

Sands #90minutechallenge

Sadly in the UK 15 babies will die each day in the UK – on average one baby every 90 minutes. Our **#15babiesaday** initiative that is being launched during Sands Awareness Month in June highlights this and invites you to take part in a **#90minutechallenge** to help save babies' lives. Could you imagine your lives changing for ever in the time it takes to watch a football match or watch Disney's The Jungle Book? Each day on average 15 families will experience the stillbirth or neonatal death of their precious and much loved baby.

How can you help?

Sign up to our **#90minutechallenge** and take the number 15 and turn it into something positive. Raise awareness of the fact that 15 babies every day in the UK are stillborn or die shortly after birth. Download our **15 themed fundraising ideas** and let your imagination run wild! Set up a JustGiving page and contribute towards our £15,000 target at www.justgiving.com/campaigns/charity/sands/AwarenessMonth2017

Request a Sands Collection Box

Save just 50p a day, or the cost of a couple of coffees each week, during the month of June. Order a Sands cardboard collection box from fundraising@sands.org.uk

Make a Regular Donation

Set up a regular donation to Sands – a donation by direct debit is the most cost effective way to donate to Sands. Contact us at supportercare@sands.org.uk for more information.

Text your donation

You can donate to Sands #15babiesaday by texting **BABY15** followed by the amount you wish to donate, to **70070**. You can donate £1, £2, £3, £4, £5 or £10, giving up to a maximum of £30 per day. As an example, to donate £10, you would text the following to 70070: **BABY15 £10**

All the money you donate goes to us. You may be charged for your text message. Please refer to your network operator's standard rates. If you have any questions about JustTextGiving, visit justtextgiving.co.uk

How will your donation help?

Just £30 will ensure a family receives a Sands memory box with bereavement support materials to help them build precious memories to last a lifetime – that is £1 a day in June.

With your amazing help we can raise vital funds to help support anyone affected by the death of a baby and research into the reasons why so many are dying.

Getting involved couldn't be easier - over the page things you can do in 90 minutes to get you thinking. For more information please contact fundraising@sands.org.uk or visit **Get Involved** on our website.

www.sands.org.uk  [sandscharity](https://www.facebook.com/sandscharity)  [@SandsUK](https://twitter.com/SandsUK)  [sandscharity](https://www.instagram.com/sandscharity)



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What can you do in just 90 minutes?

These every day activities that we do without thinking amount to the same time another family will be left devastated because their precious baby has died.

Together we can make a difference and reduce the numbers of people affected and babies that die.

1. Watch a Football Match.
2. Watch Disney's The Jungle Book.
3. Commute to work.
4. Travel by train from London to: Derby, Doncaster, Birmingham, Newark, Brighton, Ipswich, Bristol, Portsmouth or Loughborough.
5. Walk 4.5 miles.
6. Fly to Paris from London Heathrow.
7. Listen to two of your favourite music albums back-to-back.
8. Watch 3 episodes of Coronation Street.
9. Very nearly drive the whole way round the M25.
10. Travel on the tube from Whitechapel to Ealing Broadway on the District Line and back again.
11. Cook a roast chicken.
12. Drive from London to Cambridge.
13. Read Animal Farm by George Orwell or A Christmas Carol by Charles Dickens
14. Attempt to break the record for visiting all the stations on the London Underground network – known as the Tube Challenge – by 15 minutes! *(It is currently held by Ronan McDonald and Clive Burgess of the United Kingdom, who completed the challenge in 16 hours, 14 minutes and 10 seconds on February 19, 2015 – in that time another 10 families will have been affected.)*
15. Or come up with your own **#90minutechallenge** to help raise funds and awareness of the sobering statistic that 15 babies are either stillborn or die before during, or shortly after birth every day in the UK.