area.

Sands is incredibly lucky to have wonderfully committed and passionate supporters and volunteers, and committed and passionate staff – ensuring that everyone is connected, informed and supported with the right resources and infrastructure will enable us to make more of a difference together.

Trustees' Report

Disclosure of information to the auditor

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Auditor

The auditors, MHA (formerly MHA MacIntyre Hudson) (UK Member of Baker Tilly International) have indicated their willingness to continue in office.

Following a rebranding exercise on 15 May 2023 the trading name of the company's independent auditor changed from MHA MacIntyre Hudson to MHA.

A resolution to reappoint MHA as independent auditor will be proposed at the next Trustees' Meeting.

Preparation of the Report

This report of the Board has been prepared taking advantage of the small companies exemption of section 415A of the Companies Act 2006.

This report was approved and authorised for issue by the Board and signed on its behalf by:



Oliver Reichardt
Chair – Board of Trustees
23 November 2023

Statement of Trustees' Responsibilities for the Year Ended 31 March 2023

The Trustees, who are also directors of the Stillbirth & Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustees' Report and Financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK GAAP), including FRS102 *"The Financial Reporting Standard applicable in the UK and Republic of Ireland"*.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the charity will continue its operation.

The Trustees are responsible for keeping adequate and proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the Financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of Financial statements may differ from legislation in other jurisdictions.

Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society



Independent Auditor's Report

To the Members of the Stillbirth and Neonatal Death Society for the year ended 31 March 2023
We have audited the financial statements of Stillbirth and Neonatal Death Society ('the Charitable company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- o Give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, for the year then ended;
- o Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- o have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Our evaluation of the Trustees' assessment of the entity's ability to continue to adopt the going concern basis of accounting including critical reviews of budgets and forecasts provided.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- o the information given in the Trustees' report (incorporating the Directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- o the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- o Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- o The financial statements are not in agreement with the accounting records and returns; or
- o Certain disclosures of trustees' remuneration specified by law are not made; or
- o We have not received all the information and explanations we require for our audit; or
- o The trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement included in the Annual Report, the Trustees, who are also the Directors of the Charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing legal and professional expense accounts to identify any possible instances of undisclosed claims or litigation;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or

Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society



non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA

Statutory Auditor

London, United Kingdom

Date: **19/12/2023**

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313)

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2023

	Notes	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022 <i>As restated</i>
		£	£	£	£
Income from					
Donations and legacies	3	2,864,647	110,704	2,975,351	2,601,812
Other trading activities	4	4,050,158	-	4,050,158	4,116,845
		<u>6,914,805</u>	<u>110,704</u>	<u>7,025,509</u>	<u>6,718,657</u>
Income from charitable activities	5	71,010	416,435	487,445	35,459
Total income and endowments		<u>6,985,815</u>	<u>527,139</u>	<u>7,512,954</u>	<u>6,754,116</u>
Expenditure on:					
Raising funds		<u>3,159,948</u>	<u>-</u>	<u>3,159,948</u>	<u>1,860,419</u>
Charitable activities					
Research & prevention		436,848	-	436,848	277,919
Bereavement Care & Hospital Liaison		243,977	77,534	321,511	169,448
Training & education		390,187	174,267	564,454	581,553
Joint Policy Unit		163,130	43,852	206,982	52,804
Groups and volunteers		812,694	-	812,694	681,322
Bereavement support		982,489	108,059	1,090,548	813,388
Policy and campaigns		206,855	-	206,855	152,378
		<u>3,236,180</u>	<u>403,712</u>	<u>3,639,892</u>	<u>2,728,812</u>
Total expenditure	6	6,396,128	403,712	6,799,840	4,589,230

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2023

	Notes	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022 <i>As restated</i>
Net gains on investments		25,995	-	25,995	-
Net income/ (expenditure)		615,682	123,427	739,109	2,164,886
Fund balance at 1 April 2022		6,058,557	182,533	6,241,090	4,076,204
Fund balance at 1 April 2023		<u>6,674,239</u>	<u>305,960</u>	<u>6,980,199</u>	<u>6,241,090</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing operations.

The notes form part of these financial statements.

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)

Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2023

Prior year comparatives	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Income from			
Donations and legacies	2,549,134	52,678	2,601,812
Other trading activities	4,116,845	-	4,116,845
	<u>6,665,979</u>	<u>52,678</u>	<u>6,718,657</u>
Income from charitable activities	15,059	20,400	35,459
Total income and endowments	<u>6,681,038</u>	<u>73,078</u>	<u>6,754,116</u>
Expenditure on:			
Raising funds	<u>1,860,418</u>	<u>-</u>	<u>1,860,418</u>
Charitable activities			
Research & prevention	277,919	-	277,919
Bereavement Care & Hospital Liaison	169,448	-	169,448
Training & education	498,961	82,592	581,553
Joint Policy Unit	52,804	-	52,804
Groups and volunteers	681,322	-	681,322
Bereavement support	703,901	109,487	813,388
Policy and campaigns	152,378	-	152,378
	<u>2,536,733</u>	<u>192,079</u>	<u>2,728,812</u>
Total expenditure	<u>4,397,151</u>	<u>192,079</u>	<u>4,589,230</u>
Net income/ (expenditure)	2,283,887	(119,001)	2,164,886
Fund balance at 1 April 2022	<u>3,774,670</u>	<u>301,534</u>	<u>4,076,204</u>
Fund balance at 1 April 2023	<u><u>6,058,557</u></u>	<u><u>182,533</u></u>	<u><u>6,241,090</u></u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Balance Sheet
As at 31 March 2023

	Notes	2023 £	2022 £
Fixed Assets			
Tangible assets	13	62,831	70,787
Investments		1,025,995	-
Current Assets			
Stock	14	124,203	63,371
Debtors	15	575,313	831,114
Cash at Bank and in Hand		5,507,742	5,535,983
		6,207,258	6,430,468
Creditors - Amounts Falling Due Within One Year	16	(315,885)	(260,165)
Net Current Assets		5,891,373	6,170,303
Net Assets		£6,980,199	£6,241,090
Funds of the Charity			
Unrestricted general funds	20	6,459,197	5,803,289
Designated funds	19	215,042	255,268
		6,674,239	6,058,557
Total unrestricted funds		6,674,239	6,058,557
Restricted funds	18	305,960	182,533
		£6,980,199	£6,241,090

The notes form part of these financial statements.

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies' regime.

The financial statements were approved and authorised for issue by the Trustees and signed on 23 November 2023 on their behalf by:



Oliver Reichardt - Chair of the Board of Trustees

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Statement of Cash Flows

2022-2023

As at 31 March 2023

	Notes	2023 £	2022 £
Cash flows from operating activities:			
Net cash used in operating activities	21	991,951	1,862,416
Cash flows from investing activities:			
Purchase of fixed assets		(20,192)	(58,111)
Purchase of investments		(1,000,000)	-
Net cash used in investing activities		(1,020,192)	(58,111)
Change in cash and cash equivalents in the reporting period		(28,241)	1,804,305
Cash and cash equivalents at the beginning of the reporting period		5,535,983	3,731,678
Cash and cash equivalents at the end of the reporting period		5,507,742	5,535,983

As the Charity does not have any debt, an analysis of net debt has not been produced.

The notes form part of these financial statements.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements For the year ending 31 March 2023

1. Legal status of the Charity

The Stillbirth and Neonatal Death Society is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are 10 -18 Union Street, London, SE1 1SZ. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Restatement of comparatives

The analysis of charitable expenditure has been further clarified in the year adding new headings of bereavement care and hospital liaison and also splitting out the costs of the joint policy unit. Overall costs remain as stated previously.

2.2 Basis of Preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling , which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy.

2.3 Preparation of the Financial statements on a going concern basis

Due to the excellent set of results, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the Financial statements.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements For the year ending 31 March 2023

2.4 Income

Income is recognised when the Charity has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. Grants income is credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.

Government grants are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.5 Fund accounting

Restricted funds arise from donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity. Designated funds are funds which have been designated by Sands for a particular purpose and show the split of funds held centrally and by Groups, net of transfers. Unrestricted funds are available to spend on activities that further any of the purposes of the Charity.

2.6 Critical accounting estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical accounting estimates for the period under review.

2.7 Gifts in Kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as *Other Income* and as expenditure in the Statement of Financial Activities under the most appropriate heading for the expense.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

2.8 Expenditure

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities and include the costs of audit and statutory compliance. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of staff numbers. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against the activity to which the expenditure relates. Research Grants are recognised and recorded in the Financial statements at full cost, at the time the funds are committed by the Board of Trustees. In exceptional circumstances, where the grant funding schedule is contingent upon specific targets or deliverables being achieved, Sands may recognise only those commitments which are guaranteed at the year-end under the terms of the grant agreement.

2.9 Intangible and tangible fixed assets and depreciation

Intangible and tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual values of each asset over its expected useful life as follows:

All other assets (Tangible)

25% reducing balance

Assets purchased, individually, under £1,000 are not capitalised, but expensed in the year of purchase.

2.10 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value unless the value cannot be measured reliably in which case it is measured at cost less impairment. For listed investments, fair value is measured using the quoted market price. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of Financial Activities.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements For the year ending 31 March 2023

2.11 Stock

Stocks held relate to bereavement support materials, memory boxes, items for resale and fundraising materials. Stock is valued at the lower of cost and net realisable value.

2.12 Leasing & hire purchase

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.13 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the Financial statements represent the contributions payable by the charity during the year. Pension Auto Enrolment commenced on 1 January 2016.

2.13 Termination payments

Termination benefits, including redundancy costs, are recognised when the charity has an obligation to pay the benefits and they can be measured reliably.

2.14 Debtors

Debtors are recognised at the settlement amount due after any trade discount offered and provision for bad and doubtful debts.

2.15 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash and cash equivalents include cash in hand and deposits held at call with bank.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements For the year ending 31 March 2023

2.16 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2.17 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

3. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2023 Total £	2022 Total £
Donations and gifts	1,794,748	-	1,794,748	1,801,224
Legacies	283,206	-	283,206	4,124
Gift Aid	595,675	-	595,675	647,500
Grants received*	182,413	110,704	293,117	138,619
Membership	8,605	-	8,605	10,345
	<u>2,864,647</u>	<u>110,704</u>	<u>2,975,351</u>	<u>2,601,812</u>

	Unrestricted Funds £	Restricted Funds £	2022 Total £
Donations and gifts	1,801,224	-	1,801,224
Legacies	4,124	-	4,124
Gift Aid	647,500	-	647,500
Grants received	85,941	52,678	138,619
Membership	10,345	-	10,345
	<u>2,549,134</u>	<u>52,678</u>	<u>2,601,812</u>

* Included within Grants received is £50,414 (2022: £5,266) which is a 50% payment of the costs of the Joint Policy Unit run with Tommy's where Sands has incurred the total costs – see note 24.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

4. Other trading activities

Unrestricted funds

	2023 Total £	2022 Total £
Running events	422,162	548,496
Challenge events	2,699,743	2,229,847
Other fundraising events	850,795	1,261,902
Merchandise sales	77,458	76,600
	4,050,158	4,116,845

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

5. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2023 Total £	2022 Total £
Training and other related services	50,941	-	50,941	15,059
Statutory funding	20,069	416,435	436,504	20,400
	<u>71,010</u>	<u>416,435</u>	<u>487,445</u>	<u>35,459</u>

	Unrestricted Funds £	Restricted Funds £	2022 Total £
Training and other related services	15,059	-	15,059
Statutory funding	-	20,400	20,400
	<u>15,059</u>	<u>20,400</u>	<u>35,459</u>

Income from Statutory funding totalling £436,504 (2022: £20,400) are considered to be government grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

Additional financial assistance has been obtained via the Tommy's grant to support the National Maternity Consortium of £40,238 which is sponsored by Government funding.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

6. Total resources expended

	Staff costs	Other costs	Support costs*	2023 Total	2022 Total <i>As restated</i>
	£	£	£	£	£
Cost of generating funds					
Fundraising costs	753,690	1,881,959	524,299	3,159,948	1,860,419
Charitable activities					
Research & prevention	264,811	8,195	163,842	436,848	277,919
Bereavement care & hospital liaison	141,080	49,356	131,075	321,511	169,448
Training and Education	243,026	26,510	294,918	564,454	581,553
Joint Policy Unit	138,802	2,642	65,538	206,982	52,804
Groups and volunteers	248,336	269,440	294,918	812,694	681,322
Bereavement support	499,998	164,557	425,993	1,090,548	813,388
Policy & campaigns	97,250	11,299	98,306	206,855	152,378
Total charitable expenditure	1,633,303	531,999	1,474,590	3,639,892	2,728,812
	2,286,993	2,413,958	1,998,889	6,799,840	4,589,230
	Staff costs	Other costs	Support costs*	2022 Total	
	£	£	£	£	
Cost of generating funds					
Fundraising costs	530,750	1,031,122	298,546	1,860,419	
Charitable activities					
Research & prevention	191,805	4,692	81,422	277,919	
Bereavement care & hospital liaison	91,682	23,485	54,281	169,448	
Training and Education	155,868	18,575	407,110	581,553	
Joint Policy Unit	25,543	120	27,141	52,804	
Groups and volunteers	228,643	208,414	244,265	681,322	
Bereavement support	367,863	119,838	325,687	813,388	
Policy & campaigns	72,335	25,762	54,281	152,378	
Total charitable expenditure	1,133,739	400,886	1,194,187	2,728,812	
	1,664,489	1,432,008	1,492,733	4,589,230	

* Included in support costs are £906,703 (2022: £763,515) of staff costs (see note 7)

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

7. Analysis of Support costs

	Staff costs	Depreciation	Other costs	2023 Total	2022 Total
	£	£	£	£	£
<i>Current year</i>					
Communications and PR	460,154	-	241,472	701,626	276,746
Leadership and administration	103,774	-	5,465	109,239	113,796
Governance costs *	-	-	72,742	72,742	34,950
Finance, HR & IT	483,154	6,599	516,968	1,006,721	846,688
Temporary staff costs	108,561	-	-	108,561	220,553
	1,155,643	6,599	836,647	1,998,889	1,492,733
=					
	Staff costs	Depreciation	Other costs	2022 Total	
	£	£	£	£	
<i>Prior year</i>					
Communications and PR	176,280	-	100,466	276,746	
Leadership and administration	93,811	-	19,985	113,796	
Governance costs *	-	-	34,950	34,950	
Finance, HR & IT	416,059	19,882	410,747	846,688	
Temporary staff costs	220,553	-	-	220,553	
	906,703	19,882	566,148	1,492,733	

* See note 8

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements For the year ending 31 March 2023

8. Governance Costs

	2023	2022
	£	£
Legal & professional	35,363	9,420
Auditor's remuneration – previous auditor	-	1,585
Auditor's remuneration – current auditor	29,086	17,820
Consultancy	8,058	6,125
Trustees' expenses	235	-
	72,742	34,950

Payments to the auditor in respect of non-audit fees for governance related advice was £8,058 (2022: £Nil)

9. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year. One Trustee was reimbursed expenses of £235 or were reimbursed for travel, subsistence and training expenses (2022: £nil).

Trustees' indemnity insurance is included in the wider insurance paid by the charity which cost the charity £6,653 (2022: £6,763).

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

10. Employees

Sands is committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working. The average monthly number of total employees and full-time equivalent employees during the year was:

	2023 Headcount	2023 FTE	2022 Headcount	2022 FTE
Bereavement support services	13	10	12	8
Groups networks & volunteering	9	7	9	7
Bereavement Care & Hospital Liaison	4	4	2	2
Training and education	9	4	15	3
Joint Policy Unity	5	5	1	1
Research & prevention	5	4	3	2
Fundraising	16	15	11	10
Communications	6	6	3	3
Media, Policy & Campaigns	3	3	2	2
Management & administration	16	15	14	14
	<u>86</u>	<u>73</u>	<u>72</u>	<u>52</u>
Employment costs			2023	2022
			£	£
Wages and salaries			3,013,639	2,054,873
Temporary staff costs			108,561	220,553
Social security costs			313,774	205,488
Other pension costs			132,051	90,278
Termination payments			5,760	-
			<u>£3,579,786</u>	<u>£2,571,192</u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

The number of employees whose annual emoluments were £60,000 or more were:

	2023 Number	2022 Number
£60,001 - £70,000	1	-
£70,001 - £80,000	3	4
£80,001 - £90,000	2	1

The aggregate pension contribution made by the charity on behalf of higher paid staff was £22,036 (2022: £18,811). Six (2022: Five) higher paid staff accrued benefits in defined contribution pension schemes. Key management personnel are defined as the trustees and the five members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £461,949 (2022: £440,909).

During the year £5,760 of redundancy and termination payments made by the charity (2022: £nil). There were no outstanding liabilities at the year-end.

11. Pension Scheme

	2023 £	2022 £
Contributions paid to defined contribution scheme	<u>132,051</u>	<u>90,278</u>

12. Volunteers

Volunteers play a key role in the achievement of the aims of Sands. Further details on their role is further explained in note 3.5 of the Trustees' report.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

13. Fixed Assets (Tangible)

	IT equipment
	£
COST OR VALUATION	
At 1 April 2022	125,584
Additions	20,192
Disposals	-
At 31 March 2023	<u>145,776</u>
 ACCUMULATED DEPRECIATION	
At 1 April 2022	54,797
Charge for the year	28,148
Disposals	-
At 31 March 2023	<u>82,945</u>
 NET BOOK VALUE	
At 31 March 2023	<u>£62,831</u>
 At 31 March 2022	<u>£70,787</u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

14. Investments

	£
Purchases	1,000,000
Gain on investments	25,995
At 31 March 2023	1,025,995

Investment are held in COIF Charities Ethical Investment Fund Accumulation Units managed by CCLA. The historical cost of the investments was £1,000,000.

15. Stock

	2023 £	2022 £
Publications, leaflets and fundraising materials	124,203	63,371

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

16. Debtors

	2023	2022
	£	£
Trade debtors	67,548	22,085
Other debtors	21,549	1,308
Accrued income	337,241	643,079
Prepayments and Receivables	148,975	164,642
Total	575,313	831,114

17. Creditors

	2023	2022
	£	£
Trade creditors	117,794	122,447
Other taxes and social security	89,529	66,132
Other creditors	52,223	40,879
Accruals	56,339	30,707
Total	315,885	260,165

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

18. Analysis of movements of Restricted Funds

Current year	Balance at 1 April 2022 £	Income £	Expenditure £	Balance at 31 March 2023 £
DHSC – bereavement in the workplace	-	168,631	(167,267)	1,364
DHSC – jointly leading Maternity Consortium with Tommy's	-	43,852	(43,852)	-
Scottish Government – core funding		18,400	(18,400)	-
Welsh Government – bereavement support projects	18,000	61,104	(79,104)	-
Scottish Govt - National Bereavement Care Pathway	28,399	168,300	(77,534)	119,165
Berkshire Community Foundation - Work in Berkshire	1,284	-	-	1,284
Sands Groups Projects *	98,795	-	-	98,795
Scottish Government – various projects	4,500	-	-	4,500
Scottish Govt - Joint Project Lothian Sands	10,555	-	(10,555)	-
Juditeras – Research workshops	10,000	-	-	10,000
Tozers – North Devon Sands	4,000	-	-	4,000
Doris Field Charitable Trust - Student midwife training	-	1,000	-	1,000
Stewarts Law Foundation – Sands United Football Club	-	2,500	-	2,500
Next plc - Sands Insight group/ listening project	-	10,000	-	10,000
Sir James Reckitt Foundation - Sands Insight group/ listening project	-	5,000	-	5,000
Astor Foundation -Sands Insight group/ listening project	-	1,500	-	1,500
EG Foundation - Arboretum Garden	-	2,352	-	2,352
M6 Toll - Arboretum Garden	-	1,000	-	1,000
Sea Meadow Trust - Siblings Support Project	-	25,000	-	25,000
Light Fund - Siblings Support Project	-	5,000	-	5,000
The TBF and KL Thompson Trust - Bereavement Support Northern Ireland	-	2,500	-	2,500
Ardonagh Trust - Memory boxes	-	5,000	-	5,000
Burnley and Nelson United Reformed Church – Support in the Burnley and East Lancashire area	-	5,000	-	5,000
Maximus Foundation – Hull and East Yorkshire Area	-	1,000	-	1,000
Sundry less than £1,000	7,000	-	(7,000)	-
Total funds	182,533	527,139	(403,712)	305,960

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£92,103 at the year end and the prior year end). An additional £31,113 of designated funds are also held for the Baird Family Hospital Project.

Prior year	Balance at 1 April 2022 £	Income £	Expenditure £	Balance at 31 March 2023 £
National Lottery Community Fund – <i>Welsh language translation of bereavement support materials</i>	5,718	-	(5,718)	-
Welsh Government – <i>bereavement support projects</i>	-	18,000	-	18,000
Tommy's – <i>to co-lead the maternity consortium to ensure the voluntary sector partners with Government and the NHS to address inequalities in maternity care</i>	-	40,328	(40,328)	-
Bereavement Care review	-	2,400	(2,400)	-
James Tudor Foundation – <i>To support training</i>	-	4,850	(4,850)	-
John Horniman's Childrens Trust – <i>Sibling support project</i>	-	3,000	(3,000)	-
Maximus Foundation – <i>Memory boxes</i>	-	2,500	(2,500)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	65,813	-	(37,414)	28,399
The National Lottery Community Fund - <i>Digitisation England</i>	10,000	-	(10,000)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	2,657	-	(1,373)	1,284
Scottish Government - <i>Domestic Abuse support project</i>	19,551	-	(19,551)	-
Sands Groups Projects *	98,795	-	-	98,795
Scottish Government – <i>various projects</i>	50,000	-	(45,500)	4,500
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	(19,445)	10,555
Juditeras – <i>Research workshops</i>	10,000	-	-	10,000
Tozers - <i>North Devon Sands</i>	4,000	-	-	4,000
Sundry less than £1,000	5,000	2,000	-	7,000
Total funds	301,534	73,078	192,079	182,533

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

19. Analysis of movements of Designated Funds

	Balance at 1 April 2022	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2023
	£	£	£	£	£
Fixed asset fund	70,787	(7,956)	-	-	62,831
Group project commitments	184,481	5,749	2,450	(40,469)	152,211
Total funds	255,268	(2,207)	2,450	(40,469)	215,042

<i>Prior year</i>	Balance at 1 April 2021	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2022
	£	£	£	£	£
Fixed asset fund	33,395	37,392	-	-	70,787
Group project commitments	180,962	13,869	697	(11,047)	184,481
Total funds	214,357	51,261	697	(11,047)	255,268

The purpose of the designation of the funds were as follows:

Fixed asset fund – to provide a reserve of monies to match the fixed assets held in order to make clear the free funds held by the charity.

Groups project commitments – to provide a reserve of monies to cover local Groups Projects which are planned to be completed as soon as is practically possible.

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements
For the year ending 31 March 2023

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	62,831	-	62,831
Investments	1,025,995	-	-	1,025,995
Current Assets	5,749,087	152,211	305,960	6,207,258
Creditors falling due within 1 year	(315,885)	-	-	(315,885)
	<u>6,459,197</u>	<u>215,042</u>	<u>305,960</u>	<u>6,980,199</u>
	Unrestricted funds	Designated funds	Restricted funds	Total funds
Prior year:	£	£	£	£
Tangible Assets	-	70,787	-	70,787
Current Assets	6,063,454	184,481	182,533	6,430,468
Creditors falling due within 1 year	(260,165)	-	-	(260,165)
	<u>5,803,289</u>	<u>255,268</u>	<u>182,533</u>	<u>6,241,090</u>

20. Analysis of net assets between Funds

21. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	2022 £
Net movement in funds	739,109	2,164,886
Investment gains	(25,995)	-
Add back tangible asset depreciation charge	28,148	19,882
Decrease/ (increase) in stock	26,886	(38,499)
Loss on disposals	-	838
Decrease in debtors	168,082	98,265
Increase/ (decrease) in creditors	55,720	(382,956)
	<u>991,950</u>	<u>1,862,416</u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).

Notes to the Financial statements For the year ending 31 March 2023

22. Analysis of changes in net funds

The charity had no debt during the year.

23. Operating Leases

The charity signed a lease for premises at 10-18 Union Street on 15th March 2022 for a period of 6 years.

The operating lease commitments were as follows:

	Land and Buildings		Other	
	2023	2022	2023	2022
	£	£	£	£
Expiry date:				
Less than one year	7,510	6,878		
More than 1 and less than five years	30,040	-		
Over 5 years	-	34,390	-	-
	<u>7,510</u>	<u>6,878</u>	<u>-</u>	<u>-</u>

24. Joint Venture

In 2021 Tommy's and Sands agreed to form a Joint Policy Unit together to develop a policy resource in the form of a policy unit in support of making the UK the safest place in the world to have a baby.

It was agreed that this Unit would be a 50:50 Joint Venture with direct costs of running the Unit split equally between both parties.

Sands costs towards this unit amounted to £100,828 (2022: £10,532) (see note 6) and the charity received £50,414 (2022: £5,266) (see note 3) from Tommy's to cover these costs.

25. Related Party Transactions

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082).



Notes to the Financial statements
For the year ending 31 March 2023

There were no related party transactions in the year.

Sands

England & Wales - Charity number 299679

Accounts

Charity Registration Number: 299679
Scottish Charity Number: SC042789
Company Registration Number: 2212082
(England & Wales)



Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report & Financial statements
Year Ending 31 March 2022

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Contents



Trustees	Oliver Reichardt (Chair) Susanna Speirs (Vice Chair) Sangeeta Agnihotri Tom Burdett Roxanne Burrows (appointed 13 th November 2021) Emma Gibbs Dr David Hall Shetal Joshi Joel Mitchell (resigned 15 th October 2021) David Price Dr Sarah Stock Sarah Threadgould Kelly Williams
Chief Executive	Dr Clea Harmer
Company Secretary	Piers Vimpany FCA DChA
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	10 -18 Union Street London SE1 1SZ
Statutory Auditor	MHA Macintyre Hudson 6th Floor 2 London Wall Place London EC2Y 5AU
Principal Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Principal Solicitors	Russell-Cooke 2 Putney Hill London SW15 6AB

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The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and Financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2022.

The Trustees confirm that the annual report and Financial statements of the charity have been prepared in accordance with the accounting policies set out in Note 2 to the Financial statements and comply with the charity's constitution, applicable law and the requirements of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)".

1. Objects and values of the charity

The objects of Sands are: -

1. to promote the emotional, psychological and physical well-being of parents, their families and friends, when a baby dies in utero, at birth or soon after birth, by:
 - 1.1 the provision of support and information to those so bereaved and their carers; and
 - 1.2 by working collaboratively with health and social care professionals to improve and enhance professional practice with bereaved parents; and
2. to promote research and the implementation of best practice that will help identify the causes and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Sands' vision is for a world where fewer babies die and where anyone who is affected by the death of a baby receives the best care and support for as long as they need.

To realise the charity's vision Sands' outlined four key objectives within its 2017-2020 Strategy (which was applicable for 2021/22 as developing the new strategy was deferred due to the pandemic), these were to:

- Reduce the number of babies dying before, during and shortly after birth;
- Ensure the right care and support is available at the right time after the death of a baby;
- Grow as one strong, sustainable and effective organisation;
- Raise awareness of the issues relating to stillbirth and neonatal death.

Underpinning these objectives are **Sands Values**, whereby the charity committed to:

- Being compassionate, collaborative and evidence-based.
- Working as one organisation; learning from experience and striving for continual improvement through innovation.
- Being open and honest; working with respect and integrity; showing empathy and being inclusive in everything the charity does.

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the 2017-2022 Sands Strategy. Total charitable expenditure at Sands was £2.77m in 2021/2022 (2020/21: £2.36m).

2.1 Main achievements in 2021/2022

The three-year [2016-2020 Sands Strategy](#) was due to be reviewed and updated during the course of 2020. However, because of the Covid-19 Pandemic and the resulting changeable environment, it was decided to adopt an agile and responsive approach to strategic planning for the year and to carry out the strategy review and update in 2021.

Within this report, the four strategic objectives provide a basis to demonstrate our commitment to the core aims and how we delivered on these despite the fact that a significant part of the year was still within a pandemic.

- 1. Reduce the number of babies dying before, during and shortly after birth;**
- 2. Ensure the right care and support is available at the right time after the death of a baby;**
- 3. Grow as one strong, sustainable and effective organisation;**
- 4. Raise awareness of the issues relating to stillbirth and neonatal death.**

Strategic Objective 1

To reduce the number of babies dying before, during and shortly after birth

Much of the work during 2021/2022 was against the backdrop of Covid-19 and the slow return of the NHS to some sort of normality albeit with issues around staffing levels. An enormous amount has been achieved despite this, with a focus on driving forward work around maternity safety and inequalities.

Although the actual numbers of babies dying in 2020 reduced to 13 babies a day, this was in part due to the fact that the overall numbers of births also reduced. The actual rates of stillbirth and neonatal death have remained fairly unchanged. Whilst it is very good that fewer families have had to suffer the devastation of the death of a baby, it is clear that there still remains much to do to continue to drive down the unacceptably high rates of stillbirth and neonatal death.

The main activity/achievements relating to this objective were to increase understanding of why babies die through supporting and monitoring research, audit and review; to ensure pregnant women are aware of how to reduce the risk of stillbirth and neonatal death; and to identify and implement actions that are needed to reduce the number of babies dying.

Sands' work in this area continues with a focus on increasing understanding of how to save babies' lives alongside ensuring that existing knowledge is applied to practice. This is achieved through research, review, audit, influencing activity, and collaboration, and has included:

- Supporting and promoting 56 [research studies](#) through activities as diverse as recruiting parents for studies, to funding projects. Alongside this a Sands Research Network was established, taking over the work of the Clinical Studies Group.
- Undertaking a survey of bereaved parents' experience of reviews after the death of a baby, and using the resulting report to develop and run [Perinatal Mortality Review Tool \(PMRT\) webinars](#) to educate healthcare professionals on how best to engage parents in reviews. The [Annual PMRT Reports](#) track parent engagement and show the value of the webinars.
- [Campaigning work](#) included calling for Continuity of Care for anyone pregnant after loss, and calling for a Confidential Enquiry into perinatal mortality in South Asian babies to sit alongside the Confidential Enquiry into Black and Black/British babies. There was significant digital engagement and support for both campaigns, which resulted in government agreement to launch the Confidential Enquiry.
- Establishing Sands Insights Voices, a diverse group of bereaved parents who generously share their skills, knowledge and differing experience to enrich Sands' work.
- Launching the Joint Sands and Tommy's Policy Unit to bring together the skills and expertise of both charities to save babies' lives and reduce inequalities. Sands and Tommy's also lead the [Maternity Consortium](#), a member of the VCSE Health and Wellbeing Alliance which includes the Pregnancy and Baby Charity Network, National Maternity Voices, Five X More, Muslim Women's Network, and LGBT Mummies Tribe. Through this work Sands and Tommy's have also been given a place on the Maternity Disparities Taskforce.

- Submitting evidence and perspective to relevant enquiries such as the Health and Social Care Committee's Enquiry into the safety of maternity services in England, which informed the outcome and recommendations. Also involvement into the inquiry into Shrewsbury and Telford NHS Foundation Trust where not only was support provided to parents who had been affected, but expert advice on bereavement care, involvement of parents in reviews, and discussion of post mortem was given.

It has also included significant collaboration and work with external stakeholders including:

- The [Pregnancy and Baby Charity Network](#), with particular success with the new manifesto, nation-specific versions of which were successfully used during the elections in Scotland and Wales
- The [All-Party Parliamentary Group on Baby Loss](#), with Sands taking over the secretariat, running a parliamentary debate on progress towards the National Ambition, and helping the Co-Chairs develop a joint campaign with the APPG on Maternity for 2022 based on Safer Staffing.

Alongside this Sands has ensured that the voice of bereaved parents has been heard through membership of the [MBRRACE-UK](#) collaborative, the Maternity Transformation Stakeholder Council, the Steering Group of the National Child Mortality Database, the Scottish Stillbirth Group, and the Scottish Perinatal Network.

Strategic Objective 2:

To ensure the right care and support is available at the right time after the death of a baby.

The main activity/achievements relating to this objective were to provide support and information for bereaved parents, and for those pregnant after the death of a baby; and to ensure NHS staff are supported to deliver excellent bereavement care.

Bereavement care

Through 2021/2022, bereavement care has also been provided against a backdrop of Covid, with the bereavement care teams and facilities in many hospitals and units still affected. Despite this, significant progress has been made in both embedding the [National Bereavement Care Pathway \(NBCP\)](#) and in extending training provision.

National Bereavement Care Pathway (NBCP)

In England, all Trusts have now expressed an interest in the NBCP, with 99 of the 128 Trusts fully signed up. To have reached this point in the roll-out of a national programme in the NHS in 4 years, 2 of which were during a pandemic, is a real achievement and has moved the narrative from one of talking about 'improving care' as being desirable, to talking about 'excellent and equal care' as being a universal expectation. [Evaluation of the NBCP](#) shows significant impact for both parents and healthcare professionals. NBCP Scotland Early Adopter sites have been launched, with all Health Boards being encouraged to consider implementing the programme. In Wales and Northern Ireland discussions are underway to discuss the best way to support national bereavement care pathways.

With the training and education team, the NBCP has also developed a bespoke consultancy offer, where individual hospitals or Trusts can be supported to improve their care.

Alongside the work to embed the NBCP, the role of the Hospital Liaison Volunteer has been refreshed and developed, providing a key link for Sands in hospitals and in linking bereavement care training and provision with ongoing bereavement support by Sands.

Training and Education

During the pandemic Sands' training moved online and the very successful online open access webinars have continued, reaching 1,150 healthcare professionals from all around the UK. Alongside this the monthly Professionals Bulletin has ensured that everyone can stay informed and up-to-date with new developments and activity.

Training for Bereavement in the Workplace (BITW) has also been further developed to create a package for employers to enable them to build a supportive and compassionate workplace.

Training for Sands volunteers has been improved and developed, including training for befrienders, hospital liaison volunteers, and a counselling module is planned to enable counsellors to offer support specifically for baby death and pregnancy loss.

All of the training is showcased and accessed through a new [Training and Education website](#).

Bereavement support

The impact of Covid on the bereavement support that Sands offers has been considerable, with not only an increase in demand, but also an increase in the complexity of requests for support.

Diversifying support to reach everyone

Sands continues to diversify the channels through which support is provided and these now include:

- Helpline & email support (3,683 calls and 4,083 emails) – with the Helplines Partnership Accreditation being received in May
- Online Community (1,332 new users; 15,048 posts; and in last 3 quarters 52,075 user visits with 74.8% from mobile devices)
- Facebook Support Group (13,435 members) and other social media support
- Befrienders running both in-person and face-to-face support groups along with other activities such as walk-and-talk and local events
- Community activities such as Sands United Football Clubs
- Bereavement Support Book which is now translated into 7 languages with more planned
- Bereavement Support App (4,530 downloads)
- Grief Chat

Sands has also continued to work with different communities to provide relevant and person-centred support. Special Interest Bereavement Support Officers have been appointed to focus on both the Black/Black British community and the South Asian Community, and surveys have helped to gather information on the needs of these communities. A Muslim Care Box has been developed to be offered instead of a Memory Box where appropriate.

Befriender training has been refreshed and is now offered as a hybrid mix of online and face-to-face sessions. New befrienders are being trained and current befrienders being offered refresher training. Currently there are 380 befrienders across the UK. All befrienders are being offered supervision and support in the form of monthly support meetings with the Bereavement Support Services team.

Resources to support siblings has been developed, along with specific 'Dad's packs' for fathers who have been bereaved, and enhanced support for the long-ago bereaved. 2,877 updated Memory Boxes have been distributed.

A Bereavement Support Officer for Scotland has been appointed to support Sands' work across Scotland, and Scotland-wide online support meetings are held monthly to ensure even those who are more geographically remote can access this form of support if they wish.

A counselling project coordinator has worked with the training and education team to develop training for counsellors to enable them to meet the needs of those bereaved through pregnancy loss or baby death.

Strategic Objective 3

To grow as one strong, sustainable and effective organisation

The main activity/achievements relating to this objective were to ensure a sustainable financial base with diverse income streams; to structure Sands to enable effective and strategic working; to build trust and develop opportunities for collaboration; and to ensure good governance. This was done through:

2021/2022 has seen Sands increase its income to £6,754,116 which reflects the hard work and innovation of, not only the fundraising team, but the whole organisation in being the sort of charity that people have wanted to fundraise for and support. This increase has been due to strong performances across all the different fundraising streams, but in particular digital fundraising with events such as Jog 50 and Walk 100K in June performing particularly well. Community and Hero events such as Starlight Walk and Ribbon Run have been developed, along with work with schools. Work with corporates has also been very successful across the year, in part due to the development of the Bereavement in the Workplace package, and has included relationships with Allen and Overy, and Freshfields

This strong financial position has enabled Sands to start to grow again after the contraction that was initially necessary during the pandemic. The emphasis has been on growing safely and sustainably with a focus on maintaining our culture and values as we strive towards our mission.

In order to support this growth there has also been a focus on careful and phased recruitment alongside ensuring the infrastructure is fit for purpose and can support Sands' growth with the ThankQ database being upgraded. The year also saw a move to new offices in the Royal College of Obstetricians and Gynaecologists in Union Street, London.

2022/2025 Strategy

The 2022/2025 Strategy was developed during the year, consulting extensively with all stakeholders through both surveys and engagement events. The first strategic objective is to build Sands as a welcoming and supportive community, and a key element of ongoing work has been exploring how to strengthen Sands' presence in all local communities, and reviewing how people want to feel part of the Sands' community. The latter discussions have taken the form of Listening Events and further surveys and have resulted in a review of the membership model.

Sands continues to provide leadership of several key initiatives and groups within the sector including Baby Loss Awareness Week, the National Bereavement Care Pathway, and the Pregnancy and Baby Charity Network.

Strategic Objective 4

To raise awareness of the issues relating to stillbirth and neonatal death

The main activity/achievements relating to this objective were to campaign on issues relating to stillbirth and neonatal death, raising awareness and reducing stigma, and working with key influencers to drive change.

Throughout the year Sands has continued to successfully raise awareness of the issues relating to stillbirth and neonatal death, and of the work that the charity does to address pregnancy loss and baby death. This is embedded across all strands of work, but is highlighted through both Sands Awareness Month and Baby Loss Awareness Week, and by the Sands United Football Teams with Rob Allen, the Patron receiving both a Points of Light Award and a Pride of Britain Award.

In 2021 the theme for Sands Awareness Month was #AlwaysThere which provided an opportunity to focus on several issues: the enduring connection parents have with a baby who has died; the importance of continuity of carer as a model of care; and the reassurance that Sands is always there for those who need us. Many successful activities and initiatives were launched and run during the month, including the new grief journey animation.

Baby Loss Awareness Week 2021 (BLAW 2021) was the most successful week to date, with a worldwide media reach of 3.4 million for Sands. The theme for the week was Wellbeing, and Sands led the 120+ charities who now make up the BLAW Alliance to provide opportunities for remembrance and to raise awareness. Particular highlights included turning not only 200 public buildings and landmarks pink and blue, but also people's homes, clothes, nails and hair; the NatWest Panel discussions; and the debate in Westminster which took place a couple of weeks before BLAW. A new development is the creation of the BLAW Prevention Group, a group of 20 BLAW charities committed to reducing pregnancy loss and baby death and to finding ways to work together to help achieve this aim. The first venture was to create a monthly Spotlight to raise awareness of preventable causes of baby death.

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is 10 -18 Union Street, London, SE1 1SZ. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789). The charity provides additional meeting space to support its national remit and nationwide operations, including its network of over 100 Sands' Groups – notably in N. Ireland (Portadown) and Scotland (Glasgow) and roughly 30 Sands United Teams.

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who are elected by the members at the AGM in accordance with the Articles of Association, which is the charity's governing document. The Trustees act as Directors of the charitable company.

The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved. The Directors also act as Trustees to the charity. Each year, one-third of the Directors must retire and may be eligible for re-election.

All recruitment to the Board of Trustees is subject to the *Trustee Recruitment, Selection and Induction* policy and newly co-opted/elected Trustees are provided with an induction pack which includes the latest guidance,¹ as well as key information from the Charity Commission². Trustees are provided training opportunities in order to widen their skill sets and knowledge.

The functions of the Board are set out in Clause 22 of the Articles of Association and include setting the overall strategic development of the charity; reviewing and adopting the annual business plan and budget; monitoring the performance of the charity in relation to plans and budgets; ensuring that the charity's affairs are conducted in accordance with generally accepted standards of performance and propriety; overseeing the performance and activities of local Sands Groups and ensuring that appropriate advice is taken, particularly with regard to matters of legal compliance and financial viability.

The Board of Trustees also delegates authority to standing sub committees and/or 'task and finish' working groups, as appropriate, who operate within the Reservation and Delegation of Board Powers and associated Framework of Authority.

¹ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf

² *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

Trustees may serve no longer than seven years from the AGM at which they are first elected. None of the Trustees have any beneficial interest in the company. [Short biographies of all Trustees](#) are on the Sands website:

Trustees that served during the financial year under review and up to the date of approval of these financial statements:

Oliver Reichardt (Chair from Nov 2018)	Elected 23 November 2018; Re-elected 13 November 2021
Susanna Speirs (Vice Chair from Dec 2018)	(Co-opted 24 September 2016; Elected 29 October 2016; Re-elected 4 November 2019).
Sangeeta Agnihotri	Elected 14 November 2020
Tom Burdett (Treasurer from July 2020)	Elected 17 November 2018; Re-elected 14 November 2020
Roxanne Burrows	Elected 13 November 2021
Emma Gibbs	Elected 17 November 2018; Re-elected 14 November 2020
David Hall	Elected 17 November 2018; Re-elected 13 November 2021
Shetal Joshi	Elected 14 November 2020
Joel Mitchell	Elected 23 November 2019; Resigned 15 October 2021
David Price	Elected 17 November 2018; Re-elected 13 November 2021
Dr Sarah Stock	Elected 23 November 2019
Sarah Threadgould	Elected 14 November 2020
Kelly Williams	Elected 14 November 2020

3.2 Board Sub-Committees

In 2021/2022, the following Sub Committees and Working Groups supported the work of the Board:

- Governance Sub Committee
- Finance, Audit & Risk Sub Committee
- Research Sub Committee

3.3 Day-to-day operations of the charity and key management personnel

The Chief Executive, Dr Clea Harmer, together with the senior leadership group, is responsible for, and provides oversight of, the delivery of Sands' organisational strategy and the annual business plan for the organisation, ensuring compliance with statutory requirements and best practice approaches at national level. The key members of the team are:

- Daniel Brett-Schneider as Director of Fundraising & Communications.
- Jen Coates as Director of Volunteering & Bereavement Support.
- Kate Mulley as Director of Research, Education & Policy.
- Piers Vimpany as Director of Finance & Resources

In accordance with the organisation wide pay policy which applies to all staff across the organisation including key management personnel, the pay and remuneration of the charity's key management personnel has been benchmarked and set with reference with an independent market review of staff salaries that was completed in September 2019 and then subsequently in January 2022.

3.4 Staffing and staff profile

The charity employed an average of 72 staff during the period under review - equivalent to 52 FTE (full-time equivalent members of staff).

41% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 33% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounting for 26% of total staff.

3.5 Sands volunteers and groups

Sands has around 1,000 volunteers and 100 groups who provide national support for Sands' vision, mission, and strategic objectives.

Sands' volunteers deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Volunteers also create valuable links that facilitate a range of further support to health professionals looking to offer excellent bereavement care.

Sands' volunteers help to prevent the loss of babies' lives through raising awareness of the shocking number of babies dying each year on both a national and a local level. They are also vital to the fundraising efforts of the charity; ensuring that it can achieve its ambitious aims and continue to grow.

Sands is very grateful for the wonderful work of its amazing volunteers, without whom it would not be possible for Sands to achieve nearly as much.

4. Review of Finances, Fundraising and Risk

4.1 Financial Review

Income

Total income for the year to 31 March 2022 was £6,754,116 (2021: £6,380,126) which represents a 6% increase year on year.

However if the one off grants received in the previous year in relation to the Covid-19 crisis were excluded this growth would be approximately 21% year on year .

The reason for this success has been the unprecedented success of the challenge events team, who have been able to engage new audiences with high profile events such as Jog 50, 10,000 steps and a number of other challenges for parents and supporters.

Expenditure

Total Expenditure for the charity to 31 March 2022 was £4,589,230 (2021: £3,558,146) which represents an increase of 29% year on year.

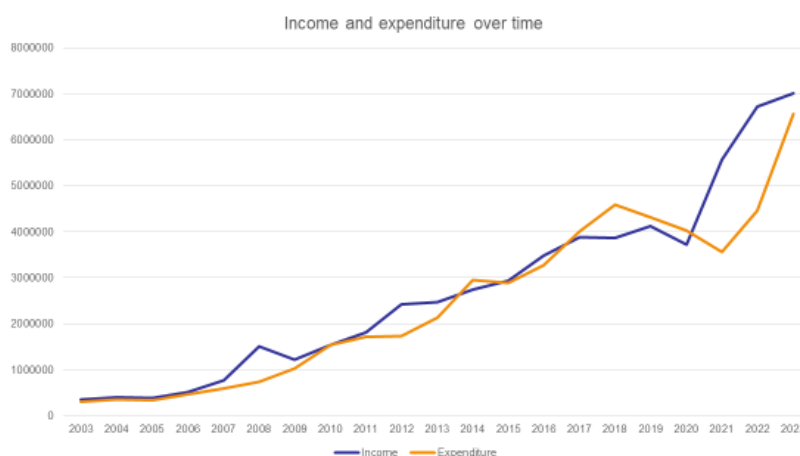
The principle reason for the increase in expenditure was building up activities in response to the increased income the charity received in the prior year. This included substantial increases in bereavement support (44% increase). However, funds spent by and on Groups and Volunteers remained subdued (9% decrease) due to lower face to face activity in the pandemic.

○ *Net Surplus*

The net surplus amounted to £2,164,886 vs a prior year surplus of £2,821,980. The surplus on unrestricted funds amounted to £2,283,887.

It is planned to further increase spending in 2022/23 to over £6.5m. This will see expenditure increase to levels of expected income and restore the long term trend as demonstrated by the chart below which shows Sands income and expenditure over the last 20 years.

Sands financial history over the last 20 years



○ *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2022 were £6,241,090 (2021: £4,076,204). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 20 and 21* respectively. The *Statement of Cash Flows* on page 29, shows net cash inflows from operating activities of £1,862,416 (2021: £2,412,274) in year, which is further detailed in Note 23. The emergency Covid loan taken out in July 2020 was repaid in full in June 2021 without incurring any interest.

4.2 Reserves Policy

The policy for Reserves has been revised by the trustees taking account of the following long-term considerations:

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs

- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

The reserves of the charity are regarded as having three layers each set separately at four months of operating expenditure:

The first layer (top level) is intended to smooth out limited and temporary shortfalls in income to provide funds to protect services at current levels and/or to make further investment in fundraising. The funds for this layer are invested in readily available cash deposits or longer-term deposits.

The second layer (middle level) would allow the charity to consider a measured reduction in expenditure when a fall in income appears to be of a substantial or longer-term nature. Depending on the overall reserves levels, Trustees will consider whether these amounts should be held in cash or invested in strategic income generating activities, longer-term deposits, gilts or equities, with a view to long-term growth.

The third layer (base level) is held as core reserves and provides a strategic minimum reserve fund. The funds for this layer are held as readily available cash deposits. The charity is in the process of restructuring its funds to match the policy, at the year-end funds were largely held in bank deposits.

○ *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 8 and 12 months cash operating expenditure (excluding depreciation).

Total reserves stood at £6,241,090 (2021: £4,076,204) however these funds include restricted funds (where a commitment has been made to spend these monies on a particular purpose) amounting to £182,533 (2021: £301,534) and also designated funds held as fixed assets and commitments for groups projects amounting to £255,268 (2021: £214,357).

The remaining free (general fund on the balance sheet) reserves at the year-end stood at £5,803,289 (2021: £3,560,313). This represented 10.6 months (2021: 9.3 months) of projected expenditure for the next twelve months. The reason for the increase from last year was principally due to the success of key fundraising initiatives in the year and the time needed to be taken to recruit additional staff. The budget for 2022/23 has been set to achieve a surplus which should see reserves be maintained with the 8-12 month target identified in the reserves policy.

4.3 Going concern

2022 has been another very successful year for Sands financially and operationally. The Trustees are confident that the charity will remain a going concern for the foreseeable future.

4.4 Statement of Fundraising Practice

○ *Approach to fundraising*

Sands is registered with the Fundraising Regulator and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2022, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

Sands' Fundraising Promise outlines how we are committed to treating donors and the public with respect, fairness, honesty, and clarity in our fundraising activities. Sands will ensure it keeps its fundraising practices under review and will work with others with the aim of improving practice across the charity sector.

○ *Monitoring of fundraising carried out on behalf of Sands*

Sands takes all reasonable steps to monitor fundraising carried out on behalf of the charity to ensure no harm comes to staff, volunteers and those that fundraise for the charity. Clear signposting to relevant fundraising guidance and forms is available on the Sands website. Adherence to all relevant policies and procedures to safeguard and protect are monitored by the designated fundraising staff lead for the event.

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process. There have been no complaints about fundraising in 2021/2022.

○ *Steps we take to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate*

Sands takes its responsibility to protect the public, and especially vulnerable people, very seriously. Sands reviews all existing and new fundraising activity and ensures full oversight through a rigorous development and sign-off process.

Sands acknowledges the unique connection between the bereavement and fundraising journey for individuals and families raising money for Sands. Sands has an ongoing commitment to upskilling staff across all teams to respond sensitively to fundraisers who may also be bereaved and in recognising and flagging safeguarding issues.

Sands has a Safeguarding Lead and safeguarding training for all staff. Whilst bereavement is not in itself a reason for classifying someone as a vulnerable adult, Sands recognises that it places significant pressure on individuals who may move in and out of vulnerability during their journey with Sands.

4.5 Risk identification and management

The Trustees are committed to an effective programme of risk management to ensure the continuity and sustainability of the organisation and its ability to achieve its strategic objectives. The Finance, Audit & Risk Sub Committee of the Board of Trustees reviews the charity's *Risk Register* on an annual basis and the key risks to the organisation are reviewed on a quarterly basis to ensure that appropriate measures are taken to mitigate and manage risk.

The Trustees have identified the principal risks as:

- *Inability to function due to a Cyber Attack*

During the Covid 19 crisis, like many organisations Sands, moved to a largely working from home environment. We were fortunate to have well managed IT systems in place in order to manage this transition however in light of the change of ways of working Sands has taken several key steps to ensure data is held securely. These have included:

- Documenting systems and identifying key requirements to prepare for a CRM upgrade
- Identifying data retention requirements
- Migrating the CRM (ThankQ) to a fully managed hosted Software as a Service (SaaS) cloud environment
- Migrating the core IT infrastructure to a secure and fully managed Microsoft Azure cloud environment, significantly limiting exposure to catastrophic cyberattack
- Working with Cyan, our IT services provider, as they have upgraded their capabilities, to enable them to proactively monitor and secure our systems against potential cyberattack
- Putting in place Cyber insurance to ensure the organisation can fulfil any liabilities caused and recover to restore business as usual operations
- Training our staff in cyber risks

However as the inherent risk of this area is high and whilst Sands further builds its IT capabilities the risk in this area needs constant vigilance.

- *Reliance on key digital fundraising platforms*

Sands has been very successful at transitioning to digital fundraising particularly during the pandemic. In order for this to remain successful we are reliant on key external platforms to both market and manage our fundraising activities.

As these are managed externally we remain vigilant to the risks of reliance on platforms to ensure we have diversity of income streams so Sands can continue to manage effectively into the future providing confidence to key stakeholders such as donors, volunteers and staff.

5. Plans for the future

Plans for the future

Sands' new 2022/2025 Strategy was launched in March 2022 and it provides a clear and ambitious roadmap for how Sands intends to save babies' lives and to improve care and support for anyone affected by the death of a baby. The strategy recognises the ways in which Sands can uniquely make a difference, and it outlines how we will grow in a way that is not only sustainable, but also that maintains our sense of purpose and direction whilst ensuring that our values are truly embedded in everything we do.

The four strategic objectives, outlined below, will guide Sands' work for the next few years.

Being a welcoming and supportive community

It is clear that the idea of Sands as a community is at the very heart of all that we do – it is who we are, and it is how we make a difference. It is therefore important that we focus on ensuring all those affected by pregnancy loss and baby death feel welcome in Sands, and that everyone feels valued and equal however they engage with Sands

Alongside this, we need to make sure that we are taking the time to understand and meet people's needs, listening to different communities and experiences and working to develop the support and resources that they need. We need to actively reach out and offer support and involvement rather than waiting for people to come and find us.

The vision of Sands across the UK is of a strong and supportive local presence which allows both beneficiaries and supporters to connect to Sands in the context of the area and community in which they live and enables in-person contact and events. In addition there is a strong and effective national presence which provides the structure, reach and cohesion needed to drive the changes we want to see and ensures that all areas of the UK benefit from the work of Sands.

Finally work will continue to raise awareness about pregnancy loss and baby death, and about the work of Sands, and through this to break the silence and stigma and isolation that many bereaved parents and families feel.

Saving babies' lives and ensuring inequalities in pregnancy loss and baby death are reduced

In order to save more babies' lives Sands will need to continue to build a better understanding of why some babies die. The Sands Research Strategy will be implemented which will include co-producing a refreshed set of Priority Research Questions and continuing to support a broad range of research studies. It is also important to ensure that robust reviews are carried out after the death of a baby, with both parental engagement and external involvement, and that the learning from these reviews is used to drive improvements.

It is also important to improve safety in pregnancy, birth and the neonatal period, ensuring that existing knowledge is applied to practice, and that systems and cultures are established which promote safe care.

There must be a continued focus on the inequalities in perinatal mortality, and on building a better understanding of how to address these inequalities. The Sands and Tommy's Joint Policy Unit will support this work, as will the Maternity Consortium. Sands has an important role to play in authentically listening to the voices of all bereaved parents and enabling this voice to be heard by decision makers and to be included in relevant research.

Ensuring everyone has equal access to excellent bereavement care and support after pregnancy loss and baby death

In order to ensure that everyone can access the support that they need, Sands will build develop new channels of support, taking a person-centred approach and listening to what people tell us that they need. This will include engaging with different communities and continuing the work started last year with Bereavement Support Officers focusing on Black and Black/British, and South Asian communities. Introducing counselling to enhance bereavement support where appropriate will be an important step to help address the increasingly complex requests for support that are being received.

Bereaved parents and families deserved excellent care from not only the healthcare professionals, but also from their employers and other professionals they come into contact with. To enable this work will continue on embedding the National Bereavement Care Pathway, but also on developing the Bereavement in the Workplace offer and campaigning to ensure that statutory entitlements reflect the needs of bereaved parents.

We will campaign to ensure that excellent bereavement support and care is seen as an entitlement rather than a 'nice to have'.

Growing and developing sustainably to have impact now and in the future

Sands is fortunate to be in a position to plan for growth, but this must be a careful growth which can be sustained into the future with Sands' values and unique culture and its heart. As it grows, Sands must be known for the impact it makes, for its integrity, and for its willingness to learn and continually improve.

The focus will be on developing long-term, sustainable and predictable income streams which include committed giving, challenge events, institutional funding, legacies and major supporters. Optimising opportunities to support Sands digitally will continue to be key.

Sands is incredibly lucky to have wonderfully committed and passionate supporters and volunteers, and committed and passionate staff – ensuring that everyone is connected, informed and supported with the right resources and infrastructure will enable us to make more of a difference together.

Disclosure of information to the auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

Auditor

In accordance with section 485 of the Companies Act 2006, MHA Macintyre Hudson were appointed as Auditor to the company to fill a casual vacancy due to the resignation of the previous auditors, HW Fisher & Co.



Oliver Reichardt
Chair – Board of Trustees
15 October 2022

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Trustees' Responsibilities
for the Year Ending 31 March 2022**



The Trustees, who are also directors of the Stillbirth & Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustees' Report and Financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK GAAP), including FRS102 *"The Financial Reporting Standard applicable in the UK and Republic of Ireland"*.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the charity will continue its operation.

The Trustees are responsible for keeping adequate and proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the Financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of Financial statements may differ from legislation in other jurisdictions.

Opinion

We have audited the financial statements of Stillbirth and Neonatal Death Society (the 'charity') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information contained within the annual report and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees, who are also the Directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Auditor's responsibilities for the audit of the financial statements (continued)

As part of our planning process:

- We enquired of management the systems and controls the charity has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the company. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006, the Charities and Trustees (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).
- We considered the incentives and opportunities that exist in the charity, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the charity, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted, designated and restricted funds.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the Charity Board minutes for discussions of irregularities including fraud.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with the trustees of the charity.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body, and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA Macintyre Hudson

Statutory Auditor

London, United Kingdom

Date: 09/11/2022

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2022



	Notes	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021 <i>As restated</i>
		£	£	£	£
Income from					
Donations and legacies	3	2,549,134	52,678	2,601,812	3,121,192
Other trading activities	4	4,116,845	-	4,116,845	2,729,909
		<u>6,665,979</u>	<u>52,678</u>	<u>6,718,657</u>	<u>5,851,101</u>
Income from charitable activities	5	15,059	20,400	35,459	529,025
Total income and endowments		<u>6,681,038</u>	<u>73,078</u>	<u>6,754,116</u>	<u>6,380,126</u>
Expenditure on:					
Raising funds		<u>1,819,240</u>	<u>-</u>	<u>1,819,240</u>	<u>1,193,544</u>
Charitable activities					
Research & prevention		299,444	-	299,444	257,140
Training & education		618,733	82,592	701,325	588,971
Groups and volunteers		642,951	-	642,951	704,085
Bereavement support		712,792	109,487	822,279	569,652
Policy and campaigns		<u>303,991</u>	<u>-</u>	<u>303,991</u>	<u>244,754</u>
		<u>2,577,911</u>	<u>192,079</u>	<u>2,769,990</u>	<u>2,364,602</u>
Total expenditure	6	<u>4,397,151</u>	<u>192,079</u>	<u>4,589,230</u>	<u>3,558,146</u>
Net income/ expenditure		2,283,887	(119,001)	2,164,886	2,821,980
Fund balance at 1 April 2021		<u>3,774,670</u>	<u>301,534</u>	<u>4,076,204</u>	<u>1,254,224</u>
Fund balance at 1 April 2022		<u><u>6,058,557</u></u>	<u><u>182,533</u></u>	<u><u>6,241,090</u></u>	<u><u>4,076,204</u></u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082). The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006. All income and expenditure derives from continuing operations.

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2022



Prior year comparatives	Unrestricted Funds £	Restricted Funds £	Total 2021 £
Income from			
Donations and legacies	2,866,244	254,948	3,121,192
Other trading activities	2,729,909	-	2,729,909
	<u>5,596,153</u>	<u>254,948</u>	<u>5,851,101</u>
Income from charitable activities	12,354	516,671	529,025
Total income and endowments	<u>5,608,507</u>	<u>771,619</u>	<u>6,380,126</u>
Expenditure on:			
Raising funds	<u>1,193,544</u>	<u>-</u>	<u>1,193,544</u>
Charitable activities			
Research & prevention	256,140	1,000	257,140
Training & education	272,192	316,779	588,971
Groups and volunteers	704,085	-	704,085
Bereavement support	202,038	367,614	569,652
Policy and campaigns	<u>244,754</u>	<u>-</u>	<u>244,754</u>
	<u>1,679,209</u>	<u>685,393</u>	<u>2,364,602</u>
Total expenditure	<u>2,735,754</u>	<u>685,393</u>	<u>3,558,146</u>
Net income/ expenditure	2,735,754	86,226	2,821,980
Fund balance at 1 April 2021	<u>1,038,916</u>	<u>215,308</u>	<u>1,254,224</u>
Fund balance at 1 April 2022	<u><u>3,774,670</u></u>	<u><u>301,534</u></u>	<u><u>4,076,204</u></u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Balance sheet
As at 31 March 2022



	Notes	2022 £	2021 £
Fixed Assets			
Tangible assets	13	70,787	33,395
Current Assets			
Stock	14	63,371	24,873
Debtors	15	831,114	929,379
Cash at Bank and in Hand		5,535,983	3,731,678
		6,430,468	4,685,930
Creditors - Amounts Falling Due Within One Year	16	(260,165)	(643,121)
Net Current Assets		6,170,303	4,042,809
Net Assets		£6,241,090	£4,076,204
Funds of the Charity			
Unrestricted general funds	20	5,803,289	3,560,313
Designated funds	21	255,268	214,357
Total unrestricted funds		6,058,557	3,774,670
Restricted funds	18	182,533	301,534
		£6,241,090	£4,076,204

The notes form part of these financial statements.

The financial statements were approved by the Board on 15 October 2022.

Oliver Reichardt
Chair - Board of Trustees

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Cash Flows
For the year ending 31 March 2022



	Notes	2022 £	2021 £
Cash flows from operating activities:			
Net cash used in operating activities	21	1,862,416	2,412,274
Cash flows from investing activities:			
Purchase of fixed assets		(58,111)	(724)
Net cash used in investing activities		(58,111)	(724)
Change in cash and cash equivalents in the reporting period		1,804,305	2,411,550
Cash and cash equivalents at the beginning of the reporting period		3,731,678	1,320,128
Cash and cash equivalents at the end of the reporting period		<u>5,535,983</u>	<u>3,731,678</u>

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



1. Legal status of the Charity

The Stillbirth and Neonatal Death Society is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are 10 -18 Union Street, London, SE1 1SZ. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Restatement of comparatives

The accounting policy for allocation of support costs was changed during the year. These costs were previously allocated to charitable activities based on the direct cost of those activities. The accounting policy was changed to base the allocation on employee headcount and include an allocation for fundraising activities. This had no overall effect on levels of expenditure recorded in the current or the previous year.

Additionally items previously disclosed as other income including the Coronavirus Job Retention Scheme (CJRS) grants have been reclassified as donations and legacies in this years accounts. This again has not overall effect on recorded income for the current or previous year.

2.2 Basis of Preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling , which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy.

2.3 Preparation of the Financial statements on a going concern basis

Due to the excellent set of results, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the Financial statements.

2.4 Income

Income is recognised when the Charity has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. Grants income is credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.

Government grants, which include the amounts received from the Coronavirus Business Interruption Loan Scheme and the Coronavirus Job Retention Scheme that cover interest and fees payable to the lender, are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.5 Fund accounting

Restricted funds arise from donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity. Designated funds are funds which have been designated by Sands for a particular purpose and show the split of funds held centrally and by Groups, net of transfers. Unrestricted funds are available to spend on activities that further any of the purposes of the Charity.

2.6 Critical accounting estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical accounting estimates for the period under review.

2.7 Gifts in Kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as *Other Income* and as expenditure in the Statement of Financial Activities under the most appropriate heading for the expense.

2.8 Expenditure

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities and include the costs of audit and statutory compliance. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of staff numbers. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against the activity to which the expenditure relates. Research Grants are recognised and recorded in the Financial statements at full cost, at the time the funds are committed by the Board of Trustees. In exceptional circumstances, where the grant funding schedule is contingent upon specific targets or deliverables being achieved, Sands may recognise only those commitments which are guaranteed at the year end under the terms of the grant agreement.

2.9 Intangible and tangible fixed assets and depreciation

Intangible and tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual values of each asset over its expected useful life as follows:

All other assets (Tangible)	25% reducing balance

Assets purchased, individually, under £1,000 are not capitalised, but expensed in the year of purchase.

2.10 Stock

Stocks held relate to bereavement support materials, memory boxes, items for resale and fundraising materials. Stock is valued at the lower of cost and net realisable value.

2.11 Leasing & hire purchase

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.12 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the Financial statements represent the contributions payable by the charity during the year. Pension Auto Enrolment commenced on 1 January 2016.

2.13 Termination payments

Termination benefits, including redundancy costs, are recognised when the charity has an obligation to pay the benefits and they can be measured reliably.

2.14 Debtors

Debtors are recognised at the settlement amount due after any trade discount offered and provision for bad and doubtful debts.

2.15 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash and cash equivalents include cash in hand and deposits held at call with bank.

2.16 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2.17 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



3. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total <i>As restated</i> £
Donations and gifts	1,801,224	-	1,801,224	1,974,411
Legacies	4,124	-	4,124	17,350
Gift Aid	647,500	-	647,500	467,399
Grants received*	85,941	52,678	138,619	650,787
Membership	10,345	-	10,345	11,245
	<u>2,549,134</u>	<u>52,678</u>	<u>2,601,812</u>	<u>3,121,192</u>

	Unrestricted Funds £	Restricted Funds £	2021 Total £
Donations and gifts	1,974,411	-	1,974,411
Legacies	17,350	-	17,350
Gift Aid	467,399	-	467,399
Grants received **	395,839	254,948	650,787
Membership	11,245	-	11,245
	<u>2,866,244</u>	<u>254,948</u>	<u>3,121,192</u>

* Included within Grants received is £5,266 which is a 50% payment of the costs of the Joint Policy Unit run with Tommy's where Sands has incurred the total costs – see note 24.

** Includes £305,250 of Coronavirus Job Retention Scheme (CJRS) grants (2021)

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



4. Other trading activities

<i>Unrestricted funds</i>	2022 Total £	2021 Total £
Running events	548,496	138,094
Challenge events	2,229,847	511,501
Other fundraising events	1,261,902	2,002,260
Merchandise sales	76,600	78,054
	<u>4,116,845</u>	<u>2,729,909</u>

5. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total £
Training and other related services	15,059	-	15,059	12,354
Statutory funding	-	20,400	20,400	516,671
	<u>15,059</u>	<u>20,400</u>	<u>35,459</u>	<u>529,025</u>

	Unrestricted Funds £	Restricted Funds £	2021 Total £
Training and other related services	12,354	-	12,354
Statutory funding	-	516,671	516,671
	<u>12,354</u>	<u>516,671</u>	<u>529,025</u>

Income from Statutory funding totalling £20,400 (2021: £516,671) are considered to be government grants. The prior year figure included COVID support grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

Additional financial assistance has been obtained via the Tommy's grant to support the National Maternity Consortium of £40,238 which is sponsored by Government funding.

Stillbirth and Neonatal Death Society
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6. Total resources expended

	Staff costs	Depreciation	Other costs	Support costs*	2022 Total	2021 Total As restated
	£	£	£	£	£	£
Cost of generating funds						
Fundraising costs	530,750	-	1,031,122	257,368	1,819,240	1,193,544
Charitable activities						
Research & prevention	191,805	-	4,692	102,947	299,444	257,140
Training and Education **	273,093	-	42,180	386,052	701,325	588,971
Groups and volunteers	228,643	-	208,414	205,894	642,951	704,085
Bereavement support	367,863	-	119,838	334,578	822,279	569,652
Policy & campaigns	72,335	-	25,762	205,894	303,991	244,754
Total charitable expenditure	1,133,739	-	400,886	1,235,365	2,769,990	2,364,602
	1,664,489	-	1,432,008	1,492,733	4,589,230	3,558,146
	Staff costs	Depreciation	Other costs	Support costs*	2021 Total	
	£	£	£	£	£	
Cost of generating funds						
Fundraising costs	551,113	-	432,823	209,608	1,193,544	
Charitable activities						
Research & prevention	158,179	12,323	2,795	83,843	257,140	
Training and Education	260,494	-	14,065	314,412	588,971	
Groups and volunteers	410,242	8,084	118,072	167,687	704,085	
Bereavement support	170,585	-	126,576	272,491	569,652	
Policy & campaigns	47,898	1,250	27,919	167,687	244,754	
Total charitable expenditure	1,047,398	21,657	289,427	1,006,120	2,364,602	
	1,598,511	21,657	722,250	1,215,728	3,558,146	

* Included in support costs are £906,703 (2021: £763,515) of staff costs (see note 7)

** Includes £10,532 in respect of the Joint Policy Unit (see note 24)

Stillbirth and Neonatal Death Society
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Notes to the Financial statements
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7. Analysis of Support costs

	Staff costs	Depreciation	Other costs	2022 Total	2021 Total
	£	£	£	£	£
<i>Current year</i>					
Communications and PR	176,280	-	100,466	276,746	269,297
Leadership and administration	93,811	-	19,985	113,796	92,470
Governance costs *			34,950	34,950	17,942
Premises & facilities	-	-	32,681	32,681	129,460
Finance, HR & IT	416,059	19,882	378,066	814,007	557,452
Temporary staff costs	220,553	-	-	220,553	149,107
	906,703	19,882	566,148	1,492,733	1,215,728
	Staff costs	Depreciation	Other costs	2021 Total	
	£	£	£	£	
<i>Prior year</i>					
Communications and PR	231,736	1,250	36,311	269,297	
Leadership and administration	90,108	-	2,362	92,470	
Governance costs *			17,942	17,942	
Premises & facilities	-	-	129,460	129,460	
Finance, HR & IT	292,564	19,421	245,467	557,452	
Temporary staff costs	149,107	-	-	149,107	
	763,515	20,671	431,542	1,215,728	

* See note 9

**Stillbirth and Neonatal Death Society
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Notes to the Financial statements
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8. Governance Costs

	2022	2021
	£	£
Legal & professional	9,420	5,338
Auditor's remuneration – previous auditor	1,585	12,604
Auditor's remuneration – current auditor	17,820	12,604
Consultancy	6,125	-
	<u>34,950</u>	<u>17,942</u>

Payments to the auditor in respect of non-audit fees was nil (2021: nil).

9. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year or were reimbursed for travel, subsistence and training expenses (2021: £nil).

Trustees' indemnity insurance is included in the wider insurance paid by the charity which cost the charity £6,763 (2021: £1,542).

Stillbirth and Neonatal Death Society
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10. Employees

Sands is committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working.

The average monthly number of total employees and full-time equivalent employees during the year was:

	2022	2022	2021	2021
	Headcount	FTE	Headcount	FTE
Bereavement support services	13	9	9	6
Groups networks & volunteering	8	7	10	7
Improving bereavement care	15	3	14	3
Research & prevention	4	3	3	2
Fundraising	10	10	8	8
Media, Policy & Campaigns	8	7	6	5
Management & administration	14	13	12	11
	<u>72</u>	<u>52</u>	<u>62</u>	<u>42</u>
Employment costs			2022	2021
			£	£
Wages and salaries			2,054,873	1,893,384
Temporary staff costs			220,553	149,107
Social security costs			205,488	180,360
Other pension costs			90,278	57,241
Cessation costs			-	81,934
			<u>£2,571,192</u>	<u>£2,362,026</u>

The number of employees whose annual emoluments were £60,000 or more were:

	2022	2021
	Number	Number
£60,001 - £70,000	-	3
£70,001 - £80,000	4	2
£80,001 - £90,000	1	-

The aggregate pension contribution made by the charity on behalf of higher paid staff was £18,811 (2021: £14,963). Six (2021: Five) higher paid staff accrued benefits in defined contribution pension schemes. Key management personnel are defined as the trustees and the five members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £440,909 (2021: £403,023).

During the year zero redundancy and termination payments made by the charity (2021: £81,934). There were no outstanding liabilities at the year-end.

11. Pension Scheme

	2022 £	2021 £
Contributions paid to defined contribution scheme	90,278	57,241

12. Volunteers

Volunteers play a key role in the achievement of the aims of Sands. Further details on their role is further explained in note 3.5 of the Trustees' report.

13. Fixed Assets (Tangible)

	IT equipment
	£
COST OR VALUATION	
At 1 April 2021	69,856
Additions	58,112
Disposals	(2,384)
At 31 March 2022	125,584
ACCUMULATED DEPRECIATION	
At 1 April 2021	36,461
Charge for the year	19,882
Disposals	(1,546)
At 31 March 2022	54,797
NET BOOK VALUE	
At 31 March 2022	£70,787
At 31 March 2021	£33,395

**Stillbirth and Neonatal Death Society
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Notes to the Financial statements
For the year ending 31 March 2022**



14. Stock

	2022	2021
	£	£
Publications, leaflets and fundraising materials	63,371	24,873

15. Debtors

	2022	2021
	£	£
Trade debtors	22,085	15,360
Other debtors	1,308	33,177
Accrued income	643,079	831,902
Prepayments and Receivables	164,642	48,940
Total	831,114	929,379

16. Creditors

	2022	2021
	£	£
Trade creditors	122,447	170,452
Other taxes and social security	66,132	45,117
Other creditors	40,879	18,139
Accruals	30,707	109,413
CBILS Bank Loan	-	300,000
Total	260,165	643,121

The Coronavirus Business Interruption Loan Scheme (CBILS) Bank Loan was an unsecured loan repaid in June 2021 and incurred no interest.

17. Research Grant Commitments Analysed

There were no commitments made in the financial year. The prior year comparatives are shown below:

Donor and Purpose of each fund	1 April 2021	Commitments made in year	Commitments paid in year	31 March 2022
	£	£	£	£
University College London (Marlow)	23,428	-	23,428	-
	<u>23,428</u>	<u>-</u>	<u>23,428</u>	<u>-</u>
	<u><u>23,428</u></u>	<u><u>-</u></u>	<u><u>23,428</u></u>	<u><u>-</u></u>

University College London: Parents and Neonatal Decisions Study - Improving communication during conversations about limiting life-sustaining treatment in neonatal intensive care. Professor Neil Marlow, UCL Elizabeth Garret Anderson Institute for Women's Health. This study is designed to improve the way doctors talk with parents about the decision whether or not to start palliative care for babies who have life-limiting conditions or a poor outlook.

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18. Analysis of movements of Restricted Funds

Current year	Balance at 1 April 2021 £	Income £	Expenditure £	Balance at 31 March 2022 £
National Lottery Community Fund – <i>Welsh language translation of bereavement support materials</i>	5,718	-	(5,718)	-
Welsh Government – <i>bereavement support projects</i>	-	18,000	-	18,000
Tommy's – <i>to co-lead the maternity consortium to ensure the voluntary sector partners with Government and the NHS to address inequalities in maternity care</i>	-	40,328	(40,328)	-
Bereavement Care review	-	2,400	(2,400)	-
James Tudor Foundation – <i>To support training</i>	-	4,850	(4,850)	-
John Horniman's Childrens Trust – <i>Sibling support project</i>	-	3,000	(3,000)	-
Maximus Foundation – <i>Memory boxes</i>	-	2,500	(2,500)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	65,813	-	(37,414)	28,399
The National Lottery Community Fund - <i>Digitisation England</i>	10,000	-	(10,000)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	2,657	-	(1,373)	1,284
Scottish Government - <i>Domestic Abuse support project</i>	19,551	-	(19,551)	-
Sands Groups Projects *	98,795	-	-	98,795
Scottish Government – <i>various projects</i>	50,000	-	(45,500)	4,500
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	(19,445)	10,555
Juditeras – <i>Research workshops</i>	10,000	-	-	10,000
Tozers North Devon Sands	4,000	-	-	4,000
Sundry less than £1,000	5,000	2,000	-	7,000
Total funds	301,534	73,078	192,079	182,533

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£92,103 at the year end and £93,171 at the prior year end). An additional £31,113 of designated funds are also held for the Baird Family Hospital Project.

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Prior year	Balance at 1 April 2020	Income	Expenditure	Balance at 31 March 2021
	£	£	£	£
UK Government <i>COVID response grant</i>	-	352,435	(352,435)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	-	104,816	(39,003)	65,813
The National Lottery Community Fund - <i>Digitisation England COVID Funding Stream</i>	-	99,700	(89,700)	10,000
Scottish Government <i>COVID response grant</i>	-	39,869	(39,869)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	-	35,625	(32,968)	2,657
London Community Response Fund - <i>Translation</i>	-	30,400	(30,400)	-
Garfield Weston Charitable Trust - <i>HCP & Volunteer training</i>	-	20,000	(20,000)	-
The National Lottery Community Fund - <i>Northern Ireland COVID-19 response</i>	-	19,662	(19,662)	-
Scottish Government - <i>Domestic Abuse support project</i>	-	19,551	-	19,551
The Childwick Trust - <i>SUFC wellbeing officer</i>	-	10,000	(10,000)	-
The National Lottery Community Fund - <i>Welsh language translation of bereavement support materials and App</i>	-	5,718	-	5,718
Sandra Charitable Trust - <i>HCP training</i>	-	4,000	(4,000)	-
Suffolk Community Foundation - <i>support in Suffolk</i>	-	3,839	(3,839)	-
The D'Oyly Carte Charitable Trust - <i>HCP webinars</i>	-	3,500	(3,500)	-
Souter Charitable Trust - <i>Memory box appeal</i>	-	2,796	(2,796)	-
Eveson Charitable Trust - <i>HCP training</i>	-	2,722	(2,722)	-
Cambridgeshire Community Foundation - <i>Covid-19 funding</i>	-	2,173	(2,173)	-
The Pilkington Charities Fund - <i>Memory box appeal</i>	-	2,000	(2,000)	-
The TBF And KL Thompson Trust – <i>work in Northern Ireland</i>	-	2,000	(2,000)	-
The Basil Death Trust - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
Fort Vale Foundation - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
The Lennox Hannay Charitable Trust – <i>Memory box appeal</i>	-	1,500	(1,500)	-
Sir Jules Thorn Charitable Trust - <i>HCP training</i>	-	1,250	(1,250)	-
The Felicity Wilde Charitable Trust - <i>Saving Babies Lives</i>	-	1,000	(1,000)	-
The Shanly Foundation - <i>Memory boxes in Oxfordshire</i>	-	1,000	(1,000)	-
The Wixamtree Trust - <i>Memory boxes</i>	-	1,000	(1,000)	-
Sands Groups Projects *	111,308	-	(12,513)	98,795
Scottish Government – <i>various projects</i>	50,000	-	-	50,000
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	-	30,000
Juditeras	10,000	-	-	10,000
NHS England: Review of impact BSS	5,000	-	(5,000)	-
Tozers North Devon Sands	4,000	-	-	4,000
Sundry less than £1,000	5,000	1,335	(1,335)	5,000
Total funds	215,308	771,619	(685,393)	301,534

19. Analysis of movements of Designated Funds

	Balance at 1 April 2021	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2022
	£	£	£	£	£
Fixed asset fund	33,395	37,392	-	-	70,787
Group project commitments	180,962	13,869	697	(11,047)	184,481
Total funds	<u>214,357</u>	<u>51,261</u>	<u>697</u>	<u>(11,047)</u>	<u>255,268</u>

<i>Prior year</i>	Balance at 1 April 2020	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2021
	£	£	£	£	£
Fixed asset fund	80,198	(46,803)	-	-	33,395
Group project commitments	184,894	(3,932)	-	-	180,962
Total funds	<u>265,092</u>	<u>(50,735)</u>	<u>-</u>	<u>-</u>	<u>214,357</u>

The purpose of the designation of the funds were as follows:

Fixed asset fund – to provide a reserve of monies to match the fixed assets held in order to make clear the free funds held by the charity.

Groups project commitments – to provide a reserve of monies to cover local Groups Projects.

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
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For the year ending 31 March 2022



20. Analysis of net assets between Funds

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	70,787	-	70,787
Current Assets	6,063,454	184,481	182,533	6,430,468
Creditors falling due within 1 year	(260,165)	-	-	(260,165)
	<u>5,803,289</u>	<u>255,268</u>	<u>182,533</u>	<u>6,241,090</u>
	Unrestricted funds	Designated funds	Restricted funds	Total funds
Prior year:	£	£	£	£
Tangible Assets	-	33,395	-	33,395
Current Assets	4,203,434	180,962	301,534	4,685,930
Creditors falling due within 1 year	(643,121)	-	-	(643,121)
	<u>3,560,313</u>	<u>£214,357</u>	<u>£301,534</u>	<u>4,076,204</u>

21. Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	2021 £
Net movement in funds	2,164,886	2,821,980
Add back intangible asset depreciation charge	-	22,617
Add back tangible asset depreciation charge	19,882	19,711
(Increase)/decrease in stock	(38,499)	11,091
Loss on disposals	838	5,199
Decrease/(increase) in debtors	98,265	(801,565)
(Decrease)/ increase in creditors	(382,956)	333,241
	<u>1,862,416</u>	<u>2,412,274</u>

22. Analysis of changes in net funds

The charity had no debt during the year.

23. Operating Leases

	Land and Buildings		Other	
	2022	2021	2022	2021
	£	£	£	£
Expiry date:				
Over 5 years	6,878	-	-	-
	6,878	-	-	-

The charity signed a lease for premises at 10-18 Union Street on 15th March 2022 for a period of 6 years.

24. Joint Venture

In 2021 Tommy's and Sands agreed to form a Joint Policy Unit together to develop a policy resource in the form of a policy unit in support of making the UK the safest place in the world to have a baby.

It was agreed that this Unit would be a 50:50 Joint Venture with direct costs of running the Unit split equally between both parties.

During the year the charity paid £10,532 (see note 6) and received £5,266 (see note 3) from Tommy's to cover these costs.

25. Related Party Transactions

There were no related party transactions in the year.

26. Contingent assets

The charity was notified of a legacy with a potential valuation to Sands of £270,000 in late 2021. The legacy is now being disputed by the legator's only living child and the charity is currently seeking legal advice on whether the claim has merit. It is not possible to assess the amount the charity may receive from this legacy at this time.

Sands

England & Wales - Charity number 299679

Accounts

Charity Registration Number: 299679
Scottish Charity Number: SC042789
Company Registration Number: 2212082
(England & Wales)



Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report & Financial statements
Year Ending 31 March 2021

Trustees	Oliver Reichardt (Chair) Susanna Speirs (Vice Chair) Michael Smith (Treasurer; resigned 18 July 2020) Sangeeta Agnihotri (appointed 21 November 2020) Tom Burdett (Treasurer from 18 July 2020) Edward Ford (resigned 21 November 2020) Emma Gibbs Dr David Hall Shetal Joshi (appointed 21 November 2020) Joel Mitchell David Price Dr Sarah Stock Sarah Threadgould (appointed 21 November 2020) Kelly Williams (appointed 21 November 2020)
Chief Executive	Dr Clea Harmer
Company Secretary	Piers Vimpany FCA DChA
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	CAN Mezzanine 49-51 East Road London, N1 6AH
Statutory Auditor	HW Fisher LLP Acre House 11-15 William Road London NW1 3ER
Principal Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Principal Solicitors	Russell-Cooke 2 Putney Hill London SW15 6AB

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The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and Financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2021.

The Trustees confirm that the annual report and Financial statements of the charity have been prepared in accordance with the accounting policies set out in Note 2 to the Financial statements and comply with the charity's constitution, applicable law and the requirements of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)".

1. Objects and values of the charity

The objects of Sands are: -

1. to promote the emotional, psychological and physical well-being of parents, their families and friends, when a baby dies in utero, at birth or soon after birth, by:
 - 1.1 the provision of support and information to those so bereaved and their carers; and
 - 1.2 by working collaboratively with health and social care professionals to improve and enhance professional practice with bereaved parents; and
2. to promote research and the implementation of best practice that will help identify the causes and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Sands' vision is for a world where fewer babies die and where anyone who is affected by the death of a baby receives the best care and support for as long as they need.

To realise the charity's vision Sands' outlined four key objectives within its 2017-2020 Strategy, these are to:

- Reduce the number of babies dying before, during and shortly after birth;
- Ensure the right care and support is available at the right time after the death of a baby;
- Grow as one strong, sustainable and effective organisation;
- Raise awareness of the issues relating to stillbirth and neonatal death.

Underpinning these objectives are **Sands Values**, whereby the charity commits to:

- Being compassionate, collaborative and evidence-based.
- Working as one organisation; learning from experience and striving for continual improvement through innovation.
- Being open and honest; working with respect and integrity; showing empathy and being inclusive in everything the charity does.

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the 2017-2021 Sands Strategy. Total charitable expenditure at Sands was £3.56m in 2020/2021 (2020: £4.02m).

2.1 Main achievements in 2020/2021

The three-year [2017-2020 Sands Strategy](#) was due to be reviewed and updated during the course of 2020. However, because of the Covid-19 Pandemic and the resulting changeable environment, it was decided to adopt an agile and responsive approach to strategic planning for the year and to carry out the strategy review and update in 2021. Within this report, the four objectives from 2017/2020 (outlined below) provide a basis to demonstrate our commitment to the core aims and how we delivered on these despite the challenging environment.

1. **Reduce the number of babies dying before, during and shortly after birth;**
2. **Ensure the right care and support is available at the right time after the death of a baby;**
3. **Grow as one strong, sustainable and effective organisation;**
4. **Raise awareness of the issues relating to stillbirth and neonatal death.**

Covid-19

2020/2021 was a uniquely different year for Sands, dominated by the impact of the Covid-19 pandemic which provided significant challenges as well as opportunities. There were three distinct phases:

- Immediate response – in which two key areas of **focus** were identified:
 - Providing support and information for all those who need it, especially bereaved parents and families, NHS staff, and pregnant women
 - Ensuring income does not drop below 50% - 75% of originally budgeted income
- Adjustment to a new normal – identifying what was needed to **sustain** Sands through the pandemic and to ensure we continued to deliver on our core aims was identified
- Recovery and rebuilding – ensuring we were in a position to ultimately **return to growth**

Detailed scenario planning supported an approach to financial planning which included budgeting for reduced income alongside identifying ways to reduce expenditure. A total of 32 staff were placed on furlough leave from 1st April, with some staff returning on 1st September and others at different points up until 1st April 2021. Staff were consulted on a proposed restructure through July, August and September, with the aim of further reducing expenditure in a way that would best allow Sands to continue to deliver on all its core aims with an increased focus on digital and with a capacity to grow in the future. Following the consultation 15 roles were made redundant; we are very grateful for the service and commitment that these staff showed during their time at Sands and would like to acknowledge what a difficult time it was for everyone involved.

Although the first 6 months of the pandemic were very challenging in terms of demand on services, impact on beneficiaries, and a reduction in income, there were also much that was positive. The pandemic provided confirmation that the work of Sands is relevant and clearly demonstrated the unique way in which Sands' core aims work together. It also provided opportunities to try new ways of working and to become a 'digital-first' organisation.

Strategic Objective 1

To reduce the number of babies dying before, during and shortly after birth

The perinatal mortality figures that were available in February 2021 relate to babies who died in 2019 and showed a total of 4,829 stillbirths and neonatal deaths across the UK. This equates to 14 babies dying every day in the UK.

During the pandemic there was a concern that Covid-19 might increase the perinatal mortality rate, and concerted efforts were made by ONS and MBRRACE to produce data in a timely manner to track these figures. There were also research studies which aimed to understand the impact of Covid-19 on pregnancy, labour and birth. Although more evidence is needed, overall the data seems to indicate that although the virus itself has not increased the risk of stillbirth or neonatal death, some of the steps taken in response to the virus may have done so.

The main activity/achievements relating to this objective were to increase understanding of why babies die through supporting and monitoring research, audit and review; to ensure pregnant women are aware of how to reduce the risk of stillbirth and neonatal death; and to identify and implement actions that are needed to reduce the number of babies dying. This was done by:

- Feeding back experiences of care from parents and families during the pandemic and using these to mitigate the impact on safety. Sands worked with the NHS and the Royal Colleges to update guidance for both parents and healthcare professionals; this work included amending the 'stay at home' messaging.
- Updating the Safer Pregnancy website in line with emerging evidence around Covid-19 and sharing via third parties; this resulted in a 95% increase in traffic to the site. Also ensuring there was clear and up-to-date information for pregnant women on the main Sands website.
- Supporting around 25 research studies in a variety of ways including helping with study design, recruitment of research participants, creation of patient information, and with dissemination.
- Contributing to national forums and initiatives addressing safety in maternity and neonatal care by feeding in parents' views across the UK, including submitting evidence to the Health Committee for Health and Social Care's enquiry into the safety of maternity services in England, and to the Women's Health Strategy. Sands also contributed through participation in the Maternity Transformation Stakeholder Council; the National Child Mortality Database; the Smoking in Pregnancy Challenge Group; the Scottish Stillbirth Group, the Northern Ireland Maternal and Infant Loss group; and the National Bereavement Steering Group in Wales.

- Working with the Pregnancy and Baby Charity Network to update the manifesto, strengthening the commitment to reducing inequalities in perinatal mortality and bereavement care.
- Launching Sands Insight Voices by recruiting a diverse group of bereaved parents to help improve the quality, relevance and effectiveness of our research, education and policy activity.
- Delivering training webinars to support professionals to engage parents in reviews of the death of their baby.
- Welcoming Professor Gordon Smith as Sands' new Ambassador. Heading Cambridge University's Department of Obstetrics and Gynaecology, his internationally recognised research is looking for better ways to predict problems in pregnancy, so babies and mothers get the care they need. As Ambassador, he will have a special focus on promoting work to save babies' lives and improve the range and impact of perinatal research.

Strategic Objective 2:

To ensure the right care and support is available at the right time after the death of a baby.

Bereavement support

Sands provides support to anyone affected by the death of a baby through our range of bereavement support services team. These services include the helpline which provides telephone, email and social media support; the online community and the Facebook support group which provide 24-hour forums for mutual and moderated support; the bereavement app which provides information and support in an easily accessible format; a range of information which is available in both print and electronic format; the Sands' funded memory boxes; and the range of remembrance events that are held both nationally and locally. Support is also provided at a local level around the UK by volunteer befrienders providing group or individual support in different formats.

Covid had a significant impact on Sands' bereavement support services – with volunteer befrienders having to find alternative ways to provide support. Some groups managed to move their group support online and hosted Zoom support meetings, whilst others focused on individual support or on 'walk and talk' meetings outside when that was possible. Sadly, there was also a marked increase in demand for support, and at times during the pandemic there was a 30% month-on-month increase. The requests for support during the pandemic increased in complexity partly as a result of the circumstances in which baby death occurred, partly because of the increased isolation, and partly as a result of other organisations signposting complex cases to Sands.

However, the pandemic also provided opportunities to develop other channels of support including digital and social media, it also increased the reach of our support meetings enabling those who would find it difficult to travel to or join meetings to do so via Zoom.

Bereavement care

Sands works to ensure that excellent and equal bereavement care is offered to bereaved parents and families both by healthcare professionals and in the workplace. In hospitals and the community this is done by leading the implementation of the National Bereavement Care Pathway; by providing bereavement care training for healthcare professionals and all those in contact with bereaved parents; by providing resources and tools to help healthcare professionals to inform, monitor and improve their bereavement care; and by providing e-learning opportunities and updates. In the workplace this is done by providing training; by providing expert advice and guidance; and by providing relevant resources and tools.

Covid had a direct impact on healthcare professionals' ability to offer bereavement care. At the most acute points of the pandemic some mothers were on their own as they were given the news that their baby had died and in a few cases also when they gave birth; some bereavement midwives were redeployed and some bereavement suites were repurposed; restrictions made it difficult for parents to spend time making memories with their babies; and PPE made it difficult for healthcare professionals to provide compassionate care. Sands focused on supporting the NHS to provide the best possible care in the circumstances, and on returning to pre-pandemic care as soon as possible.

During the pandemic we gathered feedback from pregnant women, bereaved parents and families and undertook regular surveys of bereavement care in NHS Trust and Boards. These were used to prioritise the creation of resources to support Trusts as well as to provide evidence to help us work with national policy makers to get recovery plans put in place.

The main activity/achievements relating to this objective were to provide support and information for bereaved parents, and for those pregnant after the death of a baby; and to ensure NHS staff are supported to deliver excellent bereavement care This was done by:

- Distributing 10,901 copies of the Sands Bereavement Support Book, and also translating it into Arabic, Bengali, Polish, Portuguese, Punjabi, Urdu and Simplified Chinese.
- Enabling 93,628 user visits to the Sands Online Community, and launching a closed national Facebook support group with 1,700 members.
- Holding a virtual Garden Day Event of Remembrance and Hope in June 2020 viewed by over 1,800 people, and a virtual Lights of Love Event in December 2020 viewed by over 1,400 people. Both events attracted significantly higher numbers than usual by virtue of the fact that they were online.
- Supporting befrienders and groups to offer Zoom support meetings during the pandemic and supporting the befrienders themselves through Zoom sessions run by the bereavement support services team

- Partnering with Black Mums Upfront to ask over 120 black mothers for their experiences, thoughts and suggestions on bereavement support.
- Successfully passing the Helplines Partnership Accreditation assessment in May
- Distributing 1,695 Sands' funded Memory Boxes despite Covid restrictions at the start of the year.
- Taking 'Sands supporting the NHS #Findingthewords' as the theme for Sands Awareness Month 2020; the animation was viewed 12,000 times and the resource for healthcare professionals was downloaded 1,167 times
- Working with national governments and the NHS to highlight the impact of Covid-19 on bereavement care, mitigate the impact and put recovery plans in place
- Developing Communication with PPE to enable healthcare professionals to deliver compassionate care whilst wearing PPE
- Creating and promoting a new resource to support sensitive stillbirth registrations
- Providing 28 online training webinars which reached over 1,000 healthcare professionals ensuring they felt equipped and able to deliver excellent bereavement care. Covid restrictions meant that face-to-face training was cancelled but the feedback from the webinars was excellent and has provided an opportunity to consider how to use both online and face-to-face training in the future
- Leading implementation of the National Bereavement Care Pathway which continues to make a difference for both bereaved parents and families, and for healthcare professionals. In England 62% of Trusts are now fully signed up with 37% having expressed formal interest. Only 1% (1 Trust) has not expressed and interest. 8 NBCP online workshops were run which reached over 200 professionals, supporting them in implementing the pathway
- Sharing information and best practice with 3,415 professionals through the monthly Professionals' Bulletin
- Delivering 10 Bereavement in the Workplace sessions along with 11 Bereavement in the Workplace toolkits
- Providing consultancy to a range of organisations, including Shrewsbury and Telford Hospitals NHS Trust to enable them to improve their bereavement care following the recommendations of the Ockenden Report. Also providing support for the families involved in the investigation.

Strategic Objective 3

To grow as one strong, sustainable and effective organisation

For the first few months of the pandemic Sands, like many other charities, was focused on the steps needed to ensure that it would be able to continue its work despite a significant drop in income and an increase in demand. Careful scenario planning, along with taking steps to reduce expenditure and to seek additional funding, allowed Sands to navigate the first difficult months safely.

New and innovative digital funding streams were then identified, and their extraordinary success has since allowed Sands to return to plans for growth.

Covid also changed the way Sands worked, virtually bringing teams together in a way that hadn't been possible before. In responding to the challenges of the pandemic, Sands worked in an agile way but also focused on continual improvement – allowing an immediate response to the need around us. So Covid provided opportunities to learn how to be more effective and how to truly work as one organisation, and this learning will be taken forward

The main activity/achievements relating to this objective were to ensure a sustainable financial base with diverse income streams; to structure Sands to enable effective and strategic working; to build trust and develop opportunities for collaboration; and to ensure good governance. This was done through:

- Several extraordinarily successful Facebook Fundraising Events. As part of Sands' strategy to pivot towards digital and virtual events, the Income Team piloted and rolled out virtual events using Facebook as a marketing platform. These events exceeded the best performing scenarios in terms of income and Return on Investment. This approach has now been rolled out across core fundraising products resulting in significantly increased income across events.
- A strong performance from Corporate Fundraising. Exceptional growth in corporate income was achieved with a total of £563,225; this is 77% increase on the previous year and the highest amount raised through this income stream for Sands. The charity also secured 25 new partnerships bringing the total under account management to 45, including major household names *NatWest Group* and *Marks & Spencer*.
- Exceptional performance from the nascent income streams of Trusts, Foundations and Statutory Fundraising. An acceleration in the total number of applications resulted in 349 applications (including 10 to statutory sources) for £2,718,754, with a total won of £827,037. Trusts alone saw exceptional growth, up from £47k last year to £270k this year (up 474%).
- Communications and engagement activity. There was a rapid response to the pandemic with a new message framework, new ways of working and new content. An integrated approach to planning and co-creation was established leading to improved outcomes in income

- generation, connecting bereaved families to support, enhancing public affairs to create change, and raising awareness.
- Unprecedented amounts of media coverage for our key campaigns with more coverage generated for Baby Loss Awareness Week and Sands Awareness Month compared to previous years.
 - The Digital Engagement Team who supported the organisation to shift to a '*digital first approach*' for their communications needs and, by focusing on increased quality and quantity of content, significantly increased online engagement rates compared to the previous year:
 - Facebook growth 5,361 page likes (+5.65%); total pages like 105k
 - Instagram growth 7,872 followers (+66.20%); total followers 21k
 - Twitter growth 2,055 followers (+1.16%); total followers 20k
 - LinkedIn growth 611 followers (+38.82%); total followers 2,186
 - Starting an upgrade to the current Customer Relationship Management System to improve engagement with stakeholders and to enable more effective working across Sands.
 - Moving out of the offices in the Victoria Charity Centre at the end of the lease period and taking desk space in the CAN Mezzanine offices in East Road, London. In addition, moving out of the office space in Glasgow at the end of the lease period.
 - Establishing Sands United FC as a model for bereavement support and income generation and supporting more than 30 teams through the pandemic restrictions.
 - Welcoming Rob Allen as the Patron of Sands United Football Club, and welcoming three new ambassadors, Ksavi Joshi, Genelle Aldred and Professor Gordon Smith. The kind commitment, support and help of all these people will help Sands reach more people and achieve more.
 - Maintaining and developing the following relationships: Baby Loss Awareness Week Alliance; Pregnancy and Baby Charity Network; One Voice; Smoking in Pregnancy Challenge Group; Maternity Transformation Programme; MBRRACE-UK Collaboration; relevant Royal Colleges; and Governments and the NHS across all four nations.

Strategic Objective 4

To raise awareness of the issues relating to stillbirth and neonatal death

During 2020/2021 Sands created different opportunities to raise awareness of the issues relating to stillbirth and neonatal death including #FindingTheWords during Sands Awareness Month, and Baby Loss Awareness Week 2020.

The restrictions relating to Covid resulted in social media and digital channels being used far more to raise awareness, and one of the benefits of this was reaching audiences who might not have engaged previously.

The main activity/achievements relating to this objective were to campaign on issues relating to stillbirth and neonatal death, raising awareness and reducing stigma, and working with key influencers to drive change. This was done by:

- The #FindingTheWords - supporting the NHS to support families campaign during Sands Awareness Month which focused on supporting staff in the NHS to provide the best possible care for bereaved parents and families during the pandemic, and also to look after themselves.
- Working collaboratively with over 90 other charities for Baby Loss Awareness Week (BLAW). Sands led the BLAW 2020 Alliance, and the week focused on the theme of #YouAreNotAlone which reflected the impact of Covid on bereaved parents and families. The restrictions of Covid meant that much of the week's activity focused on home-based activity, such as turning homes pink and blue along with 162 landmarks around the UK; it also focused on social media. The total reach of Facebook was 751,000 and of Twitter was 638,000, both of which were significantly greater than the year before. NatWest sponsored the week in partnership with Sands and hosted daily virtual panel discussions which were viewed by 32,500 people.
- Sending 4,873 emails to MPs, AMs and MLAs about partners being excluded from pregnancy, maternity and neonatal services due to COVID-19 and asking them to contact their local health Trust or Board about this. Every MP in England was contacted by at least one (nearly always more) of their constituents about this issue through this action. Nearly 275 responses were received from Trusts and Boards.
- Developing partnerships with Dope Black Mums, Dope Black Dads, Black Mums Upfront, and The Motherhood Group. These partnerships are helping Sands to understand the needs of the Black community better and are also helping to raise awareness of Sands and its work within these communities.
- The screening of Pieces of a Woman by Netflix with signposting to support by Sands. Vanessa Kirby played a bereaved mother in this powerful portrayal of the impact that the death of a baby has on one family, and she worked with a Sands' befriender to prepare herself for the role.
- The launch of Loving You From Here, a book looking at the impact of stillbirth and neonatal death and the role that Sands has played in providing support and in working for better care and to reduce the number of babies dying.

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is CAN Mezzanine, 49-51 East Road, London N1 6AH. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789). The charity provides additional meeting space to support its national remit and nationwide operations, including its network of over 100 Sands' Groups – notably in N. Ireland (Portadown) and Scotland (Glasgow) and roughly 30 Sands United Teams.

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who are elected by the members at AGM in accordance with the Articles of Association, which is the charity's governing document.

The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved. The Directors also act as Trustees to the charity. Each year, one-third of the Directors must retire and may be eligible for re-election.

All recruitment to the Board of Trustees is subject to the *Trustee Recruitment, Selection and Induction* policy and newly co-opted/elected Trustees are provided with an induction pack which includes the latest guidance,¹ as well as key information from the Charity Commission².

The functions of the Board of are set out in Clause 22 of the Articles of Association and include setting the overall strategic development of the charity; reviewing and adopting the annual business plan and budget; monitoring the performance of the charity in relation to plans and budgets; ensuring that the charity's affairs are conducted in accordance with generally accepted standards of performance and propriety; overseeing the performance and activities of local Sands Groups and ensuring that appropriate advice is taken, particularly with regard to matters of legal compliance and financial viability.

The Board of Trustees also delegates authority to standing sub committees and/or 'task and finish' working groups, as appropriate, who operate within the Reservation and Delegation of Board Powers and associated Framework of Authority.

¹ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf

² *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report for the Year Ending 31 March 2021**



Trustees may serve no longer than seven years from the AGM at which they are first elected. None of the Trustees have any beneficial interest in the company. [Short biographies of all Trustees](#) are on the Sands website:

Trustees that served during the financial year under review and up to the date of approval of these financial statements:

Oliver Reichardt (Chair from Nov 2018)	Elected 17 November 2018
Susanna Speirs (Vice Chair from Dec 2018)	(Co-opted 24 September 2016; Elected 29 October 2016; Re-elected 4 November 2019).
Michael Smith (Treasurer until July 2020)	Elected 23 November 2013; Re-elected 3 October 2015; Re-elected 4 November 2019, Resigned 18 July 2020
Sangeeta Agnihotri	Elected 21 November 2020
Tom Burdett (Treasurer from July 2020)	Elected 17 November 2018; Re-elected 21 November 2020
Edward Ford	Elected 23 November 2013; Re-elected 3 October 2015; Re-elected 17 November 2018; Resigned 21 November 2020
Emma Gibbs	Elected 17 November 2018; Re-elected 21 November 2020
David Hall	Elected 17 November 2018
Shetal Joshi	Elected 21 November 2020
Joel Mitchell	Elected 23 November 2019
David Price	Elected 17 November 2018
Dr Sarah Stock	Elected 23 November 2019
Sarah Threadgould	Elected 21 November 2020
Kelly Williams	Elected 21 November 2020

Tom Burdett took over from Michael Smith taking the role of Treasurer and Chair of the Finance, Audit and Risk Sub Committee on 18 July 2020.

3.2 Board Sub-Committees

In 2020/2021, the following Sub Committees and Working Groups supported the work of the Board:

- Governance Sub Committee
- Finance, Audit & Risk Sub Committee
- Research Sub Committee
- COVID Crisis committee (from April 2020, ceased September 2020)
- Property sub-committee (from April 2020)

3.3 Day-to-day operations of the charity and key management personnel

The Chief Executive, Dr Clea Harmer, together with the senior leadership group, is responsible for, and provides oversight of, the delivery of Sands' organisational strategy and the annual business plan for the organisation, ensuring compliance with statutory requirements and best practice approaches at national level. The key members of the team are:

- Daniel Brett-Schneider as Director of Fundraising & Communications.
- Jen Coates as Director of Volunteering & Bereavement Support.
- Kate Mulley as Director of Research, Education & Policy.
- Piers Vimpany as Director of Finance & Resources

Like all staff at Sands, the pay and remuneration of the charity's key management personnel has been benchmarked and set in line with an independent market review of staff salaries that was completed in September 2019.

3.4 Staffing and staff profile

The charity employed an average of 62 staff during the period under review - equivalent to 42 FTE (full-time equivalent members of staff).

58% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 23% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounting for 19% of total staff.

3.5 Sands volunteers and groups

Sands has around 1,000 volunteers and 100 groups who provide national support for Sands' vision, mission, and strategic objectives.

Sands' volunteers deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Volunteers also create valuable links that facilitate a range of further support to health professionals looking to offer excellent bereavement care.

Sands' volunteers help to prevent the loss of babies' lives through raising awareness of the shocking number of babies dying each year on both a national and a local level. They are also vital to the fundraising efforts of the charity; ensuring that it can achieve its ambitious aims and continue to grow.

Sands is very grateful for the wonderful work of its amazing volunteers, without whom it would not be possible for Sands to achieve nearly as much.

4. Review of Finances, Fundraising and Risk

4.1 Financial Review

Income

Total income for the year to 31 March 2021 was £6,380,126 (2020: £3,713,207) which represents a 72% increase year on year.

The reason for the increase was a combination of factors in what was an exceptional year due to the Covid-19 crisis.

During the first five months of the year the charity saw a significant decrease in fundraising income. In August 2020 this was trending 31% lower than the previous year. In response to this reduction the charity applied and received time limited emergency Covid-19 funding from the UK Government, Scottish Government, National Lotteries Charities Board, and the Northern Ireland Executive of £511,666. In addition, a £300,000 COVID support loan was obtained through Lloyds Bank.

In addition, the charity furloughed roughly a third of its staff and received a total of £305,250 during the year from this Government Scheme. Overall, 96% of the emergency Covid and furlough grants the charity received were before the end of October 2020.

4.1 Financial Review (continued)

However, in mid-September 2020 the charity became aware of the tremendous and unexpected success of the newly launched 310,000 steps fundraising challenge. This was followed by another hugely successful Jog 50 challenge later in the year. Both of these challenges raised over £1.8m and represented new income for the charity plus a new and effective way of engaging supporters.

○ *Expenditure*

Total Expenditure for the charity to 31 March 2021 was £3,558,146 (2021: £4,020,026) which represents a decrease of 11% year on year.

The principle reason for the reduction in expenditure was lower charity and groups' expenditure due to face to face support meetings and training being suspended and replaced by on-line digital meetings and training which also proved very successful and at lower cost. In addition, other key face to face events including the Annual General Meeting were held on-line.

The charity decided in August that a staff restructuring was needed in response to the reduction in income seen at that time and the changes of ways of working, with all staff working at home and delivery of services moving increasingly on-line. Roughly a third of staff were made redundant at this time however there was no net saving to the charity in the year as cessation costs broadly matched the staff cost savings.

○ *Net Surplus*

The net surplus amounted to £2,821,980 vs a prior year deficit of £306,819. The surplus on unrestricted funds amounted to £2,735,754.

○ *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2021 were £4,076,204 (2020: £1,254,224). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 20 and 21* respectively. The *Statement of Cash Flows* on page 29, shows net cash inflows from operating activities of £2,412,274 in year, compared to net cash outflows of £485,208 in 2020, which is further detailed in Note 23. The emergency Covid loan taken out in July 2020 was repaid in full in June 2021 without incurring any interest.

4.2 Reserves Policy

The policy for Reserves has been revised by the trustees taking account of the following long-term considerations:

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs
- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

The reserves of the charity are regarded as having three layers each set separately at four months of operating expenditure:

The first layer (top level) is intended to smooth out limited and temporary shortfalls in income to provide funds to protect services at current levels and/or to make further investment in fundraising. The funds for this layer are invested in readily available cash deposits or longer-term deposits.

The second layer (middle level) would allow the charity to consider a measured reduction in expenditure when a fall in income appears to be of a substantial or longer-term nature. Depending on the overall reserves levels Trustees will consider whether these amounts should be held in cash or invested in strategic income generating activities, longer-term deposits, gilts or equities, with a view to long-term growth.

The third layer (base level) is held as core reserves and provides a strategic minimum reserve fund. The funds for this layer are held as readily available cash deposits.

The charity is in the process of restructuring its funds to match the policy, at the year-end funds were largely held in bank deposits.

○ *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 8 and 12 months cash operating expenditure (excluding depreciation). Actual free (general fund on the balance sheet) reserves at the year-end stood at £3,560,313 (2020: £773,824). This represented 9.3 months (2020: 2.5 months) of projected expenditure for the next twelve months. The reason for the increase from last year was principally due to the success of two key fundraising initiatives in the year.

The budget for 2021/22 has been set to achieve a surplus which should see reserves be maintained with the 8-12 month target identified in the reserves policy.

4.3 Going concern

2021 has been a very successful year for Sands financially and operationally.

Having used the Government's Coronavirus Job Retention Scheme and Covid-specific grants to navigate through the immediate impact of the pandemic we were able to bring staff either back to work or restructure roles in order to reduce reliance on Government support by the second half of the year.

The second half of the year recorded strong fundraising income from successful campaigns and corporate and Trust supporters which have continued into 2021/22.

Staff were successfully able to work at home and they responded magnificently to the many challenges of the last year and helped sustain and grow the charity.

Sands moved ending the lease on its office premises in March 2021 and now has a smaller shared office which will provide ongoing cost savings.

The Trustees are confident that the charity will remain a going concern for the foreseeable future.

4.4 Statement of Fundraising Practice

- *Approach to fundraising*

Sands is registered with the Fundraising Regulator and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2021, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

Sands' Fundraising Promise outlines how we are committed to treating donors and the public with respect, fairness, honesty, and clarity in our fundraising activities. Sands will ensure it keeps its fundraising practices under review and will work with others with the aim of improving practice across the charity sector.

- *Monitoring of fundraising carried out on behalf of Sands*

Sands takes all reasonable steps to monitor fundraising carried out on behalf of the charity to ensure no harm comes to staff, volunteers and those that fundraise for the charity. Clear signposting to relevant fundraising guidance and forms is available on the Sands website. Adherence to all relevant policies and procedures to safeguard and protect are monitored by the designated fundraising staff lead for the event.

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process. There have been no complaints about fundraising in 2020/2021.

- *Steps we take to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate*

Sands takes its responsibility to protect the public, and especially vulnerable people, very seriously. Sands reviews all existing and new fundraising activity and ensures full oversight through a rigorous development and sign-off process.

Sands acknowledges the unique connection between the bereavement and fundraising journey for individuals and families raising money for Sands. Sands has an ongoing commitment to upskilling staff across all teams to respond sensitively to fundraisers who may also be bereaved and in recognising and flagging safeguarding issues.

Sands has a Safeguarding Lead and safeguarding training for all staff. Whilst bereavement is not in itself a reason for classifying someone as a vulnerable adult, Sands recognises that it places significant pressure on individuals who may move in and out of vulnerability during their journey with Sands

4.5 Risk identification and management

The Trustees are committed to an effective programme of risk management to ensure the continuity and sustainability of the organisation and its ability to achieve its strategic objectives. The Finance, Audit & Risk Sub Committee of the Board of Trustees reviews the charity's *Risk Register* on an annual basis and the key risks to the organisation are reviewed on a quarterly basis to ensure that appropriate measures are taken to mitigate and manage risk.

The Trustees have identified the principle risks as:

- *Reduction in quality of bereavement care for those who have lost babies*

During the Covid 19 crisis in some areas the quality of bereavement care for those who have lost babies has been affected.

In order to address this Sands has:

- Provided a fortnightly bulletin update for over 1,500 healthcare and other professionals
 - Continued engagement with the National Bereavement Care Pathway through virtual seminars, using the opportunity to share best practice
 - Created new guidance and resources, and updated websites to provide information and resources
 - Developed online training webinars for healthcare professionals
- *Reduction in engagement from Groups and Sands United teams and challenges with traditional model of support*

Sands provides high quality face-to-face bereavement support through its Groups and Sands United Teams. As a result of Covid-19, this face-to-face contact has not been possible.

Sands has sought to maintain engagement by:

- Making phone calls to all Groups and Sands United teams to maintain engagement and support
- Supporting Groups to provide Zoom support sessions
- Providing Befrienders with fortnightly sessions with the Bereavement Support Services team for information and support
- Developing new digital channels for support such as a closed Facebook page, and increasing capacity for support via social media and the online community
- Providing other avenues for volunteers and Sands United teams to remain connected such as quizzes, e-news etc.
- Continuing to closely monitor volunteer email accounts and creating additional resources as they become needed

○ *Lack of centralised information system*

Sands has developed over the years using multiple sources of data and capturing these in different ways and using differing systems.

A decision was made by the Trustees in 2020 to upgrade the current ThankQ system to bring together data from these different sources and to help Sands be as efficient and supporter responsive as possible. This project is nearing completion and will be supported by a newly appointed Database Manager.

○ *Insufficient staff capacity to complete tasks*

Due to the transition from the previous way of working to the new way of working in addition to a significant increase in activity across the different activity streams has led to huge pressure upon Sands staff. In order to address these issues Sands is currently in the process of recruiting to critical staff posts. Sands also regularly checks in with staff at weekly staff, managers and directors' meetings to address key issues where these arise and how to address these including the use of temporary staff when necessary.

○ *Not supporting staff to work at their chosen place of work*

Prior to the pandemic roughly half of Sands staff worked at home. Immediately following the pandemic all but two staff who were essential to managing incoming post and relocating the officer began working at home full time. Sands new offices are in a shared office space at CAN Mezzanine in Old Street. Staff have been and are regularly consulted on their views of working at home and we will adapt our working environment to be the most suitable for the charity and the staff who work for the charity in the future.

○ *Cyber security*

As staff are now almost entirely working at home the charity is now reliant upon its key IT systems to manage its operations and service delivery.

Cyber security is key to keeping these systems safe and secure and the following steps have been taken:

- IT infrastructure is outsourced to an expert IT provider.
- IT infrastructure is reviewed to ensure it meets the best possible standards of security.
- Hardware and software is regularly kept updated.
- All staff have been training in IT security.
- Specialised cyber security insurance has been purchased.

5. Plans for the future

Sands is now in a far stronger position than was thought possible this time last year. The extraordinary success of the Fundraising Team in securing new income streams has combined with the learning and opportunities presented by the Covid pandemic to ensure that Sands can move forward confidently.

As we develop the new strategy, it is important to seize the unique opportunities that are possible with increased funds so that we can realise our ambitions to reach more people and to save more babies' lives. We must make sure that the growth is not only sustainable, but also that we maintain our sense of purpose and direction and that our values are truly embedded in everything we do.

Saving babies' lives

In order to save more babies' lives Sands will need to focus on both the shorter-term aim of improving maternity safety to reduce avoidable deaths, and also on the longer-term aim of building a better understanding of why some babies die. To support all of this crucial work a Prevention Strategy is being developed which will sit alongside the Research Strategy and enable a holistic approach to be taken.

In addition, the new Sands and Tommy's Joint Policy Unit will help us work together towards halving the number of UK baby deaths by:

- supporting national decision makers with access to up-to-date information
- helping to ensure maternity and neonatal policy is informed by robust evidence
- holding national governments to account to meet targets to reduce baby deaths
- developing policy recommendations and evidence-based responses to national initiatives and consultations

In order to support the wider baby loss community in its aims to reduce babies dying and to improve bereavement care and support, Sands has taken over the Secretariat for the All-Party Parliamentary Group on Baby Loss; it has also helped establish a Baby Loss Awareness Prevention Group.

There must be a continued focus on the inequalities in perinatal mortality, and building a better understanding of how to address these inequalities is key. Sands has an important role to play in authentically listening to the voices of all bereaved parents and enabling this voice to be heard by decision makers and to be included in relevant research.

Excellent bereavement support and care for all those affected by the death of a baby

The increase in demand for bereavement support services that we have seen through the Covid pandemic has highlighted the need to provide support in different ways and through different channels. Projects to work directly with different communities such as the Black community and the South Asian community are underway, and it is crucial that we move forward listening

carefully to what all bereaved parents have to say if we want to develop services that meet their needs better.

Not only has demand increased, but the complexity of calls has increased along with the number of people seeking support through digital channels. It will be important to build bereavement support services that can meet this demand, and there are plans to introduce more counselling support along with more digital support.

A key part of our support services are our volunteer befrienders, and the new and updated befriender training will continue to be rolled out online with face-to-face elements being reintroduced as well.

Rollout of the National Bereavement Care Pathway has been extraordinarily successful in England, and plans are now being developed to embed this properly, as well as continuing with plans in Scotland, Northern Ireland and Wales. It is important that excellent care is no longer seen as a 'nice to have' but as something fundamental that all bereaved parents and families are entitled to.

The work that has been started in terms of ensuring excellent bereavement care is a feature of all workplaces will also continue, with training and resources being backed up with work to ensure that the statutory needs of bereaved parents are recognised.

Being the best we can be

It is important to keep building on the learning from the last year and on the opportunities that have emerged. Finding the right way to grow sustainably and to have real impact will be key, and to do this successfully we will need to ensure the infrastructure of Sands can support our ambitions.

One of the factors which makes Sands unique is its UK-wide coverage and its ability to connect to people locally and in context. Balancing a strong local presence with a strong national presence will be an important element of growing sustainably – and Sands will find the right way to build on both strengths of being local and connected and on the strengths of being national and holistic. Supporting this growth will be Sands' wonderful volunteers and supporters, and at the 2021 Engagement Events there was real enthusiasm for the plans to introduce more volunteering opportunities which will allow more people to support Sands in different ways.

Disclosure of information to the auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

Auditor

In accordance with section 485 of the Companies Act 2006, HW Fisher LLP were re-appointed as Auditor to the company at the Annual General Meeting of the members held on 21 November 2020.



Oliver Reichardt
Chair – Board of Trustees
25 September 2021

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Trustees' Responsibilities
for the Year Ending 31 March 2021**



The Trustees, who are also directors of the Stillbirth & Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustees' Report and Financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK GAAP), including FRS102 *"The Financial Reporting Standard applicable in the UK and Republic of Ireland"*.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on a going concern basis, unless it is inappropriate to presume that the charity will continue its operation.

The Trustees are responsible for keeping adequate and proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the Financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of Financial statements may differ from legislation in other jurisdictions.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Opinion

We have audited the financial statements of Stillbirth and Neonatal Death Society (the 'charity') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information contained within the annual report and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees, who are also the Directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Auditor's responsibilities for the audit of the financial statements (continued)

As part of our planning process:

- We enquired of management the systems and controls the charity has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the company. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006, the Charities and Trustees (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).
- We considered the incentives and opportunities that exist in the charity, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the charity, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted, designated and restricted funds.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the Charity Board minutes for discussions of irregularities including fraud.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with the trustees of the charity.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**Independent Auditor's Report
To the Members of the
Stillbirth and Neonatal Death Society**



Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body, and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

HW Fisher LLP

**Sailesh Mehta (Senior Statutory Auditor)
for and on behalf of HW Fisher LLP**

Chartered Accountants
Statutory Auditor
Acre House
11-15 William Road
London
United Kingdom
NW1 3ER

Date: *1 October 2021*

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2021



	Notes	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Income from					
Donations and legacies	3	2,558,662	254,948	2,813,610	2,012,795
Other trading activities	4	2,729,909	-	2,729,909	1,480,951
		<u>5,288,571</u>	<u>254,948</u>	<u>5,543,519</u>	<u>3,493,746</u>
Income from charitable activities	5	12,354	516,671	529,025	219,461
Other income	6	307,582	-	307,582	-
Total income and endowments		<u>5,608,507</u>	<u>771,619</u>	<u>6,380,126</u>	<u>3,713,207</u>
Expenditure on:					
Raising funds		<u>983,936</u>	<u>-</u>	<u>983,936</u>	<u>886,904</u>
Charitable activities					
Research & prevention		327,383	1,000	328,383	282,686
Training & education		203,487	316,779	520,266	702,086
Groups and volunteers		1,016,430	-	1,016,430	987,225
Bereavement support		195,482	367,614	563,096	1,028,178
Policy and campaigns		146,035	-	146,035	132,947
		<u>1,888,817</u>	<u>685,393</u>	<u>2,574,210</u>	<u>3,133,122</u>
Total expenditure	7	<u>2,872,753</u>	<u>685,393</u>	<u>3,558,146</u>	<u>4,020,026</u>
Net income/ expenditure		2,735,754	86,226	2,821,980	(306,819)
Fund balance at 1 April 2020		<u>1,038,916</u>	<u>215,308</u>	<u>1,254,224</u>	<u>1,561,043</u>
Fund balance at 1 April 2021		<u>3,774,670</u>	<u>301,534</u>	<u>4,076,204</u>	<u>1,254,224</u>

The Stillbirth and Neonatal Death Society is a company registered in England & Wales (registration number 2212082). The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006. All income and expenditure derives from continuing operations.

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2021



<i>Prior year comparatives</i>	Notes	Unrestricted Funds £	Restricted Funds £	Total 2020 £
Income from				
Donations and legacies	3	1,889,625	123,170	2,012,795
Other trading activities	4	1,480,951	-	1,480,951
		<u>3,370,576</u>	<u>123,170</u>	<u>3,493,746</u>
Income from charitable activities	5	70,416	149,045	219,461
Total income and endowments		<u>3,440,992</u>	<u>272,215</u>	<u>3,713,207</u>
Expenditure on:				
Raising funds		<u>886,904</u>	<u>-</u>	<u>886,904</u>
Charitable activities				
Research & prevention		264,250	18,436	282,686
Improving bereavement care		482,411	219,675	702,086
Groups and volunteers		987,225	-	987,225
Bereavement support		911,987	116,191	1,028,178
Policy and campaigns		<u>100,947</u>	<u>32,000</u>	<u>132,947</u>
		<u>2,746,820</u>	<u>386,302</u>	<u>3,133,122</u>
Total expenditure	7	<u>3,633,724</u>	<u>386,302</u>	<u>4,020,026</u>
Net income/ expenditure		(192,732)	(114,087)	(306,819)
Transfers between funds		<u>35,618</u>	<u>(35,618)</u>	<u>-</u>
Net movement in funds		(157,114)	(149,705)	(306,819)
Fund balance at 1 April 2019		<u>1,196,030</u>	<u>365,013</u>	<u>1,561,043</u>
Fund balance at 1 April 2020		<u><u>1,038,916</u></u>	<u><u>215,308</u></u>	<u><u>1,254,224</u></u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Balance sheet
As at 31 March 2021



	Notes	2021 £	2020 £
Fixed Assets			
Intangible assets	14	-	22,617
Tangible assets	15	33,395	57,581
		<u>33,395</u>	<u>80,198</u>
Current Assets			
Stock	16	24,873	35,964
Debtors	17	929,379	127,814
Cash at Bank and in Hand		3,731,678	1,320,128
		<u>4,685,930</u>	<u>1,483,906</u>
Creditors - Amounts Falling Due Within One Year	18	(643,121)	(309,880)
		<u>4,042,809</u>	<u>1,174,026</u>
Net Current Assets			
		<u>£4,076,204</u>	<u>£1,254,224</u>
Net Assets			
		<u><u>£4,076,204</u></u>	<u><u>£1,254,224</u></u>
Funds of the Charity			
Unrestricted general funds	22	3,560,313	773,824
Designated funds	21	214,357	265,092
		<u>3,774,670</u>	<u>1,038,916</u>
Total unrestricted funds			
Restricted funds	20	301,534	215,308
		<u>£4,076,204</u>	<u>£1,254,224</u>
		<u><u>£4,076,204</u></u>	<u><u>£1,254,224</u></u>

The notes form part of these financial statements.

The financial statements were approved by the Board on 25 September 2021.

Oliver Reichardt
Chair - Board of Trustees

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Cash Flows
For the year ending 31 March 2021



	Notes	2021 £	2020 £
Cash flows from operating activities:			
Net cash used in operating activities	23	2,412,274	(485,208)
Cash flows from investing activities:			
Purchase of fixed assets		(724)	(48,621)
Net cash used in investing activities		(724)	(48,621)
Change in cash and cash equivalents in the reporting period		2,411,550	(533,829)
Cash and cash equivalents at the beginning of the reporting period		1,320,128	1,853,957
Cash and cash equivalents at the end of the reporting period		3,731,678	1,320,128

1. Legal status of the Charity

The Stillbirth and Neonatal Death Society is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are CAN Mezzanine, 49-51 East Road, London N1 6AH. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Basis of Preparation

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling , which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

Assets and liabilities are initially recognised at historical cost unless otherwise stated in the relevant accounting policy.

2.2 Preparation of the Financial statements on a going concern basis

In response to the Covid-19 pandemic, changes were made to the fundraising approach. As a consequence of this in the second half of the year there was higher than expected income from successful campaigns, corporate and trust supporters. This success has continued into 2021/22. Sands has also moved into a smaller shared office which will provide ongoing cost savings.

As a consequence of this at the time of approving the Financial statements, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the Financial statements.

2.3 Incoming Resources

Income is recognised when the Charity has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably. Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met. Grants income is credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.

Government grants, which include the amounts received from the Coronavirus Business Interruption Loan Scheme and the Coronavirus Job Retention Scheme that cover interest and fees payable to the lender, are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.4 Fund accounting

Restricted funds arise from donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity. Designated funds are funds which have been designated by Sands for a particular purpose and show the split of funds held centrally and by Groups, net of transfers. Unrestricted funds are available to spend on activities that further any of the purposes of the Charity.

2.5 Critical accounting estimates

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no critical accounting estimates for the period under review.

2.6 Gifts in Kind

Goods and services donated to the charity with an estimated value of at least £5,000 are recognised as *Other Income* and as expenditure in the Statement of Financial Activities under the most appropriate heading for the expense.

2.7 Resources expended

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities and include the costs of audit and statutory compliance. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of cost. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against charitable activities. Research Grants are recognised and recorded in the Financial statements at full cost, at the time the funds are committed by the Board of Trustees. In exceptional circumstances, where the grant funding schedule is contingent upon specific targets or deliverables being achieved, Sands may recognise only those commitments which are guaranteed at the year end under the terms of the grant agreement.

2.8 Intangible and tangible fixed assets and depreciation

Intangible and tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual values of each asset over its expected useful life as follows;

Website (Intangible)	25% straight-line
Leasehold improvements (Tangible)	25% straight-line
All other assets (Tangible)	25% reducing balance

Assets purchased, individually, under £1,000 are not capitalised, but expensed in the year of purchase.

2.9 Stock

Stock is valued at the lower of cost and net realisable value.

2.10 Leasing & hire purchase

Rentals payable under operating leases are charged against income on a straight-line basis over the period of the lease.

2.11 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the Financial statements represent the contributions payable by the charity during the year. Pension Auto Enrolment commenced on 1 January 2016.

2.12 Termination payments

Termination benefits, including redundancy costs, are recognised when the charity has an obligation to pay the benefits and they can be measured reliably.

2.13 Debtors

Debtors are recognised at the settlement amount due after any trade discount offered and provision for bad and doubtful debts.

2.14 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account. Cash and cash equivalents include cash in hand and deposits held at call with bank.

2.15 Creditors and provisions

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2.16 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



3. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Donations and gifts	1,972,079	-	1,972,079	1,614,116
Legacies	17,350	-	17,350	12,000
Gift Aid	467,399	-	467,399	302,101
Grants received	90,589	254,948	345,537	63,961
Membership	11,245	-	11,245	20,617
	<u>2,558,662</u>	<u>254,948</u>	<u>2,813,610</u>	<u>2,012,795</u>

	Unrestricted Funds £	Restricted Funds £	2020 Total £
Donations and gifts	1,490,946	123,170	1,614,116
Legacies	12,000	-	12,000
Gift Aid	302,101	-	302,101
Grants received	63,961	-	63,961
Membership	20,617	-	20,617
	<u>1,889,625</u>	<u>123,170</u>	<u>2,012,795</u>

4. Other trading activities

<i>Unrestricted funds</i>	2021 Total £	2020 Total £
Running events	138,094	505,535
Challenge events	511,501	496,836
Other fundraising events	2,002,260	406,801
Merchandise sales	78,054	71,779
	<u>2,729,909</u>	<u>1,480,951</u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021



5. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Training and other related services	12,354	-	12,354	18,354
Statutory funding	-	516,671	516,671	201,107
	<u>12,354</u>	<u>516,671</u>	<u>529,025</u>	<u>219,461</u>

	Unrestricted Funds £	Restricted Funds £	2020 Total £
Training and other related services	18,354	-	18,354
Statutory funding	52,062	149,045	201,107
	<u>70,416</u>	<u>149,045</u>	<u>219,461</u>

Income from Statutory funding totalling £516,671 (2020: £201,107) are considered to be government grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

6. Other income

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
CJRS government grant	305,250	-	305,250	-
Other	2,332	-	2,332	-
	<u>307,582</u>	<u>-</u>	<u>307,582</u>	<u>-</u>

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7. Total resources expended

	Staff costs	Depreciation	Other costs	2021 Total	2020 Total
	£	£	£	£	£
Cost of generating funds					
Fundraising costs	551,113	-	432,823	983,936	<i>886,904</i>
Charitable activities					
Research & prevention	236,556	14,960	76,867	328,383	<i>282,686</i>
Improving bereavement care	384,670	4,178	131,418	520,266	<i>702,086</i>
Groups and volunteers	652,842	16,246	347,342	1,016,430	<i>987,225</i>
Bereavement support	304,984	4,521	253,591	563,096	<i>1,028,178</i>
Policy & campaigns	82,754	2,423	60,858	146,035	<i>132,947</i>
Total charitable expenditure	1,661,806	42,328	870,076	2,574,210	<i>3,133,122</i>
	2,212,919	42,328	1,302,899	3,558,146	<i>4,020,026</i>
	Staff costs	Depreciation	Other costs	2020 Total	
	£	£	£	£	
Cost of generating funds					
Fundraising costs	475,342	-	411,562	886,904	
Charitable activities					
Research & prevention	211,572	6,645	64,469	282,686	
Improving bereavement care	405,771	7,967	288,348	702,086	
Groups and volunteers	622,563	16,752	347,910	987,225	
Bereavement support	401,236	12,655	614,287	1,028,178	
Policy & campaigns	64,104	2,759	66,084	132,947	
Total charitable expenditure	1,705,246	46,778	1,381,098	3,133,122	
	2,180,588	46,778	1,792,660	4,020,026	

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8. Reallocation of Support Costs

	Research & prevention	Improving Bereavement care	Groups & volunteers	Bereavement support	Policy & campaigns	2021 Total	2020 Total
	£	£	£	£	£	£	£
Charitable activities							
Staff costs	158,178	260,494	410,242	170,585	47,898	1,047,397	<i>1,113,955</i>
Depreciation	12,323	-	8,084	-	1,250	21,657	<i>10,361</i>
Other costs	2,796	14,065	118,072	126,576	27,919	289,428	<i>550,806</i>
	<u>173,297</u>	<u>274,559</u>	<u>536,398</u>	<u>297,161</u>	<u>77,067</u>	1,358,482	<i>1,675,122</i>
Allocation of support costs							
Staff costs	78,378	124,176	242,600	134,399	34,856	614,409	<i>591,291</i>
Depreciation	2,637	4,178	8,162	4,521	1,173	20,671	<i>35,429</i>
Other costs	74,071	117,353	229,270	127,015	32,939	580,648	<i>831,280</i>
	<u>155,086</u>	<u>245,707</u>	<u>480,032</u>	<u>265,935</u>	<u>68,968</u>	1,215,728	<i>1,458,000</i>
	<u>£328,383</u>	<u>£520,266</u>	<u>£1,016,430</u>	<u>£563,096</u>	<u>£146,035</u>	£2,574,210	<i>£3,133,122</i>
	Research & prevention	Improving Bereavement care	Groups & volunteers	Bereavement support	Policy & campaigns	2020 Total	
	£	£	£	£	£	£	
Charitable activities							
Staff costs	158,036	272,804	437,676	206,513	38,926	1,113,955	
Depreciation	3,437	-	5,674	-	1,250	10,361	
Other costs	(10,798)	101,416	87,982	341,519	30,687	550,806	
	<u>150,675</u>	<u>374,220</u>	<u>531,332</u>	<u>548,032</u>	<u>70,863</u>	1,675,122	
Allocation of support costs							
Staff costs	53,536	132,967	184,887	194,723	25,178	591,291	
Depreciation	3,208	7,967	11,078	11,667	1,509	35,429	
Other costs	75,267	186,932	259,928	273,756	35,397	831,280	
	<u>132,011</u>	<u>327,866</u>	<u>455,893</u>	<u>480,146</u>	<u>62,084</u>	1,458,000	
	<u>£282,686</u>	<u>£702,086</u>	<u>£987,225</u>	<u>£1,028,178</u>	<u>£132,947</u>	£3,133,122	

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9. Governance Costs

	2021	2020
	£	£
Legal & professional	5,338	19,598
Auditor's remuneration	12,604	11,400
Expenses reimbursed to or on behalf of Trustees	-	1,732
AGM	-	8,519
Other	-	1,543
	<u>£17,942</u>	<u>£42,792</u>

Payments to the auditor in respect of non-audit fees was nil (2020: nil).

10. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year or were reimbursed for travel, subsistence and training expenses (2020: £1,732).

Trustees' indemnity insurance is included in the overall insurance paid by the charity and cost the charity was £1,542 (2020: £1,542).

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11. Employees

Sands is committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working.

The average monthly number of total employees and full-time equivalent employees during the year was:

	2021 Headcount	2021 FTE	2020 Headcount	2020 FTE
Bereavement support services	9	6	10	7
Groups networks & volunteering	10	7	14	10
Improving bereavement care	14	3	15	4
Research & prevention	3	2	3	2
Fundraising	8	8	11	10
Media, Policy & Campaigns	6	5	7	7
Management & administration	12	11	12	10
	<u>62</u>	<u>42</u>	<u>72</u>	<u>50</u>
Employment costs			2021 £	2020 £
Wages and salaries			1,893,384	1,912,823
Social security costs			180,360	174,378
Other pension costs			57,241	82,400
Cessation costs			81,934	10,987
			<u>£2,212,919</u>	<u>£2,180,588</u>

The number of employees whose annual emoluments were £60,000 or more were:

	2021 Number	2020 Number
£60,001 - £70,000	3	4
£70,001 - £80,000	2	1

The aggregate pension contribution made by the charity on behalf of higher paid staff was £14,963 (2020: £9,202). Five (2020: Five) higher paid staff accrued benefits in defined contribution pension schemes.

Key management personnel are defined as the trustees and the six members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £403,023 (2020: £393,860).

During the year redundancy and termination payments made by the charity were £81,934 (2020: £10,987). There were no outstanding liabilities at the year-end.

12. Pension Scheme

	2021 £	2020 £
Contributions paid to defined contribution scheme	£57,241	£82,400

13. Volunteers

Volunteers play a key role in the achievement of the aims of Sands. Further details on their role is further explained in note 3.5 of the Trustees' report.

14. Fixed Assets (Intangible)

	Sands Website
COST OR VALUATION	
At 1 April 2020	85,162
Additions	-
Disposals	-
At 31 March 2021	£85,162
ACCUMULATED DEPRECIATION	
At 1 April 2020	62,545
Charge for year	22,617
Disposals	-
At 31 March 2021	£85,162
NET BOOK VALUE	
At 31 March 2021	£-
At 31 March 2020	£22,617

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15. Fixed Assets (Tangible)

	Leasehold property & improvements	Fixtures, Fittings & Equipment	IT equipment	Software & IP	Total
	£	£	£	£	£
COST OR VALUATION					
At 1 April 2020	60,911	18,601	114,211	15,050	208,773
Additions	-	-	724	-	724
Disposals	(60,911)	(18,601)	(45,079)	(15,050)	(139,641)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
At 31 March 2021	<u>-</u>	<u>-</u>	<u>69,856</u>	<u>-</u>	<u>69,856</u>
	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>69,856</u></u>	<u><u>-</u></u>	<u><u>69,856</u></u>
ACCUMULATED DEPRECIATION					
At 1 April 2020	60,911	14,226	61,005	15,050	151,192
Disposals	-	1,516	18,195	-	19,711
Charge for the year	(60,911)	(15,742)	(42,739)	(15,050)	(134,442)
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
At 31 March 2021	<u>-</u>	<u>-</u>	<u>36,461</u>	<u>-</u>	<u>36,461</u>
	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>36,461</u></u>	<u><u>-</u></u>	<u><u>36,461</u></u>
NET BOOK VALUE					
At 31 March 2021	<u>£-</u>	<u>£-</u>	<u>£33,395</u>	<u>£-</u>	<u>£33,395</u>
	<u><u>£-</u></u>	<u><u>£-</u></u>	<u><u>£33,395</u></u>	<u><u>£-</u></u>	<u><u>£33,395</u></u>
At 31 March 2020	<u>£-</u>	<u>£4,375</u>	<u>£53,206</u>	<u>£-</u>	<u>£57,581</u>
	<u><u>£-</u></u>	<u><u>£4,375</u></u>	<u><u>£53,206</u></u>	<u><u>£-</u></u>	<u><u>£57,581</u></u>

16. Stock

	2021 £	2020 £
Publications and leaflets	<u>£24,873</u>	<u>£35,963</u>

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17. Debtors

	2021	2020
	£	£
Trade debtors	15,360	7,045
Other debtors	33,177	26,535
Accrued income	831,902	32,973
Prepayments and Receivables	48,940	61,261
Total	£929,379	£127,814

18. Creditors

	2021	2020
	£	£
Trade creditors	170,452	137,107
Other taxes and social security	45,117	43,341
Other creditors	18,139	11,989
Accruals	109,413	74,860
CBILS Bank Loan	300,000	-
Accruals (research commitments)	-	23,428
Deferred income	-	19,155
Total	643,121	309,880

Prior year deferred income of £19,155 relates to income received from the Scottish Government in late March 2018 relating to the extension of the National Bereavement Care Partnership (NBCP) in 2019/20 and further work carried out in 2020/21. Income of £19,155 was released in respect of expenditure incurred in 2020/21.

The CBILS Bank Loan was an unsecured loan repaid in June 2021 and incurred no interest.

19. Research Grant Commitments Analysed

Donor and Purpose of each fund	1 April 2020	Commitments made in year	Commitments paid in year	31 March 2021
	£	£	£	£
University College London (Marlow)	23,428	-	23,428	-
	<u>23,428</u>	<u>-</u>	<u>23,428</u>	<u>-</u>
	<u><u>23,428</u></u>	<u><u>-</u></u>	<u><u>23,428</u></u>	<u><u>-</u></u>
Prior year	1 April 2019	Commitments made in year	Commitments paid in year	31 March 2020
	£	£	£	£
University College London (Marlow)	46,857	-	23,429	23,428
St George's University (Khalil)	64,012	-	64,012	-
Edinburgh Royal Infirmary (Sullivan/Stenson)	21,500	(21,500)	-	-
University of Leicester	20,946	-	20,946	-
	<u>153,315</u>	<u>(21,500)</u>	<u>108,387</u>	<u>23,428</u>
	<u><u>153,315</u></u>	<u><u>(21,500)</u></u>	<u><u>108,387</u></u>	<u><u>23,428</u></u>

University College London: Parents and Neonatal Decisions Study - Improving communication during conversations about limiting life-sustaining treatment in neonatal intensive care.

Professor Neil Marlow, UCL Elizabeth Garret Anderson Institute for Women's Health. This study is designed to improve the way doctors talk with parents about the decision whether or not to start palliative care for babies who have life-limiting conditions or a poor outlook.

St. George's University, London: Prediction and prevention of perinatal death. (Dr Asma Khalil)

This study aims to find a way of identifying babies at high risk of perinatal death, so that they can be monitored more closely and delivered early if necessary.

University of Leicester: Red flags and symptom checkers for self-diagnosis in maternity (Dr Nicola Mackintosh) By exploring how pregnant women use digital resources like websites and apps, this research aims to identify pregnancies which are at risk of complications and what could be helpful in supporting them.

Edinburgh Royal Infirmary – funding was withdrawn for this project during the initial phases of the pandemic to allow Sands to conserve cash.

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20. Analysis of movements of Restricted Funds

Current year	Balance at 1 April 2020	Incoming resources	Outgoing resources	Balance at 31 March 2021
	£	£	£	£
UK Government <i>COVID response grant</i>	-	352,435	(352,435)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	-	104,816	(39,003)	65,813
The National Lottery Community Fund - <i>Digitisation England COVID Funding Stream</i>	-	99,700	(89,700)	10,000
Scottish Government <i>COVID response grant</i>	-	39,869	(39,869)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	-	35,625	(32,968)	2,657
London Community Response Fund - <i>Translation</i>	-	30,400	(30,400)	-
Garfield Weston Charitable Trust - <i>HCP & Volunteer training</i>	-	20,000	(20,000)	-
The National Lottery Community Fund - <i>Northern Ireland COVID-19 response</i>	-	19,662	(19,662)	-
Scottish Government - <i>Domestic Abuse support project</i>	-	19,551	-	19,551
The Childwick Trust - <i>SUFC wellbeing officer</i>	-	10,000	(10,000)	-
The National Lottery Community Fund - <i>Welsh language translation of bereavement support materials and App</i>	-	5,718	-	5,718
Sandra Charitable Trust - <i>HCP training</i>	-	4,000	(4,000)	-
Suffolk Community Foundation - <i>support in Suffolk</i>	-	3,839	(3,839)	-
The D'Oyly Carte Charitable Trust - <i>HCP webinars</i>	-	3,500	(3,500)	-
Souter Charitable Trust - <i>Memory box appeal</i>	-	2,796	(2,796)	-
Eveson Charitable Trust - <i>HCP training</i>	-	2,722	(2,722)	-
Cambridgeshire Community Foundation - <i>Covid-19 funding</i>	-	2,173	(2,173)	-
The Pilkington Charities Fund - <i>Memory box appeal</i>	-	2,000	(2,000)	-
The TBF And KL Thompson Trust – <i>work in Northern Ireland</i>	-	2,000	(2,000)	-
The Basil Death Trust - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
Fort Vale Foundation - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
The Lennox Hannay Charitable Trust – <i>Memory box appeal</i>	-	1,500	(1,500)	-
Sir Jules Thorn Charitable Trust - <i>HCP training</i>	-	1,250	(1,250)	-
The Felicity Wilde Charitable Trust - <i>Saving Babies Lives</i>	-	1,000	(1,000)	-
The Shanly Foundation - <i>Memory boxes in Oxfordshire</i>	-	1,000	(1,000)	-
The Wixamtree Trust - <i>Memory boxes</i>	-	1,000	(1,000)	-
Sands Groups Projects *	111,308	-	(12,513)	98,795
Scottish Government – <i>various projects</i>	50,000	-	-	50,000
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	-	30,000
Juditeras	10,000	-	-	10,000
NHS England: Review of impact BSS	5,000	-	(5,000)	-
Tozers North Devon Sands	4,000	-	-	4,000
Sundry less than £1,000	5,000	1,335	(1,335)	5,000
Total funds	215,308	771,619	(685,393)	301,534

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£114,639 at the year end and £93,171 at the prior year end).

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Prior year	Balance at 1 April 2019	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2020
	£	£	£	£	£
Sands Groups	123,947	(35,618)	101,170	(86,191)	103,308
Sands Research Fund	18,435	-	-	(18,435)	-
Sands: Safer Pregnancy website	2,602	-	-	(2,602)	-
NBCP England	-	-	99,045	(99,045)	-
Bereavement room refurbishment	5,000	-	-	-	5,000
NHS England: IBC RCGP	2,599	-	-	(2,599)	-
NHS England: Review of Impact BSS	5,000	-	-	-	5,000
Tozers North Devon Sands	-	-	4,000	-	4,000
Scottish Govt various projects	-	-	50,000	-	50,000
NHS England: MBEM/ CYP BEM	14,000	-	-	(14,000)	-
Scottish Govt: Care Awards	15,000	-	-	(15,000)	-
Scottish Govt: Joint Lothian Project	60,000	-	-	(30,000)	30,000
Scottish Govt: Being Open	23,964	-	-	(23,964)	-
Scottish Govt: Parent Toolkit	12,000	-	-	(12,000)	-
Scottish Govt: Sands Glasgow Office	21,850	-	-	(21,850)	-
Solihull MBC	-	-	8,000	-	8,000
Stillbirth awareness focus group	5,818	-	-	(5,818)	-
Taunton Soroptimist	2,802	-	-	(2,802)	-
Marks and Spencer – BLAW	32,000	-	-	(32,000)	-
HEE: NBCP e-learning project	19,996	-	-	(19,996)	-
Juditeras	-	-	10,000	-	10,000
Total funds	365,013	(35,618)	272,215	(386,302)	215,308

21. Analysis of movements of Designated Funds

	Balance at 1 April 2020	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2021
	£	£	£	£	£
Fixed asset fund	80,198	(46,803)	-	-	33,395
Group project commitments	184,894	(3,932)	-	-	180,962
Total funds	<u>265,092</u>	<u>(50,735)</u>	<u>-</u>	<u>-</u>	<u>214,357</u>

<i>Prior year</i>	Balance at 1 April 2019	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2020
	£	£	£	£	£
Fixed asset fund	78,571	1,627	-	-	80,198
Group project commitments	353,259	(23,267)	33,883	(178,981)	184,894
Total funds	<u>431,830</u>	<u>(21,640)</u>	<u>33,883</u>	<u>(178,981)</u>	<u>265,092</u>

The purpose of the designation of the funds were as follows:

Fixed asset fund – to provide a reserve of monies to match the fixed assets held in order to make clear the free funds held by the charity.

Groups project commitments – to provide a reserve of monies to cover local Groups Projects.

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22. Analysis of net assets between Funds

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	33,395	-	33,395
Current Assets	4,203,434	180,962	301,534	4,685,930
Creditors falling due within 1 year	(643,121)	-	-	(643,121)
	<u>£3,560,313</u>	<u>£214,357</u>	<u>£301,534</u>	<u>£4,076,204</u>
Prior year				
Income funds of the charity:	£	£	£	£
Intangible Assets	-	22,617	-	22,617
Tangible Assets	-	57,581	-	57,581
Current Assets	1,087,704	184,894	215,308	1,483,906
Creditors falling due within 1 year	(309,880)	-	-	(309,880)
	<u>£773,824</u>	<u>£265,092</u>	<u>£215,308</u>	<u>£1,254,224</u>

23. Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
Net movement in funds	2,821,980	(306,819)
Add back intangible asset depreciation charge	22,617	12,095
Add back tangible asset depreciation charge	19,711	34,683
Decrease in stock	11,091	16,409
Loss on disposals	5,199	216
(Increase)/ decrease in debtors	(801,565)	53,625
Increase/ (decrease) in creditors	333,241	(295,417)
	<u>£2,412,274</u>	<u>£(485,208)</u>

24. Analysis of changes in net funds

The charity had no debt during the year.

25. Operating Leases

	Land and Buildings		Other	
	2021	2020	2021	2020
	£	£	£	£
Expiry date:				
Within 1 year	-	89,775	-	10,987
Between 2 & 5 years	-	-	-	16,480
	£-	£89,775	£-	£27,467

The charity moved out of leased offices in March 2021 and now occupies a shared service office at CAN Mezzanine.

26. Related Party Transactions

Other than the transactions described in note 10 there were no related party transactions in the year.