

Charity Registration Number: 299679
Scottish Charity Number: SC042789
Company Registration Number: 2212082
(England & Wales)



Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report & Financial statements
Year Ending 31 March 2021

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



Trustees	Oliver Reichardt (Chair) Susanna Speirs (Vice Chair) Michael Smith (Treasurer; resigned 18 July 2020) Sangeeta Agnihotri (appointed 21 November 2020) Tom Burdett (Treasurer from 18 July 2020) Edward Ford (resigned 21 November 2020) Emma Gibbs Dr David Hall Shetal Joshi (appointed 21 November 2020) Joel Mitchell David Price Dr Sarah Stock Sarah Threadgould (appointed 21 November 2020) Kelly Williams (appointed 21 November 2020)
Chief Executive	Dr Clea Harmer
Company Secretary	Piers Vimpany FCA DChA
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	CAN Mezzanine 49-51 East Road London, N1 6AH
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Content	Page
Legal and administrative information	1
Contents	2
Trustees' Report	3-24
Statement of Trustees' responsibilities	25
Independent Auditor's Report	26-30
Statement of Financial Activities	31-32
Balance Sheet	33
Statement of Cash Flows	34
Notes to the Financial statements	35-53

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and Financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2021.

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

1. Objects and values of the charity

The objects of Sands are: -

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

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

To realise the charity's vision Sands' outlined four key objectives within its 2017-2020 Strategy, these are to:

- Reduce the number of babies dying before, during and shortly after birth;
- Ensure the right care and support is available at the right time after the death of a baby;
- Grow as one strong, sustainable and effective organisation;
- Raise awareness of the issues relating to stillbirth and neonatal death.

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

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

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the 2017-2021 Sands Strategy. Total charitable expenditure at Sands was £3.56m in 2020/2021 (2020: £4.02m).

2.1 Main achievements in 2020/2021

The three-year [2017-2020 Sands Strategy](#) was due to be reviewed and updated during the course of 2020. However, because of the Covid-19 Pandemic and the resulting changeable environment, it was decided to adopt an agile and responsive approach to strategic planning for the year and to carry out the strategy review and update in 2021. Within this report, the four objectives from 2017/2020 (outlined below) provide a basis to demonstrate our commitment to the core aims and how we delivered on these despite the challenging environment.

1. **Reduce the number of babies dying before, during and shortly after birth;**
2. **Ensure the right care and support is available at the right time after the death of a baby;**
3. **Grow as one strong, sustainable and effective organisation;**
4. **Raise awareness of the issues relating to stillbirth and neonatal death.**

Covid-19

2020/2021 was a uniquely different year for Sands, dominated by the impact of the Covid-19 pandemic which provided significant challenges as well as opportunities. There were three distinct phases:

- Immediate response – in which two key areas of **focus** were identified:
 - Providing support and information for all those who need it, especially bereaved parents and families, NHS staff, and pregnant women
 - Ensuring income does not drop below 50% - 75% of originally budgeted income
- Adjustment to a new normal – identifying what was needed to **sustain** Sands through the pandemic and to ensure we continued to deliver on our core aims was identified
- Recovery and rebuilding – ensuring we were in a position to ultimately **return to growth**

Detailed scenario planning supported an approach to financial planning which included budgeting for reduced income alongside identifying ways to reduce expenditure. A total of 32 staff were placed on furlough leave from 1st April, with some staff returning on 1st September and others at different points up until 1st April 2021. Staff were consulted on a proposed restructure through July, August and September, with the aim of further reducing expenditure in a way that would best allow Sands to continue to deliver on all its core aims with an increased focus on digital and with a capacity to grow in the future. Following the consultation 15 roles were made redundant; we are very grateful for the service and commitment that these staff showed during their time at Sands and would like to acknowledge what a difficult time it was for everyone involved.

Although the first 6 months of the pandemic were very challenging in terms of demand on services, impact on beneficiaries, and a reduction in income, there were also much that was positive. The pandemic provided confirmation that the work of Sands is relevant and clearly demonstrated the unique way in which Sands' core aims work together. It also provided opportunities to try new ways of working and to become a 'digital-first' organisation.

Strategic Objective 1

To reduce the number of babies dying before, during and shortly after birth

The perinatal mortality figures that were available in February 2021 relate to babies who died in 2019 and showed a total of 4,829 stillbirths and neonatal deaths across the UK. This equates to 14 babies dying every day in the UK.

During the pandemic there was a concern that Covid-19 might increase the perinatal mortality rate, and concerted efforts were made by ONS and MBRRACE to produce data in a timely manner to track these figures. There were also research studies which aimed to understand the impact of Covid-19 on pregnancy, labour and birth. Although more evidence is needed, overall the data seems to indicate that although the virus itself has not increased the risk of stillbirth or neonatal death, some of the steps taken in response to the virus may have done so.

The main activity/achievements relating to this objective were to increase understanding of why babies die through supporting and monitoring research, audit and review; to ensure pregnant women are aware of how to reduce the risk of stillbirth and neonatal death; and to identify and implement actions that are needed to reduce the number of babies dying. This was done by:

- Feeding back experiences of care from parents and families during the pandemic and using these to mitigate the impact on safety. Sands worked with the NHS and the Royal Colleges to update guidance for both parents and healthcare professionals; this work included amending the 'stay at home' messaging.
- Updating the Safer Pregnancy website in line with emerging evidence around Covid-19 and sharing via third parties; this resulted in a 95% increase in traffic to the site. Also ensuring there was clear and up-to-date information for pregnant women on the main Sands website.
- Supporting around 25 research studies in a variety of ways including helping with study design, recruitment of research participants, creation of patient information, and with dissemination.
- Contributing to national forums and initiatives addressing safety in maternity and neonatal care by feeding in parents' views across the UK, including submitting evidence to the Health Committee for Health and Social Care's enquiry into the safety of maternity services in England, and to the Women's Health Strategy. Sands also contributed through participation in the Maternity Transformation Stakeholder Council; the National Child Mortality Database; the Smoking in Pregnancy Challenge Group; the Scottish Stillbirth Group, the Northern Ireland Maternal and Infant Loss group; and the National Bereavement Steering Group in Wales.

- Working with the Pregnancy and Baby Charity Network to update the manifesto, strengthening the commitment to reducing inequalities in perinatal mortality and bereavement care.
- Launching Sands Insight Voices by recruiting a diverse group of bereaved parents to help improve the quality, relevance and effectiveness of our research, education and policy activity.
- Delivering training webinars to support professionals to engage parents in reviews of the death of their baby.
- Welcoming Professor Gordon Smith as Sands' new Ambassador. Heading Cambridge University's Department of Obstetrics and Gynaecology, his internationally recognised research is looking for better ways to predict problems in pregnancy, so babies and mothers get the care they need. As Ambassador, he will have a special focus on promoting work to save babies' lives and improve the range and impact of perinatal research.

Strategic Objective 2:

To ensure the right care and support is available at the right time after the death of a baby.

Bereavement support

Sands provides support to anyone affected by the death of a baby through our range of bereavement support services team. These services include the helpline which provides telephone, email and social media support; the online community and the Facebook support group which provide 24-hour forums for mutual and moderated support; the bereavement app which provides information and support in an easily accessible format; a range of information which is available in both print and electronic format; the Sands' funded memory boxes; and the range of remembrance events that are held both nationally and locally. Support is also provided at a local level around the UK by volunteer befrienders providing group or individual support in different formats.

Covid had a significant impact on Sands' bereavement support services – with volunteer befrienders having to find alternative ways to provide support. Some groups managed to move their group support online and hosted Zoom support meetings, whilst others focused on individual support or on 'walk and talk' meetings outside when that was possible. Sadly, there was also a marked increase in demand for support, and at times during the pandemic there was a 30% month-on-month increase. The requests for support during the pandemic increased in complexity partly as a result of the circumstances in which baby death occurred, partly because of the increased isolation, and partly as a result of other organisations signposting complex cases to Sands.

However, the pandemic also provided opportunities to develop other channels of support including digital and social media, it also increased the reach of our support meetings enabling those who would find it difficult to travel to or join meetings to do so via Zoom.

Bereavement care

Sands works to ensure that excellent and equal bereavement care is offered to bereaved parents and families both by healthcare professionals and in the workplace. In hospitals and the community this is done by leading the implementation of the National Bereavement Care Pathway; by providing bereavement care training for healthcare professionals and all those in contact with bereaved parents; by providing resources and tools to help healthcare professionals to inform, monitor and improve their bereavement care; and by providing e-learning opportunities and updates. In the workplace this is done by providing training; by providing expert advice and guidance; and by providing relevant resources and tools.

Covid had a direct impact on healthcare professionals' ability to offer bereavement care. At the most acute points of the pandemic some mothers were on their own as they were given the news that their baby had died and in a few cases also when they gave birth; some bereavement midwives were redeployed and some bereavement suites were repurposed; restrictions made it difficult for parents to spend time making memories with their babies; and PPE made it difficult for healthcare professionals to provide compassionate care. Sands focused on supporting the NHS to provide the best possible care in the circumstances, and on returning to pre-pandemic care as soon as possible.

During the pandemic we gathered feedback from pregnant women, bereaved parents and families and undertook regular surveys of bereavement care in NHS Trust and Boards. These were used to prioritise the creation of resources to support Trusts as well as to provide evidence to help us work with national policy makers to get recovery plans put in place.

The main activity/achievements relating to this objective were to provide support and information for bereaved parents, and for those pregnant after the death of a baby; and to ensure NHS staff are supported to deliver excellent bereavement care This was done by:

- Distributing 10,901 copies of the Sands Bereavement Support Book, and also translating it into Arabic, Bengali, Polish, Portuguese, Punjabi, Urdu and Simplified Chinese.
- Enabling 93,628 user visits to the Sands Online Community, and launching a closed national Facebook support group with 1,700 members.
- Holding a virtual Garden Day Event of Remembrance and Hope in June 2020 viewed by over 1,800 people, and a virtual Lights of Love Event in December 2020 viewed by over 1,400 people. Both events attracted significantly higher numbers than usual by virtue of the fact that they were online.
- Supporting befrienders and groups to offer Zoom support meetings during the pandemic and supporting the befrienders themselves through Zoom sessions run by the bereavement support services team

- Partnering with Black Mums Upfront to ask over 120 black mothers for their experiences, thoughts and suggestions on bereavement support.
- Successfully passing the Helplines Partnership Accreditation assessment in May
- Distributing 1,695 Sands' funded Memory Boxes despite Covid restrictions at the start of the year.
- Taking 'Sands supporting the NHS #Findingthewords' as the theme for Sands Awareness Month 2020; the animation was viewed 12,000 times and the resource for healthcare professionals was downloaded 1,167 times
- Working with national governments and the NHS to highlight the impact of Covid-19 on bereavement care, mitigate the impact and put recovery plans in place
- Developing Communication with PPE to enable healthcare professionals to deliver compassionate care whilst wearing PPE
- Creating and promoting a new resource to support sensitive stillbirth registrations
- Providing 28 online training webinars which reached over 1,000 healthcare professionals ensuring they felt equipped and able to deliver excellent bereavement care. Covid restrictions meant that face-to-face training was cancelled but the feedback from the webinars was excellent and has provided an opportunity to consider how to use both online and face-to-face training in the future
- Leading implementation of the National Bereavement Care Pathway which continues to make a difference for both bereaved parents and families, and for healthcare professionals. In England 62% of Trusts are now fully signed up with 37% having expressed formal interest. Only 1% (1 Trust) has not expressed and interest. 8 NBCP online workshops were run which reached over 200 professionals, supporting them in implementing the pathway
- Sharing information and best practice with 3,415 professionals through the monthly Professionals' Bulletin
- Delivering 10 Bereavement in the Workplace sessions along with 11 Bereavement in the Workplace toolkits
- Providing consultancy to a range of organisations, including Shrewsbury and Telford Hospitals NHS Trust to enable them to improve their bereavement care following the recommendations of the Ockenden Report. Also providing support for the families involved in the investigation.

Strategic Objective 3

To grow as one strong, sustainable and effective organisation

For the first few months of the pandemic Sands, like many other charities, was focused on the steps needed to ensure that it would be able to continue its work despite a significant drop in income and an increase in demand. Careful scenario planning, along with taking steps to reduce expenditure and to seek additional funding, allowed Sands to navigate the first difficult months safely.

New and innovative digital funding streams were then identified, and their extraordinary success has since allowed Sands to return to plans for growth.

Covid also changed the way Sands worked, virtually bringing teams together in a way that hadn't been possible before. In responding to the challenges of the pandemic, Sands worked in an agile way but also focused on continual improvement – allowing an immediate response to the need around us. So Covid provided opportunities to learn how to be more effective and how to truly work as one organisation, and this learning will be taken forward

The main activity/achievements relating to this objective were to ensure a sustainable financial base with diverse income streams; to structure Sands to enable effective and strategic working; to build trust and develop opportunities for collaboration; and to ensure good governance. This was done through:

- Several extraordinarily successful Facebook Fundraising Events. As part of Sands' strategy to pivot towards digital and virtual events, the Income Team piloted and rolled out virtual events using Facebook as a marketing platform. These events exceeded the best performing scenarios in terms of income and Return on Investment. This approach has now been rolled out across core fundraising products resulting in significantly increased income across events.
- A strong performance from Corporate Fundraising. Exceptional growth in corporate income was achieved with a total of £563,225; this is 77% increase on the previous year and the highest amount raised through this income stream for Sands. The charity also secured 25 new partnerships bringing the total under account management to 45, including major household names *NatWest Group* and *Marks & Spencer*.
- Exceptional performance from the nascent income streams of Trusts, Foundations and Statutory Fundraising. An acceleration in the total number of applications resulted in 349 applications (including 10 to statutory sources) for £2,718,754, with a total won of £827,037. Trusts alone saw exceptional growth, up from £47k last year to £270k this year (up 474%).
- Communications and engagement activity. There was a rapid response to the pandemic with a new message framework, new ways of working and new content. An integrated approach to planning and co-creation was established leading to improved outcomes in income

- generation, connecting bereaved families to support, enhancing public affairs to create change, and raising awareness.
- Unprecedented amounts of media coverage for our key campaigns with more coverage generated for Baby Loss Awareness Week and Sands Awareness Month compared to previous years.
 - The Digital Engagement Team who supported the organisation to shift to a '*digital first approach*' for their communications needs and, by focusing on increased quality and quantity of content, significantly increased online engagement rates compared to the previous year:
 - Facebook growth 5,361 page likes (+5.65%); total pages like 105k
 - Instagram growth 7,872 followers (+66.20%); total followers 21k
 - Twitter growth 2,055 followers (+1.16%); total followers 20k
 - LinkedIn growth 611 followers (+38.82%); total followers 2,186
 - Starting an upgrade to the current Customer Relationship Management System to improve engagement with stakeholders and to enable more effective working across Sands.
 - Moving out of the offices in the Victoria Charity Centre at the end of the lease period and taking desk space in the CAN Mezzanine offices in East Road, London. In addition, moving out of the office space in Glasgow at the end of the lease period.
 - Establishing Sands United FC as a model for bereavement support and income generation and supporting more than 30 teams through the pandemic restrictions.
 - Welcoming Rob Allen as the Patron of Sands United Football Club, and welcoming three new ambassadors, Ksavi Joshi, Genelle Aldred and Professor Gordon Smith. The kind commitment, support and help of all these people will help Sands reach more people and achieve more.
 - Maintaining and developing the following relationships: Baby Loss Awareness Week Alliance; Pregnancy and Baby Charity Network; One Voice; Smoking in Pregnancy Challenge Group; Maternity Transformation Programme; MBRRACE-UK Collaboration; relevant Royal Colleges; and Governments and the NHS across all four nations.

Strategic Objective 4

To raise awareness of the issues relating to stillbirth and neonatal death

During 2020/2021 Sands created different opportunities to raise awareness of the issues relating to stillbirth and neonatal death including #FindingTheWords during Sands Awareness Month, and Baby Loss Awareness Week 2020.

The restrictions relating to Covid resulted in social media and digital channels being used far more to raise awareness, and one of the benefits of this was reaching audiences who might not have engaged previously.

The main activity/achievements relating to this objective were to campaign on issues relating to stillbirth and neonatal death, raising awareness and reducing stigma, and working with key influencers to drive change. This was done by:

- The [#FindingTheWords - supporting the NHS to support families](#) campaign during Sands Awareness Month which focused on supporting staff in the NHS to provide the best possible care for bereaved parents and families during the pandemic, and also to look after themselves.
- Working collaboratively with over 90 other charities for [Baby Loss Awareness Week \(BLAW\)](#). Sands led the BLAW 2020 Alliance, and the week focused on the theme of [#YouAreNotAlone](#) which reflected the impact of Covid on bereaved parents and families. The restrictions of Covid meant that much of the week's activity focused on home-based activity, such as turning homes pink and blue along with 162 landmarks around the UK; it also focused on social media. The total reach of Facebook was 751,000 and of Twitter was 638,000, both of which were significantly greater than the year before. NatWest sponsored the week in partnership with Sands and hosted daily virtual panel discussions which were viewed by 32,500 people.
- Sending 4,873 emails to MPs, AMs and MLAs about partners being excluded from pregnancy, maternity and neonatal services due to COVID-19 and asking them to contact their local health Trust or Board about this. Every MP in England was contacted by at least one (nearly always more) of their constituents about this issue through this action. Nearly 275 responses were received from Trusts and Boards.
- Developing partnerships with [Dope Black Mums](#), [Dope Black Dads](#), [Black Mums Upfront](#), and [The Motherhood Group](#). These partnerships are helping Sands to understand the needs of the Black community better and are also helping to raise awareness of Sands and its work within these communities.
- The screening of [Pieces of a Woman](#) by Netflix with signposting to support by Sands. Vanessa Kirby played a bereaved mother in this powerful portrayal of the impact that the death of a baby has on one family, and she worked with a Sands' befriender to prepare herself for the role.
- The launch of [Loving You From Here](#), a book looking at the impact of stillbirth and neonatal death and the role that Sands has played in providing support and in working for better care and to reduce the number of babies dying.

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is CAN Mezzanine, 49-51 East Road, London N1 6AH. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789). The charity provides additional meeting space to support its national remit and nationwide operations, including its network of over 100 Sands' Groups – notably in N. Ireland (Portadown) and Scotland (Glasgow) and roughly 30 Sands United Teams.

3.1 Sands Board of Trustees

Sands is governed by a Board of Trustees who are elected by the members at AGM in accordance with the Articles of Association, which is the charity's governing document.

The Articles of Association set out the process whereby the members elect a total of up to 12 Directors from within the membership of the charity, of which at least 50% must be personally bereaved. The Directors also act as Trustees to the charity. Each year, one-third of the Directors must retire and may be eligible for re-election.

All recruitment to the Board of Trustees is subject to the *Trustee Recruitment, Selection and Induction* policy and newly co-opted/elected Trustees are provided with an induction pack which includes the latest guidance,¹ as well as key information from the Charity Commission².

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

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

¹ *The essential trustee: what you need to know, what you need to do* (CC3, July 2015) at https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509664/cc3_lowink.pdf

² *The Charity Governance Code (3rd Ed.)* at <https://www.charitygovernancecode.org/en/pdf>

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report for the Year Ending 31 March 2021**



Trustees may serve no longer than seven years from the AGM at which they are first elected. None of the Trustees have any beneficial interest in the company. [Short biographies of all Trustees](#) are on the Sands website:

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

Oliver Reichardt (Chair from Nov 2018)	Elected 17 November 2018
Susanna Speirs (Vice Chair from Dec 2018)	(Co-opted 24 September 2016; Elected 29 October 2016; Re-elected 4 November 2019).
Michael Smith (Treasurer until July 2020)	Elected 23 November 2013; Re-elected 3 October 2015; Re-elected 4 November 2019, Resigned 18 July 2020
Sangeeta Agnihotri	Elected 21 November 2020
Tom Burdett (Treasurer from July 2020)	Elected 17 November 2018; Re-elected 21 November 2020
Edward Ford	Elected 23 November 2013; Re-elected 3 October 2015; Re-elected 17 November 2018; Resigned 21 November 2020
Emma Gibbs	Elected 17 November 2018; Re-elected 21 November 2020
David Hall	Elected 17 November 2018
Shetal Joshi	Elected 21 November 2020
Joel Mitchell	Elected 23 November 2019
David Price	Elected 17 November 2018
Dr Sarah Stock	Elected 23 November 2019
Sarah Threadgould	Elected 21 November 2020
Kelly Williams	Elected 21 November 2020

Tom Burdett took over from Michael Smith taking the role of Treasurer and Chair of the Finance, Audit and Risk Sub Committee on 18 July 2020.

3.2 Board Sub-Committees

In 2020/2021, the following Sub Committees and Working Groups supported the work of the Board:

- Governance Sub Committee
- Finance, Audit & Risk Sub Committee
- Research Sub Committee
- COVID Crisis committee (from April 2020, ceased September 2020)
- Property sub-committee (from April 2020)

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

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

- Daniel Brett-Schneider as Director of Fundraising & Communications.
- Jen Coates as Director of Volunteering & Bereavement Support.
- Kate Mulley as Director of Research, Education & Policy.
- Piers Vimpany as Director of Finance & Resources

Like all staff at Sands, the pay and remuneration of the charity's key management personnel has been benchmarked and set in line with an independent market review of staff salaries that was completed in September 2019.

3.4 Staffing and staff profile

The charity employed an average of 62 staff during the period under review - equivalent to 42 FTE (full-time equivalent members of staff).

58% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 23% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounting for 19% of total staff.

3.5 Sands volunteers and groups

Sands has around 1,000 volunteers and 100 groups who provide national support for Sands' vision, mission, and strategic objectives.

Sands' volunteers deliver peer bereavement support through structured support meetings, informal activities, memorial and remembrance events. In so doing they build lasting bonds and enduring networks between bereaved families. Volunteers also create valuable links that facilitate a range of further support to health professionals looking to offer excellent bereavement care.

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

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

4. Review of Finances, Fundraising and Risk

4.1 Financial Review

o Income

Total income for the year to 31 March 2021 was £6,380,126 (2020: £3,713,207) which represents a 72% increase year on year.

The reason for the increase was a combination of factors in what was an exceptional year due to the Covid-19 crisis.

During the first five months of the year the charity saw a significant decrease in fundraising income. In August 2020 this was trending 31% lower than the previous year. In response to this reduction the charity applied and received time limited emergency Covid-19 funding from the UK Government, Scottish Government, National Lotteries Charities Board, and the Northern Ireland Executive of £511,666. In addition, a £300,000 COVID support loan was obtained through Lloyds Bank.

In addition, the charity furloughed roughly a third of its staff and received a total of £305,250 during the year from this Government Scheme. Overall, 96% of the emergency Covid and furlough grants the charity received were before the end of October 2020.

4.1 Financial Review (continued)

However, in mid-September 2020 the charity became aware of the tremendous and unexpected success of the newly launched 310,000 steps fundraising challenge. This was followed by another hugely successful Jog 50 challenge later in the year. Both of these challenges raised over £1.8m and represented new income for the charity plus a new and effective way of engaging supporters.

○ *Expenditure*

Total Expenditure for the charity to 31 March 2021 was £3,558,146 (2020: £4,020,026) which represents a decrease of 11% year on year.

The principle reason for the reduction in expenditure was lower charity and groups' expenditure due to face to face support meetings and training being suspended and replaced by on-line digital meetings and training which also proved very successful and at lower cost. In addition, other key face to face events including the Annual General Meeting were held on-line.

The charity decided in August that a staff restructuring was needed in response to the reduction in income seen at that time and the changes of ways of working, with all staff working at home and delivery of services moving increasingly on-line. Roughly a third of staff were made redundant at this time however there was no net saving to the charity in the year as cessation costs broadly matched the staff cost savings.

○ *Net Surplus*

The net surplus amounted to £2,821,980 vs a prior year deficit of £306,819. The surplus on unrestricted funds amounted to £2,735,754.

○ *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2021 were £4,076,204 (2020: £1,254,224). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 20 and 21* respectively. The *Statement of Cash Flows* on page 29, shows net cash inflows from operating activities of £2,412,274 in year, compared to net cash outflows of £485,208 in 2020, which is further detailed in Note 23. The emergency Covid loan taken out in July 2020 was repaid in full in June 2021 without incurring any interest.

4.2 Reserves Policy

The policy for Reserves has been revised by the trustees taking account of the following long-term considerations:

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

The reserves of the charity are regarded as having three layers each set separately at four months of operating expenditure:

The first layer (top level) is intended to smooth out limited and temporary shortfalls in income to provide funds to protect services at current levels and/or to make further investment in fundraising. The funds for this layer are invested in readily available cash deposits or longer-term deposits.

The second layer (middle level) would allow the charity to consider a measured reduction in expenditure when a fall in income appears to be of a substantial or longer-term nature. Depending on the overall reserves levels Trustees will consider whether these amounts should be held in cash or invested in strategic income generating activities, longer-term deposits, gilts or equities, with a view to long-term growth.

The third layer (base level) is held as core reserves and provides a strategic minimum reserve fund. The funds for this layer are held as readily available cash deposits.

The charity is in the process of restructuring its funds to match the policy, at the year-end funds were largely held in bank deposits.

- *Total Reserves Objective and actual reserves*

The target level of Sands' reserves is thus set at between 8 and 12 months cash operating expenditure (excluding depreciation). Actual free (general fund on the balance sheet) reserves at the year-end stood at £3,560,313 (2020: £773,824). This represented 9.3 months (2020: 2.5 months) of projected expenditure for the next twelve months. The reason for the increase from last year was principally due to the success of two key fundraising initiatives in the year.

The budget for 2021/22 has been set to achieve a surplus which should see reserves be maintained with the 8-12 month target identified in the reserves policy.

4.3 Going concern

2021 has been a very successful year for Sands financially and operationally.

Having used the Government's Coronavirus Job Retention Scheme and Covid-specific grants to navigate through the immediate impact of the pandemic we were able to bring staff either back to work or restructure roles in order to reduce reliance on Government support by the second half of the year.

The second half of the year recorded strong fundraising income from successful campaigns and corporate and Trust supporters which have continued into 2021/22.

Staff were successfully able to work at home and they responded magnificently to the many challenges of the last year and helped sustain and grow the charity.

Sands moved ending the lease on its office premises in March 2021 and now has a smaller shared office which will provide ongoing cost savings.

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

4.4 Statement of Fundraising Practice

- *Approach to fundraising*

Sands is registered with the Fundraising Regulator and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2021, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

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

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

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

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process. There have been no complaints about fundraising in 2020/2021.

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

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

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

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

4.5 Risk identification and management

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

The Trustees have identified the principle risks as:

- *Reduction in quality of bereavement care for those who have lost babies*

During the Covid 19 crisis in some areas the quality of bereavement care for those who have lost babies has been affected.

In order to address this Sands has:

- Provided a fortnightly bulletin update for over 1,500 healthcare and other professionals
 - Continued engagement with the National Bereavement Care Pathway through virtual seminars, using the opportunity to share best practice
 - Created new guidance and resources, and updated websites to provide information and resources
 - Developed online training webinars for healthcare professionals
- *Reduction in engagement from Groups and Sands United teams and challenges with traditional model of support*

Sands provides high quality face-to-face bereavement support through its Groups and Sands United Teams. As a result of Covid-19, this face-to-face contact has not been possible.

Sands has sought to maintain engagement by:

- Making phone calls to all Groups and Sands United teams to maintain engagement and support
- Supporting Groups to provide Zoom support sessions
- Providing Befrienders with fortnightly sessions with the Bereavement Support Services team for information and support
- Developing new digital channels for support such as a closed Facebook page, and increasing capacity for support via social media and the online community
- Providing other avenues for volunteers and Sands United teams to remain connected such as quizzes, e-news etc.
- Continuing to closely monitor volunteer email accounts and creating additional resources as they become needed

○ *Lack of centralised information system*

Sands has developed over the years using multiple sources of data and capturing these in different ways and using differing systems.

A decision was made by the Trustees in 2020 to upgrade the current ThankQ system to bring together data from these different sources and to help Sands be as efficient and supporter responsive as possible. This project is nearing completion and will be supported by a newly appointed Database Manager.

○ *Insufficient staff capacity to complete tasks*

Due to the transition from the previous way of working to the new way of working in addition to a significant increase in activity across the different activity streams has led to huge pressure upon Sands staff. In order to address these issues Sands is currently in the process of recruiting to critical staff posts. Sands also regularly checks in with staff at weekly staff, managers and directors' meetings to address key issues where these arise and how to address these including the use of temporary staff when necessary.

○ *Not supporting staff to work at their chosen place of work*

Prior to the pandemic roughly half of Sands staff worked at home. Immediately following the pandemic all but two staff who were essential to managing incoming post and relocating the officer began working at home full time. Sands new offices are in a shared office space at CAN Mezzanine in Old Street. Staff have been and are regularly consulted on their views of working at home and we will adapt our working environment to be the most suitable for the charity and the staff who work for the charity in the future.

○ *Cyber security*

As staff are now almost entirely working at home the charity is now reliant upon its key IT systems to manage its operations and service delivery.

Cyber security is key to keeping these systems safe and secure and the following steps have been taken:

- IT infrastructure is outsourced to an expert IT provider.
- IT infrastructure is reviewed to ensure it meets the best possible standards of security.
- Hardware and software is regularly kept updated.
- All staff have been training in IT security.
- Specialised cyber security insurance has been purchased.

5. Plans for the future

Sands is now in a far stronger position than was thought possible this time last year. The extraordinary success of the Fundraising Team in securing new income streams has combined with the learning and opportunities presented by the Covid pandemic to ensure that Sands can move forward confidently.

As we develop the new strategy, it is important to seize the unique opportunities that are possible with increased funds so that we can realise our ambitions to reach more people and to save more babies' lives. We must make sure that the growth is not only sustainable, but also that we maintain our sense of purpose and direction and that our values are truly embedded in everything we do.

Saving babies' lives

In order to save more babies' lives Sands will need to focus on both the shorter-term aim of improving maternity safety to reduce avoidable deaths, and also on the longer-term aim of building a better understanding of why some babies die. To support all of this crucial work a Prevention Strategy is being developed which will sit alongside the Research Strategy and enable a holistic approach to be taken.

In addition, the new Sands and Tommy's Joint Policy Unit will help us work together towards halving the number of UK baby deaths by:

- supporting national decision makers with access to up-to-date information
- helping to ensure maternity and neonatal policy is informed by robust evidence
- holding national governments to account to meet targets to reduce baby deaths
- developing policy recommendations and evidence-based responses to national initiatives and consultations

In order to support the wider baby loss community in its aims to reduce babies dying and to improve bereavement care and support, Sands has taken over the Secretariat for the All-Party Parliamentary Group on Baby Loss; it has also helped establish a Baby Loss Awareness Prevention Group.

There must be a continued focus on the inequalities in perinatal mortality, and building a better understanding of how to address these inequalities is key. Sands has an important role to play in authentically listening to the voices of all bereaved parents and enabling this voice to be heard by decision makers and to be included in relevant research.

Excellent bereavement support and care for all those affected by the death of a baby

The increase in demand for bereavement support services that we have seen through the Covid pandemic has highlighted the need to provide support in different ways and through different channels. Projects to work directly with different communities such as the Black community and the South Asian community are underway, and it is crucial that we move forward listening

carefully to what all bereaved parents have to say if we want to develop services that meet their needs better.

Not only has demand increased, but the complexity of calls has increased along with the number of people seeking support through digital channels. It will be important to build bereavement support services that can meet this demand, and there are plans to introduce more counselling support along with more digital support.

A key part of our support services are our volunteer befrienders, and the new and updated befriender training will continue to be rolled out online with face-to-face elements being reintroduced as well.

Rollout of the National Bereavement Care Pathway has been extraordinarily successful in England, and plans are now being developed to embed this properly, as well as continuing with plans in Scotland, Northern Ireland and Wales. It is important that excellent care is no longer seen as a 'nice to have' but as something fundamental that all bereaved parents and families are entitled to.

The work that has been started in terms of ensuring excellent bereavement care is a feature of all workplaces will also continue, with training and resources being backed up with work to ensure that the statutory needs of bereaved parents are recognised.

Being the best we can be

It is important to keep building on the learning from the last year and on the opportunities that have emerged. Finding the right way to grow sustainably and to have real impact will be key, and to do this successfully we will need to ensure the infrastructure of Sands can support our ambitions.

One of the factors which makes Sands unique is its UK-wide coverage and its ability to connect to people locally and in context. Balancing a strong local presence with a strong national presence will be an important element of growing sustainably – and Sands will find the right way to build on both strengths of being local and connected and on the strengths of being national and holistic. Supporting this growth will be Sands' wonderful volunteers and supporters, and at the 2021 Engagement Events there was real enthusiasm for the plans to introduce more volunteering opportunities which will allow more people to support Sands in different ways.

Disclosure of information to the auditor

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

Auditor

In accordance with section 485 of the Companies Act 2006, HW Fisher LLP were re-appointed as Auditor to the company at the Annual General Meeting of the members held on 21 November 2020.



Oliver Reichardt
Chair – Board of Trustees
25 September 2021

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Trustees' Responsibilities
for the Year Ending 31 March 2021**



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

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

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

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

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

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

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

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



Opinion

We have audited the financial statements of Stillbirth and Neonatal Death Society (the 'charity') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

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



Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information contained within the annual report and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- The information given in the Trustees' Report, which includes the Directors' Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report included within the Trustees' Report.

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

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

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



Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees, who are also the Directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

Auditor's responsibilities for the audit of the financial statements (continued)

As part of our planning process:

- We enquired of management the systems and controls the charity has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the company. We determined that the following were most relevant: the Charity SORP, FRS 102, Charities Act 2011, Companies Act 2006, the Charities and Trustees (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).
- We considered the incentives and opportunities that exist in the charity, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the charity, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted, designated and restricted funds.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the Charity Board minutes for discussions of irregularities including fraud.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with the trustees of the charity.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

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



Use of our report

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

A handwritten signature in blue ink, appearing to read "HW Fisher LLP".

**Sailesh Mehta (Senior Statutory Auditor)
for and on behalf of HW Fisher LLP**

Chartered Accountants
Statutory Auditor
Acre House
11-15 William Road
London
United Kingdom
NW1 3ER

Date: 1 October 2021

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2021**



	Notes	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Income from					
Donations and legacies	3	2,558,662	254,948	2,813,610	2,012,795
Other trading activities	4	2,729,909	-	2,729,909	1,480,951
		<u>5,288,571</u>	<u>254,948</u>	<u>5,543,519</u>	<u>3,493,746</u>
Income from charitable activities	5	12,354	516,671	529,025	219,461
Other income	6	307,582	-	307,582	-
Total income and endowments		<u>5,608,507</u>	<u>771,619</u>	<u>6,380,126</u>	<u>3,713,207</u>
Expenditure on:					
Raising funds		<u>983,936</u>	<u>-</u>	<u>983,936</u>	<u>886,904</u>
Charitable activities					
Research & prevention		327,383	1,000	328,383	282,686
Training & education		203,487	316,779	520,266	702,086
Groups and volunteers		1,016,430	-	1,016,430	987,225
Bereavement support		195,482	367,614	563,096	1,028,178
Policy and campaigns		146,035	-	146,035	132,947
		<u>1,888,817</u>	<u>685,393</u>	<u>2,574,210</u>	<u>3,133,122</u>
Total expenditure	7	<u>2,872,753</u>	<u>685,393</u>	<u>3,558,146</u>	<u>4,020,026</u>
Net income/ expenditure		2,735,754	86,226	2,821,980	(306,819)
Fund balance at 1 April 2020		<u>1,038,916</u>	<u>215,308</u>	<u>1,254,224</u>	<u>1,561,043</u>
Fund balance at 1 April 2021		<u>3,774,670</u>	<u>301,534</u>	<u>4,076,204</u>	<u>1,254,224</u>

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

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2021



<i>Prior year comparatives</i>	Notes	Unrestricted Funds £	Restricted Funds £	Total 2020 £
Income from				
Donations and legacies	3	1,889,625	123,170	2,012,795
Other trading activities	4	1,480,951	-	1,480,951
		<u>3,370,576</u>	<u>123,170</u>	3,493,746
Income from charitable activities	5	70,416	149,045	219,461
Total income and endowments		<u>3,440,992</u>	<u>272,215</u>	3,713,207
Expenditure on:				
Raising funds		<u>886,904</u>	<u>-</u>	<u>886,904</u>
Charitable activities				
Research & prevention		264,250	18,436	282,686
Improving bereavement care		482,411	219,675	702,086
Groups and volunteers		987,225	-	987,225
Bereavement support		911,987	116,191	1,028,178
Policy and campaigns		100,947	32,000	132,947
		<u>2,746,820</u>	<u>386,302</u>	3,133,122
Total expenditure	7	<u>3,633,724</u>	<u>386,302</u>	4,020,026
Net income/ expenditure		(192,732)	(114,087)	(306,819)
Transfers between funds		<u>35,618</u>	<u>(35,618)</u>	<u>-</u>
Net movement in funds		(157,114)	(149,705)	(306,819)
Fund balance at 1 April 2019		<u>1,196,030</u>	<u>365,013</u>	1,561,043
Fund balance at 1 April 2020		<u>1,038,916</u>	<u>215,308</u>	1,254,224

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Balance sheet
As at 31 March 2021



	Notes	2021 £	2020 £
Fixed Assets			
Intangible assets	14	-	22,617
Tangible assets	15	33,395	57,581
		<u>33,395</u>	<u>80,198</u>
Current Assets			
Stock	16	24,873	35,964
Debtors	17	929,379	127,814
Cash at Bank and in Hand		3,731,678	1,320,128
		<u>4,685,930</u>	<u>1,483,906</u>
Creditors - Amounts Falling Due Within One Year	18	(643,121)	(309,880)
Net Current Assets		<u>4,042,809</u>	<u>1,174,026</u>
Net Assets		<u><u>£4,076,204</u></u>	<u><u>£1,254,224</u></u>
Funds of the Charity			
Unrestricted general funds	22	3,560,313	773,824
Designated funds	21	214,357	265,092
		<u>3,774,670</u>	<u>1,038,916</u>
Total unrestricted funds		3,774,670	1,038,916
Restricted funds	20	301,534	215,308
		<u>£4,076,204</u>	<u>£1,254,224</u>

The notes form part of these financial statements.

The financial statements were approved by the Board on 25 September 2021.

Oliver Reichardt
Chair - Board of Trustees

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Cash Flows
For the year ending 31 March 2021**



	Notes	2021 £	2020 £
Cash flows from operating activities:			
Net cash used in operating activities	23	2,412,274	(485,208)
Cash flows from investing activities:			
Purchase of fixed assets		(724)	(48,621)
Net cash used in investing activities		(724)	(48,621)
Change in cash and cash equivalents in the reporting period		2,411,550	(533,829)
Cash and cash equivalents at the beginning of the reporting period		1,320,128	1,853,957
Cash and cash equivalents at the end of the reporting period		<u><u>3,731,678</u></u>	<u><u>1,320,128</u></u>

1. Legal status of the Charity

The Stillbirth and Neonatal Death Society is a company limited by guarantee incorporated on 20 January 1988. Its registered offices are CAN Mezzanine, 49-51 East Road, London N1 6AH. The Charity is constituted as a company limited by guarantee and has no share capital and is registered in England & Wales. The liability of each member in the event of winding up is limited to £1.

2. Accounting Policies

2.1 Basis of Preparation

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

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

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

2.2 Preparation of the Financial statements on a going concern basis

In response to the Covid-19 pandemic, changes were made to the fundraising approach. As a consequence of this in the second half of the year there was higher than expected income from successful campaigns, corporate and trust supporters. This success has continued into 2021/22. Sands has also moved into a smaller shared office which will provide ongoing cost savings.

As a consequence of this at the time of approving the Financial statements, the Board have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the Financial statements.

2.3 Incoming Resources

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

Government grants, which include the amounts received from the Coronavirus Business Interruption Loan Scheme and the Coronavirus Job Retention Scheme that cover interest and fees payable to the lender, are recognised at the fair value of the grant received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received. The income is recognised in other income on a systematic basis over the periods in which the associated costs are incurred, using the accrual model.

2.4 Fund accounting

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

2.5 Critical accounting estimates

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

2.6 Gifts in Kind

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

2.7 Resources expended

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

2.8 Intangible and tangible fixed assets and depreciation

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

Website (Intangible)	25% straight-line
Leasehold improvements (Tangible)	25% straight-line
All other assets (Tangible)	25% reducing balance

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

2.9 Stock

Stock is valued at the lower of cost and net realisable value.

2.10 Leasing & hire purchase

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

2.11 Pensions

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

2.12 Termination payments

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

2.13 Debtors

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

2.14 Cash at bank and in hand

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

2.15 Creditors and provisions

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

2.16 Financial instruments

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

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

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



3. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Donations and gifts	1,972,079	-	1,972,079	1,614,116
Legacies	17,350	-	17,350	12,000
Gift Aid	467,399	-	467,399	302,101
Grants received	90,589	254,948	345,537	63,961
Membership	11,245	-	11,245	20,617
	<u>2,558,662</u>	<u>254,948</u>	<u>2,813,610</u>	<u>2,012,795</u>

	Unrestricted Funds £	Restricted Funds £	2020 Total £
Donations and gifts	1,490,946	123,170	1,614,116
Legacies	12,000	-	12,000
Gift Aid	302,101	-	302,101
Grants received	63,961	-	63,961
Membership	20,617	-	20,617
	<u>1,889,625</u>	<u>123,170</u>	<u>2,012,795</u>

4. Other trading activities

<i>Unrestricted funds</i>	2021 Total £	2020 Total £
Running events	138,094	505,535
Challenge events	511,501	496,836
Other fundraising events	2,002,260	406,801
Merchandise sales	78,054	71,779
	<u>2,729,909</u>	<u>1,480,951</u>

5. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
Training and other related services	12,354	-	12,354	18,354
Statutory funding	-	516,671	516,671	201,107
	<u>12,354</u>	<u>516,671</u>	<u>529,025</u>	<u>219,461</u>

	Unrestricted Funds £	Restricted Funds £	2020 Total £
Training and other related services	18,354	-	18,354
Statutory funding	52,062	149,045	201,107
	<u>70,416</u>	<u>149,045</u>	<u>219,461</u>

Income from Statutory funding totalling £516,671 (2020: £201,107) are considered to be government grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

6. Other income

	Unrestricted Funds £	Restricted Funds £	2021 Total £	2020 Total £
CJRS government grant	305,250	-	305,250	-
Other	2,332	-	2,332	-
	<u>307,582</u>	<u>-</u>	<u>307,582</u>	<u>-</u>

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



7. Total resources expended

	Staff costs	Depreciation	Other costs	2021 Total	2020 Total
	£	£	£	£	£
Cost of generating funds					
Fundraising costs	551,113	-	432,823	983,936	<i>886,904</i>
Charitable activities					
Research & prevention	236,556	14,960	76,867	328,383	<i>282,686</i>
Improving bereavement care	384,670	4,178	131,418	520,266	<i>702,086</i>
Groups and volunteers	652,842	16,246	347,342	1,016,430	<i>987,225</i>
Bereavement support	304,984	4,521	253,591	563,096	<i>1,028,178</i>
Policy & campaigns	82,754	2,423	60,858	146,035	<i>132,947</i>
Total charitable expenditure	1,661,806	42,328	870,076	2,574,210	<i>3,133,122</i>
	2,212,919	42,328	1,302,899	3,558,146	<i>4,020,026</i>

	Staff costs	Depreciation	Other costs	2020 Total
	£	£	£	£
Cost of generating funds				
Fundraising costs	475,342	-	411,562	886,904
Charitable activities				
Research & prevention	211,572	6,645	64,469	282,686
Improving bereavement care	405,771	7,967	288,348	702,086
Groups and volunteers	622,563	16,752	347,910	987,225
Bereavement support	401,236	12,655	614,287	1,028,178
Policy & campaigns	64,104	2,759	66,084	132,947
Total charitable expenditure	1,705,246	46,778	1,381,098	3,133,122
	2,180,588	46,778	1,792,660	4,020,026

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021



8. Reallocation of Support Costs

	Research & prevention	Improving Bereavement care	Groups & volunteers	Bereavement support	Policy & campaigns	2021 Total	2020 Total
	£	£	£	£	£	£	£
Charitable activities							
Staff costs	158,178	260,494	410,242	170,585	47,898	1,047,397	<i>1,113,955</i>
Depreciation	12,323	-	8,084	-	1,250	21,657	<i>10,361</i>
Other costs	2,796	14,065	118,072	126,576	27,919	289,428	<i>550,806</i>
	173,297	274,559	536,398	297,161	77,067	1,358,482	<i>1,675,122</i>
Allocation of support costs							
Staff costs	78,378	124,176	242,600	134,399	34,856	614,409	<i>591,291</i>
Depreciation	2,637	4,178	8,162	4,521	1,173	20,671	<i>35,429</i>
Other costs	74,071	117,353	229,270	127,015	32,939	580,648	<i>831,280</i>
	155,086	245,707	480,032	265,935	68,968	1,215,728	<i>1,458,000</i>
	£328,383	£520,266	£1,016,430	£563,096	£146,035	£2,574,210	<i>£3,133,122</i>
	Research & prevention	Improving Bereavement care	Groups & volunteers	Bereavement support	Policy & campaigns	2020 Total	
	£	£	£	£	£	£	
Charitable activities							
Staff costs	158,036	272,804	437,676	206,513	38,926	1,113,955	
Depreciation	3,437	-	5,674	-	1,250	10,361	
Other costs	(10,798)	101,416	87,982	341,519	30,687	550,806	
	150,675	374,220	531,332	548,032	70,863	1,675,122	
Allocation of support costs							
Staff costs	53,536	132,967	184,887	194,723	25,178	591,291	
Depreciation	3,208	7,967	11,078	11,667	1,509	35,429	
Other costs	75,267	186,932	259,928	273,756	35,397	831,280	
	132,011	327,866	455,893	480,146	62,084	1,458,000	
	£282,686	£702,086	£987,225	£1,028,178	£132,947	£3,133,122	

9. Governance Costs

	2021	2020
	£	£
Legal & professional	5,338	19,598
Auditor's remuneration	12,604	11,400
Expenses reimbursed to or on behalf of Trustees	-	1,732
AGM	-	8,519
Other	-	1,543
	<u>£17,942</u>	<u>£42,792</u>

Payments to the auditor in respect of non-audit fees was nil (2020: nil).

10. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year or were reimbursed for travel, subsistence and training expenses (2020: £1,732).

Trustees' indemnity insurance is included in the overall insurance paid by the charity and cost the charity was £1,542 (2020: £1,542).

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



11. Employees

Sands is committed to providing equality of opportunity in employment and to developing working practices and policies that support work-life balance and encourage flexible working.

The average monthly number of total employees and full-time equivalent employees during the year was:

	2021	2021	2020	2020
	Headcount	FTE	Headcount	FTE
Bereavement support services	9	6	10	7
Groups networks & volunteering	10	7	14	10
Improving bereavement care	14	3	15	4
Research & prevention	3	2	3	2
Fundraising	8	8	11	10
Media, Policy & Campaigns	6	5	7	7
Management & administration	12	11	12	10
	<u>62</u>	<u>42</u>	<u>72</u>	<u>50</u>
Employment costs			2021	2020
			£	£
Wages and salaries			1,893,384	1,912,823
Social security costs			180,360	174,378
Other pension costs			57,241	82,400
Cessation costs			81,934	10,987
			<u>£2,212,919</u>	<u>£2,180,588</u>

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

	2021	2020
	Number	Number
£60,001 - £70,000	3	4
£70,001 - £80,000	2	1

The aggregate pension contribution made by the charity on behalf of higher paid staff was £14,963 (2020: £9,202). Five (2020: Five) higher paid staff accrued benefits in defined contribution pension schemes.

Key management personnel are defined as the trustees and the six members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £403,023 (2020: £393,860).

During the year redundancy and termination payments made by the charity were £81,934 (2020: £10,987). There were no outstanding liabilities at the year-end.

12. Pension Scheme

	2021 £	2020 £
Contributions paid to defined contribution scheme	£57,241	£82,400

13. Volunteers

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

14. Fixed Assets (Intangible)

	Sands Website
COST OR VALUATION	
At 1 April 2020	85,162
Additions	-
Disposals	-
	<u> </u>
At 31 March 2021	<u>£85,162</u>
 ACCUMULATED DEPRECIATION	
At 1 April 2020	62,545
Charge for year	22,617
Disposals	-
	<u> </u>
At 31 March 2021	<u>£85,162</u>
 NET BOOK VALUE	
At 31 March 2021	<u>£-</u>
At 31 March 2020	<u>£22,617</u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021



15. Fixed Assets (Tangible)

	Leasehold property & improvements	Fixtures, Fittings & Equipment	IT equipment	Software & IP	Total
	£	£	£	£	£
COST OR VALUATION					
At 1 April 2020	60,911	18,601	114,211	15,050	208,773
Additions	-	-	724	-	724
Disposals	(60,911)	(18,601)	(45,079)	(15,050)	(139,641)
At 31 March 2021	-	-	69,856	-	69,856
ACCUMULATED DEPRECIATION					
At 1 April 2020	60,911	14,226	61,005	15,050	151,192
Disposals	-	1,516	18,195	-	19,711
Charge for the year	(60,911)	(15,742)	(42,739)	(15,050)	(134,442)
At 31 March 2021	-	-	36,461	-	36,461
NET BOOK VALUE					
At 31 March 2021	£-	£-	£33,395	£-	£33,395
At 31 March 2020	£-	£4,375	£53,206	£-	£57,581

16. Stock

	2021 £	2020 £
Publications and leaflets	£24,873	£35,963

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



17. Debtors

	2021	2020
	£	£
Trade debtors	15,360	7,045
Other debtors	33,177	26,535
Accrued income	831,902	32,973
Prepayments and Receivables	48,940	61,261
	<hr/>	<hr/>
Total	£929,379	£127,814
	<hr/> <hr/>	<hr/> <hr/>

18. Creditors

	2021	2020
	£	£
Trade creditors	170,452	137,107
Other taxes and social security	45,117	43,341
Other creditors	18,139	11,989
Accruals	109,413	74,860
CBILS Bank Loan	300,000	-
Accruals (research commitments)	-	23,428
Deferred income	-	19,155
	<hr/>	<hr/>
Total	643,121	309,880
	<hr/> <hr/>	<hr/> <hr/>

Prior year deferred income of £19,155 relates to income received from the Scottish Government in late March 2018 relating to the extension of the National Bereavement Care Partnership (NBCP) in 2019/20 and further work carried out in 2020/21. Income of £19,155 was released in respect of expenditure incurred in 2020/21.

The CBILS Bank Loan was an unsecured loan repaid in June 2021 and incurred no interest.

19. Research Grant Commitments Analysed

Donor and Purpose of each fund	1 April 2020	Commitments made in year	Commitments paid in year	31 March 2021
	£	£	£	£
University College London (Marlow)	23,428	-	23,428	-
	<u>23,428</u>	<u>-</u>	<u>23,428</u>	<u>-</u>
	<u><u>23,428</u></u>	<u><u>-</u></u>	<u><u>23,428</u></u>	<u><u>-</u></u>
Prior year	1 April 2019	Commitments made in year	Commitments paid in year	31 March 2020
	£	£	£	£
University College London (Marlow)	46,857	-	23,429	23,428
St George's University (Khalil)	64,012	-	64,012	-
Edinburgh Royal Infirmary (Sullivan/Stenson)	21,500	(21,500)	-	-
University of Leicester	20,946	-	20,946	-
	<u>153,315</u>	<u>(21,500)</u>	<u>108,387</u>	<u>23,428</u>
	<u><u>153,315</u></u>	<u><u>(21,500)</u></u>	<u><u>108,387</u></u>	<u><u>23,428</u></u>

University College London: Parents and Neonatal Decisions Study - Improving communication during conversations about limiting life-sustaining treatment in neonatal intensive care. Professor Neil Marlow, UCL Elizabeth Garret Anderson Institute for Women's Health. This study is designed to improve the way doctors talk with parents about the decision whether or not to start palliative care for babies who have life-limiting conditions or a poor outlook.

St. George's University, London: Prediction and prevention of perinatal death. (Dr Asma Khalil)

This study aims to find a way of identifying babies at high risk of perinatal death, so that they can be monitored more closely and delivered early if necessary.

University of Leicester: Red flags and symptom checkers for self-diagnosis in maternity (Dr Nicola Mackintosh) By exploring how pregnant women use digital resources like websites and apps, this research aims to identify pregnancies which are at risk of complications and what could be helpful in supporting them.

Edinburgh Royal Infirmary – funding was withdrawn for this project during the initial phases of the pandemic to allow Sands to conserve cash.

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



20. Analysis of movements of Restricted Funds

Current year	Balance at 1 April 2020 £	Incoming resources £	Outgoing resources £	Balance at 31 March 2021 £
UK Government <i>COVID response grant</i>	-	352,435	(352,435)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	-	104,816	(39,003)	65,813
The National Lottery Community Fund - <i>Digitisation England COVID Funding Stream</i>	-	99,700	(89,700)	10,000
Scottish Government <i>COVID response grant</i>	-	39,869	(39,869)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	-	35,625	(32,968)	2,657
London Community Response Fund - <i>Translation</i>	-	30,400	(30,400)	-
Garfield Weston Charitable Trust - <i>HCP & Volunteer training</i>	-	20,000	(20,000)	-
The National Lottery Community Fund - <i>Northern Ireland COVID-19 response</i>	-	19,662	(19,662)	-
Scottish Government - <i>Domestic Abuse support project</i>	-	19,551	-	19,551
The Childwick Trust - <i>SUFC wellbeing officer</i>	-	10,000	(10,000)	-
The National Lottery Community Fund - <i>Welsh language translation of bereavement support materials and App</i>	-	5,718	-	5,718
Sandra Charitable Trust - <i>HCP training</i>	-	4,000	(4,000)	-
Suffolk Community Foundation - <i>support in Suffolk</i>	-	3,839	(3,839)	-
The D'Oyly Carte Charitable Trust - <i>HCP webinars</i>	-	3,500	(3,500)	-
Souter Charitable Trust - <i>Memory box appeal</i>	-	2,796	(2,796)	-
Eveson Charitable Trust - <i>HCP training</i>	-	2,722	(2,722)	-
Cambridgeshire Community Foundation - <i>Covid-19 funding</i>	-	2,173	(2,173)	-
The Pilkington Charities Fund - <i>Memory box appeal</i>	-	2,000	(2,000)	-
The TBF And KL Thompson Trust – <i>work in Northern Ireland</i>	-	2,000	(2,000)	-
The Basil Death Trust - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
Fort Vale Foundation - <i>Memory Box appeal</i>	-	1,864	(1,864)	-
The Lennox Hannay Charitable Trust – <i>Memory box appeal</i>	-	1,500	(1,500)	-
Sir Jules Thorn Charitable Trust - <i>HCP training</i>	-	1,250	(1,250)	-
The Felicity Wilde Charitable Trust - <i>Saving Babies Lives</i>	-	1,000	(1,000)	-
The Shanly Foundation - <i>Memory boxes in Oxfordshire</i>	-	1,000	(1,000)	-
The Wixamtree Trust - <i>Memory boxes</i>	-	1,000	(1,000)	-
Sands Groups Projects *	111,308	-	(12,513)	98,795
Scottish Government – <i>various projects</i>	50,000	-	-	50,000
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	-	30,000
Juditeras	10,000	-	-	10,000
NHS England: Review of impact BSS	5,000	-	(5,000)	-
Tozers North Devon Sands	4,000	-	-	4,000
Sundry less than £1,000	5,000	1,335	(1,335)	5,000
Total funds	215,308	771,619	(685,393)	301,534

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£114,639 at the year end and £93,171 at the prior year end).

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



Prior year	Balance at 1 April 2019	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2020
	£	£	£	£	£
Sands Groups	123,947	(35,618)	101,170	(86,191)	103,308
Sands Research Fund	18,435	-	-	(18,435)	-
Sands: Safer Pregnancy website	2,602	-	-	(2,602)	-
NBCP England	-	-	99,045	(99,045)	-
Bereavement room refurbishment	5,000	-	-	-	5,000
NHS England: IBC RCGP	2,599	-	-	(2,599)	-
NHS England: Review of Impact BSS	5,000	-	-	-	5,000
Tozers North Devon Sands	-	-	4,000	-	4,000
Scottish Govt various projects	-	-	50,000	-	50,000
NHS England: MBEM/ CYP BEM	14,000	-	-	(14,000)	-
Scottish Govt: Care Awards	15,000	-	-	(15,000)	-
Scottish Govt: Joint Lothian Project	60,000	-	-	(30,000)	30,000
Scottish Govt: Being Open	23,964	-	-	(23,964)	-
Scottish Govt: Parent Toolkit	12,000	-	-	(12,000)	-
Scottish Govt: Sands Glasgow Office	21,850	-	-	(21,850)	-
Solihull MBC	-	-	8,000	-	8,000
Stillbirth awareness focus group	5,818	-	-	(5,818)	-
Taunton Soroptimist	2,802	-	-	(2,802)	-
Marks and Spencer – BLAW	32,000	-	-	(32,000)	-
HEE: NBCP e-learning project	19,996	-	-	(19,996)	-
Juditeras	-	-	10,000	-	10,000
Total funds	365,013	(35,618)	272,215	(386,302)	215,308

21. Analysis of movements of Designated Funds

	Balance at 1 April 2020	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2021
	£	£	£	£	£
Fixed asset fund	80,198	(46,803)	-	-	33,395
Group project commitments	184,894	(3,932)	-	-	180,962
Total funds	<u>265,092</u>	<u>(50,735)</u>	<u>-</u>	<u>-</u>	<u>214,357</u>
<i>Prior year</i>	Balance at 1 April 2019	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2020
	£	£	£	£	£
Fixed asset fund	78,571	1,627	-	-	80,198
Group project commitments	353,259	(23,267)	33,883	(178,981)	184,894
Total funds	<u>431,830</u>	<u>(21,640)</u>	<u>33,883</u>	<u>(178,981)</u>	<u>265,092</u>

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

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

Groups project commitments – to provide a reserve of monies to cover local Groups Projects.

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2021**



22. Analysis of net assets between Funds

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	33,395	-	33,395
Current Assets	4,203,434	180,962	301,534	4,685,930
Creditors falling due within 1 year	(643,121)	-	-	(643,121)
	<u>£3,560,313</u>	<u>£214,357</u>	<u>£301,534</u>	<u>£4,076,204</u>
Prior year				
Income funds of the charity:	£	£	£	£
Intangible Assets	-	22,617	-	22,617
Tangible Assets	-	57,581	-	57,581
Current Assets	1,087,704	184,894	215,308	1,483,906
Creditors falling due within 1 year	(309,880)	-	-	(309,880)
	<u>£773,824</u>	<u>£265,092</u>	<u>£215,308</u>	<u>£1,254,224</u>

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

	2021 £	2020 £
Net movement in funds	2,821,980	(306,819)
Add back intangible asset depreciation charge	22,617	12,095
Add back tangible asset depreciation charge	19,711	34,683
Decrease in stock	11,091	16,409
Loss on disposals	5,199	216
(Increase)/ decrease in debtors	(801,565)	53,625
Increase/ (decrease) in creditors	333,241	(295,417)
	<u>£2,412,274</u>	<u>£(485,208)</u>

24. Analysis of changes in net funds

The charity had no debt during the year.

25. Operating Leases

	Land and Buildings		Other	
	2021	2020	2021	2020
	£	£	£	£
Expiry date:				
Within 1 year	-	89,775	-	10,987
Between 2 & 5 years	-	-	-	16,480
	<u>£-</u>	<u>£89,775</u>	<u>£-</u>	<u>£27,467</u>

The charity moved out of leased offices in March 2021 and now occupies a shared service office at CAN Mezzanine.

26. Related Party Transactions

Other than the transactions described in note 10 there were no related party transactions in the year.