

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)<sup>1</sup>
- o Experience of pregnancy loss and baby death = 50% of UK adults say they, or someone they know, has experienced pregnancy or baby loss<sup>2</sup>

### 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.

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<sup>1</sup> Omnibus Research Presentation by Moorhouse Market Research (March 2023)

<sup>2</sup> 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.

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*"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

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

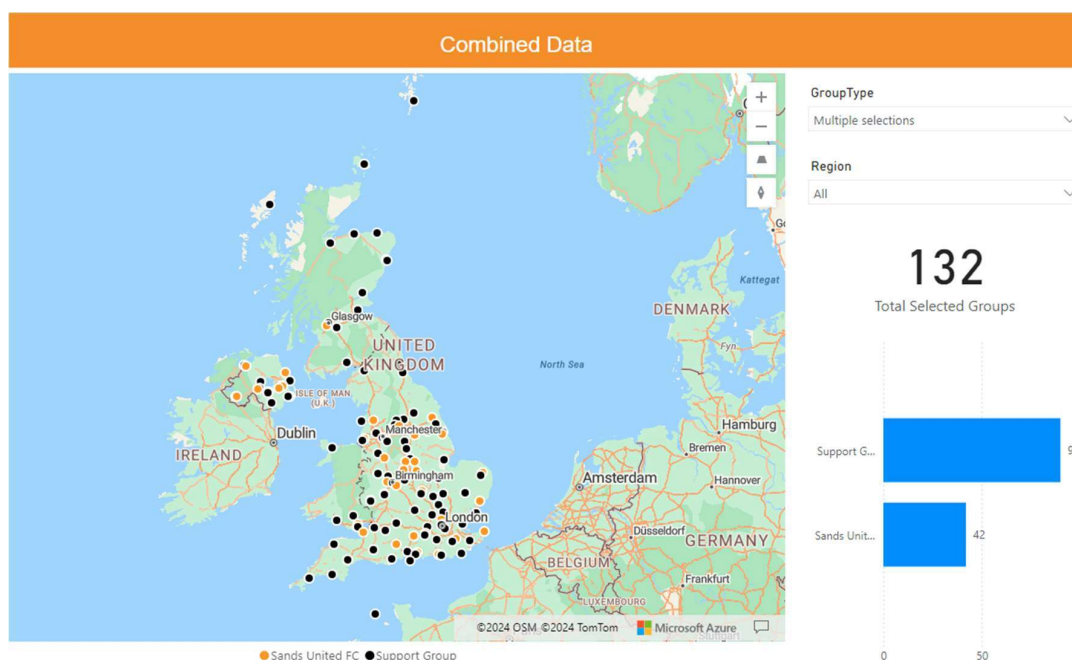
Outcome we want to see:

*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 babies<sup>3</sup>. 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 deprivation<sup>4</sup>.

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.



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

<sup>4</sup> 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

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*"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

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## 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

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*"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**

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- 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 1<sup>st</sup> 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,<sup>5</sup> as well as key information from the Charity Commission<sup>6</sup>. 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

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<sup>5</sup> *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](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf)

<sup>6</sup> *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 Rodgeron 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:

- Protects continuity of core work
- 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.

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Mr Neil Ferris

Neil Ferris  
Treasurer Board of Trustees  
Date: 5<sup>th</sup> 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  
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- 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](http://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 £
<b>Income</b>					
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>
<b>Total income and endowments</b>		<u>6,951,580</u>	<u>404,666</u>	<u>7,356,246</u>	<u>7,512,953</u>
<b>Expenditure</b>	6				
<b>Expenditure on:</b>					
Raising funds		<u>3,585,845</u>	<u>-</u>	<u>3,585,845</u>	<u>3,159,948</u>
<b>Charitable Activities</b>					
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
<b>Total charitable expenditure</b>		<u>4,004,780</u>	<u>510,530</u>	<u>4,515,310</u>	<u>3,639,892</u>
<b>Total expenditure</b>		<u>7,590,625</u>	<u>510,530</u>	<u>8,101,155</u>	<u>6,799,839</u>
<b>Net gains on investments</b>		<u>134,683</u>	<u>-</u>	<u>134,683</u>	<u>25,995</u>
<b>Net (expenditure)/ Income</b>		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
Transfers between funds				-	-
<b>Net movement in funds</b>		<u>(504,362)</u>	<u>(105,864)</u>	<u>(610,226)</u>	<u>739,109</u>
<b>Fund balance at 1 April 2023</b>		<u>6,674,239</u>	<u>305,960</u>	<u>6,980,199</u>	<u>6,241,090</u>
<b>Funds balance at 31 March 2024</b>		<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
	£	£	£
<b>Income from</b>			
Donations and legacies	2,864,647	110,704	<b>2,975,351</b>
Other trading activities	4,050,158	-	<b>4,050,158</b>
	<hr/>	<hr/>	<hr/>
	6,914,805	110,704	<b>7,025,509</b>
Income from charitable activities	71,010	416,435	<b>487,445</b>
<b>Total income and endowments</b>	<hr/> 6,985,815	<hr/> 527,139	<hr/> <b>7,512,954</b>
<b>Expenditure on:</b>			
Raising funds	<hr/> 3,159,948	<hr/> -	<hr/> <b>3,159,948</b>
<b>Charitable activities</b>			
Research & prevention	436,848	-	<b>436,848</b>
Bereavement Care & Hospital Liaison	243,977	77,534	<b>321,511</b>
Training & education	390,187	174,267	<b>564,454</b>
Joint Policy Unit	163,130	43,852	<b>206,982</b>
Groups and volunteers	812,694	-	<b>812,694</b>
Bereavement support	982,489	108,059	<b>1,090,548</b>
Policy and campaigns	206,855	-	<b>206,855</b>
	<hr/>	<hr/>	<hr/>
	3,236,180	403,712	<b>3,639,892</b>
<b>Total expenditure</b>	<hr/> 6,396,128	<hr/> 403,712	<hr/> <b>6,799,840</b>
Net gains on investments	25,995	-	<b>25,995</b>
Net income/ expenditure	615,682	123,427	<b>739,109</b>
<b>Fund balance at 1 April 2022</b>	<hr/> 6,058,557	<hr/> 182,533	<hr/> <b>6,241,090</b>
<b>Fund balance at 1 April 2023</b>	<hr/> <hr/> 6,674,239	<hr/> <hr/> 305,960	<hr/> <hr/> <b>6,980,199</b>

Balance sheet  
As at 31 March 2024  
Company Registration 2212082

	Notes	2024 £	2023 £
<b>Fixed Assets</b>			
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
<b>Current Assets</b>			
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>
<b>Creditors falling due within one year</b>	17	<u>853,779</u>	<u>315,885</u>
<b>Net Current Assets</b>		<u>5,146,231</u>	<u>5,891,374</u>
<b>Total Assets less current Liabilities</b>		<u><u>6,357,507</u></u>	<u><u>6,980,200</u></u>
<b>Income Funds</b>			
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**

	<b>Notes</b>	<b>2024</b>	<b>2023</b>
	<b>21</b>	<b>£</b>	<b>£</b>
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 £
<b>Cost of Generating Funds</b>					
Fundraising Costs	969,163	1,954,007	662,675	3,585,845	3,159,948
<b>Charitable Activities</b>					
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 £	
<b>Cost of Generating Funds (Restated)</b>					
Fundraising Costs	753,690	1,881,959	524,299	3,159,948	
<b>Charitable Activities</b>					
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:

	<b>2024</b>	<b>2024</b>	<b>2023</b>	<b>2023</b>
	<b>Headcount</b>	<b>FTE</b>	<b>Headcount</b>	<b>FTE</b>
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
	<b>98</b>	<b>84</b>	<b>86</b>	<b>73</b>

### Employment Costs

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
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
	<b>4,386,670</b>	<b>3,579,785</b>

## 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 £
<b>Cost</b>	
At 1 April 2023	145,776
Additions	21,958
Disposals	(4,342)
At 31 March 2024	<u>163,392</u>
<b>Depreciation</b>	
at 1 April 2023	82,945
Disposals	-
Charge for the year	29,819
at 31 March 2024	<u>112,764</u>
<b>Net book value</b>	
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
	<hr/>
At 31 March 2024	1,160,678
	<hr/> <hr/>

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
	<hr/>	<hr/>

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)	-
<b>Total funds</b>	<b>182,533</b>	<b>527,139</b>	<b>(403,712)</b>	<b>305,960</b>



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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total funds</b>	215,042	(13,046)	3,152	(2,000)	203,148
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total funds</b>	255,268	(2,207)	2,450	(40,469)	215,042
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

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 15<sup>th</sup> 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.