

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



Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report & Financial statements
Year Ending 31 March 2022

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



Trustees	Oliver Reichardt (Chair) Susanna Speirs (Vice Chair) Sangeeta Agnihotri Tom Burdett Roxanne Burrows (appointed 13 th November 2021) Emma Gibbs Dr David Hall Shetal Joshi Joel Mitchell (resigned 15 th October 2021) David Price Dr Sarah Stock Sarah Threadgould Kelly Williams
Chief Executive	Dr Clea Harmer
Company Secretary	Piers Vimpany FCA DChA
Charity Number	299679
Scottish Charity Number	SC042789
Company Number	2212082
Registered office	10 -18 Union Street London SE1 1SZ
Statutory Auditor	MHA Macintyre Hudson 6th Floor 2 London Wall Place London EC2Y 5AU
Principal Bankers	Lloyds Bank Plc 25 Gresham Street London EC2V 7HN
Principal Solicitors	Russell-Cooke 2 Putney Hill London SW15 6AB

Content	Page
Legal and administrative information	1
Contents	2
Trustees' Report	3-21
Statement of Trustees' responsibilities	22
Independent Auditor's Report	23-27
Statement of Financial Activities	28-29
Balance Sheet	30
Statement of Cash Flows	31
Notes to the Financial statements	32-49

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit the annual report and Financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2022.

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

1. Objects and values of the charity

The objects of Sands are: -

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

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

To realise the charity's vision Sands' outlined four key objectives within its 2017-2020 Strategy (which was applicable for 2021/22 as developing the new strategy was deferred due to the pandemic), these were to:

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

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

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

2. Public benefit

The Trustees confirm that they have complied with their duty under Section 4 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit. Sands has continued to provide public benefit in line with the objects of the charity through the implementation of the 2017-2022 Sands Strategy. Total charitable expenditure at Sands was £2.77m in 2021/2022 (2020/21: £2.36m).

2.1 Main achievements in 2021/2022

The three-year [2016-2020 Sands Strategy](#) was due to be reviewed and updated during the course of 2020. However, because of the Covid-19 Pandemic and the resulting changeable environment, it was decided to adopt an agile and responsive approach to strategic planning for the year and to carry out the strategy review and update in 2021.

Within this report, the four strategic objectives provide a basis to demonstrate our commitment to the core aims and how we delivered on these despite the fact that a significant part of the year was still within a pandemic.

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

Strategic Objective 1

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

Much of the work during 2021/2022 was against the backdrop of Covid-19 and the slow return of the NHS to some sort of normality albeit with issues around staffing levels. An enormous amount has been achieved despite this, with a focus on driving forward work around maternity safety and inequalities.

Although the actual numbers of babies dying in 2020 reduced to 13 babies a day, this was in part due to the fact that the overall numbers of births also reduced. The actual rates of stillbirth and neonatal death have remained fairly unchanged. Whilst it is very good that fewer families have had to suffer the devastation of the death of a baby, it is clear that there still remains much to do to continue to drive down the unacceptably high rates of stillbirth and neonatal death.

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

Sands' work in this area continues with a focus on increasing understanding of how to save babies' lives alongside ensuring that existing knowledge is applied to practice. This is achieved through research, review, audit, influencing activity, and collaboration, and has included:

- Supporting and promoting 56 [research studies](#) through activities as diverse as recruiting parents for studies, to funding projects. Alongside this a Sands Research Network was established, taking over the work of the Clinical Studies Group.
- Undertaking a survey of bereaved parents' experience of reviews after the death of a baby, and using the resulting report to develop and run [Perinatal Mortality Review Tool \(PMRT\) webinars](#) to educate healthcare professionals on how best to engage parents in reviews. The [Annual PMRT Reports](#) track parent engagement and show the value of the webinars.
- [Campaigning work](#) included calling for Continuity of Care for anyone pregnant after loss, and calling for a Confidential Enquiry into perinatal mortality in South Asian babies to sit alongside the Confidential Enquiry into Black and Black/British babies. There was significant digital engagement and support for both campaigns, which resulted in government agreement to launch the Confidential Enquiry.
- Establishing Sands Insights Voices, a diverse group of bereaved parents who generously share their skills, knowledge and differing experience to enrich Sands' work.
- Launching the Joint Sands and Tommy's Policy Unit to bring together the skills and expertise of both charities to save babies' lives and reduce inequalities. Sands and Tommy's also lead the [Maternity Consortium](#), a member of the VCSE Health and Wellbeing Alliance which includes the Pregnancy and Baby Charity Network, National Maternity Voices, Five X More, Muslim Women's Network, and LGBT Mummies Tribe. Through this work Sands and Tommy's have also been given a place on the Maternity Disparities Taskforce.

- Submitting evidence and perspective to relevant enquiries such as the Health and Social Care Committee's Enquiry into the safety of maternity services in England, which informed the outcome and recommendations. Also involvement into the inquiry into Shrewsbury and Telford NHS Foundation Trust where not only was support provided to parents who had been affected, but expert advice on bereavement care, involvement of parents in reviews, and discussion of post mortem was given.

It has also included significant collaboration and work with external stakeholders including:

- The [Pregnancy and Baby Charity Network](#), with particular success with the new manifesto, nation-specific versions of which were successfully used during the elections in Scotland and Wales
- The [All-Party Parliamentary Group on Baby Loss](#), with Sands taking over the secretariat, running a parliamentary debate on progress towards the National Ambition, and helping the Co-Chairs develop a joint campaign with the APPG on Maternity for 2022 based on Safer Staffing.

Alongside this Sands has ensured that the voice of bereaved parents has been heard through membership of the [MBRRACE-UK](#) collaborative, the Maternity Transformation Stakeholder Council, the Steering Group of the National Child Mortality Database, the Scottish Stillbirth Group, and the Scottish Perinatal Network.

Strategic Objective 2:

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

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

Bereavement care

Through 2021/2022, bereavement care has also been provided against a backdrop of Covid, with the bereavement care teams and facilities in many hospitals and units still affected. Despite this, significant progress has been made in both embedding the [National Bereavement Care Pathway \(NBCP\)](#) and in extending training provision.

National Bereavement Care Pathway (NBCP)

In England, all Trusts have now expressed an interest in the NBCP, with 99 of the 128 Trusts fully signed up. To have reached this point in the roll-out of a national programme in the NHS in 4 years, 2 of which were during a pandemic, is a real achievement and has moved the narrative from one of talking about 'improving care' as being desirable, to talking about 'excellent and equal care' as being a universal expectation. [Evaluation of the NBCP](#) shows significant impact for both parents and healthcare professionals. NBCP Scotland Early Adopter sites have been launched, with all Health Boards being encouraged to consider implementing the programme. In Wales and Northern Ireland discussions are underway to discuss the best way to support national bereavement care pathways.

With the training and education team, the NBCP has also developed a bespoke consultancy offer, where individual hospitals or Trusts can be supported to improve their care.

Alongside the work to embed the NBCP, the role of the Hospital Liaison Volunteer has been refreshed and developed, providing a key link for Sands in hospitals and in linking bereavement care training and provision with ongoing bereavement support by Sands.

Training and Education

During the pandemic Sands' training moved online and the very successful online open access webinars have continued, reaching 1,150 healthcare professionals from all around the UK. Alongside this the monthly Professionals Bulletin has ensured that everyone can stay informed and up-to-date with new developments and activity.

Training for Bereavement in the Workplace (BITW) has also been further developed to create a package for employers to enable them to build a supportive and compassionate workplace.

Training for Sands volunteers has been improved and developed, including training for befrienders, hospital liaison volunteers, and a counselling module is planned to enable counsellors to offer support specifically for baby death and pregnancy loss.

All of the training is showcased and accessed through a new [Training and Education website](#).

Bereavement support

The impact of Covid on the bereavement support that Sands offers has been considerable, with not only an increase in demand, but also an increase in the complexity of requests for support.

Diversifying support to reach everyone

Sands continues to diversify the channels through which support is provided and these now include:

- Helpline & email support (3,683 calls and 4,083 emails) – with the Helplines Partnership Accreditation being received in May
- Online Community (1,332 new users; 15,048 posts; and in last 3 quarters 52,075 user visits with 74.8% from mobile devices)
- Facebook Support Group (13,435 members) and other social media support
- Befrienders running both in-person and face-to-face support groups along with other activities such as walk-and-talk and local events
- Community activities such as Sands United Football Clubs
- Bereavement Support Book which is now translated into 7 languages with more planned
- Bereavement Support App (4,530 downloads)
- Grief Chat

Sands has also continued to work with different communities to provide relevant and person-centred support. Special Interest Bereavement Support Officers have been appointed to focus on both the Black/Black British community and the South Asian Community, and surveys have helped to gather information on the needs of these communities. A Muslim Care Box has been developed to be offered instead of a Memory Box where appropriate.

Befriender training has been refreshed and is now offered as a hybrid mix of online and face-to-face sessions. New befrienders are being trained and current befrienders being offered refresher training. Currently there are 380 befrienders across the UK. All befrienders are being offered supervision and support in the form of monthly support meetings with the Bereavement Support Services team.

Resources to support siblings has been developed, along with specific 'Dad's packs' for fathers who have been bereaved, and enhanced support for the long-ago bereaved. 2,877 updated Memory Boxes have been distributed.

A Bereavement Support Officer for Scotland has been appointed to support Sands' work across Scotland, and Scotland-wide online support meetings are held monthly to ensure even those who are more geographically remote can access this form of support if they wish.

A counselling project coordinator has worked with the training and education team to develop training for counsellors to enable them to meet the needs of those bereaved through pregnancy loss or baby death.

Strategic Objective 3

To grow as one strong, sustainable and effective organisation

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

2021/2022 has seen Sands increase its income to £6,754,116 which reflects the hard work and innovation of, not only the fundraising team, but the whole organisation in being the sort of charity that people have wanted to fundraise for and support. This increase has been due to strong performances across all the different fundraising streams, but in particular digital fundraising with events such as Jog 50 and Walk 100K in June performing particularly well. Community and Hero events such as Starlight Walk and Ribbon Run have been developed, along with work with schools. Work with corporates has also been very successful across the year, in part due to the development of the Bereavement in the Workplace package, and has included relationships with Allen and Overy, and Freshfields

This strong financial position has enabled Sands to start to grow again after the contraction that was initially necessary during the pandemic. The emphasis has been on growing safely and sustainably with a focus on maintaining our culture and values as we strive towards our mission.

In order to support this growth there has also been a focus on careful and phased recruitment alongside ensuring the infrastructure is fit for purpose and can support Sands' growth with the ThankQ database being upgraded. The year also saw a move to new offices in the Royal College of Obstetricians and Gynaecologists in Union Street, London.

2022/2025 Strategy

The 2022/2025 Strategy was developed during the year, consulting extensively with all stakeholders through both surveys and engagement events. The first strategic objective is to build Sands as a welcoming and supportive community, and a key element of ongoing work has been exploring how to strengthen Sands' presence in all local communities, and reviewing how people want to feel part of the Sands' community. The latter discussions have taken the form of Listening Events and further surveys and have resulted in a review of the membership model.

Sands continues to provide leadership of several key initiatives and groups within the sector including Baby Loss Awareness Week, the National Bereavement Care Pathway, and the Pregnancy and Baby Charity Network.

Strategic Objective 4

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

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

Throughout the year Sands has continued to successfully raise awareness of the issues relating to stillbirth and neonatal death, and of the work that the charity does to address pregnancy loss and baby death. This is embedded across all strands of work, but is highlighted through both Sands Awareness Month and Baby Loss Awareness Week, and by the Sands United Football Teams with Rob Allen, the Patron receiving both a Points of Light Award and a Pride of Britain Award.

In 2021 the theme for Sands Awareness Month was #AlwaysThere which provided an opportunity to focus on several issues: the enduring connection parents have with a baby who has died; the importance of continuity of carer as a model of care; and the reassurance that Sands is always there for those who need us. Many successful activities and initiatives were launched and run during the month, including the new grief journey animation.

Baby Loss Awareness Week 2021 (BLAW 2021) was the most successful week to date, with a worldwide media reach of 3.4 million for Sands. The theme for the week was Wellbeing, and Sands led the 120+ charities who now make up the BLAW Alliance to provide opportunities for remembrance and to raise awareness. Particular highlights included turning not only 200 public buildings and landmarks pink and blue, but also people's homes, clothes, nails and hair; the NatWest Panel discussions; and the debate in Westminster which took place a couple of weeks before BLAW. A new development is the creation of the BLAW Prevention Group, a group of 20 BLAW charities committed to reducing pregnancy loss and baby death and to finding ways to work together to help achieve this aim. The first venture was to create a monthly Spotlight to raise awareness of preventable causes of baby death.

3. Structure, governance and management

Sands was formally established in 1988, having been founded in 1978, and is constituted in England and Wales as a company limited by guarantee, Company Number 2212082. The company's registered address is 10 -18 Union Street, London, SE1 1SZ. Sands is also registered with the Charity Commission as a Charity in England and Wales (Charity Number 299679) and with the Office of the Scottish Charity Regulator (Charity Number SC042789). The charity provides additional meeting space to support its national remit and nationwide operations, including its network of over 100 Sands' Groups – notably in N. Ireland (Portadown) and Scotland (Glasgow) and roughly 30 Sands United Teams.

3.1 Sands Board of Trustees

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

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

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

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

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

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

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

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

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

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

Susanna Speirs (Co-opted 24 September 2016; Elected 29 October 2016;
(Vice Chair from Dec 2018) Re-elected 4 November 2019).

Sangeeta Agnihotri Elected 14 November 2020

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

Roxanne Burrows Elected 13 November 2021

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

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

Shetal Joshi Elected 14 November 2020

Joel Mitchell Elected 23 November 2019; Resigned 15 October 2021

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

Dr Sarah Stock Elected 23 November 2019

Sarah Threadgould Elected 14 November 2020

Kelly Williams Elected 14 November 2020

3.2 Board Sub-Committees

In 2021/2022, the following Sub Committees and Working Groups supported the work of the Board:

- Governance Sub Committee
- Finance, Audit & Risk Sub Committee
- Research Sub Committee

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

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

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

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

3.4 Staffing and staff profile

The charity employed an average of 72 staff during the period under review - equivalent to 52 FTE (full-time equivalent members of staff).

41% of staff worked directly with beneficiaries to achieve the objectives of the organisation and 33% worked to promote the charity's aims through Fundraising and Communications activities. Support staff accounting for 26% of total staff.

3.5 Sands volunteers and groups

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

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

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

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

4. Review of Finances, Fundraising and Risk

4.1 Financial Review

Income

Total income for the year to 31 March 2022 was £6,754,116 (2021: £6,380,126) which represents a 6% increase year on year.

However if the one off grants received in the previous year in relation to the Covid-19 crisis were excluded this growth would be approximately 21% year on year .

The reason for this success has been the unprecedented success of the challenge events team, who have been able to engage new audiences with high profile events such as Jog 50, 10,000 steps and a number of other challenges for parents and supporters.

Expenditure

Total Expenditure for the charity to 31 March 2022 was £4,589,230 (2021: £3,558,146) which represents an increase of 29% year on year.

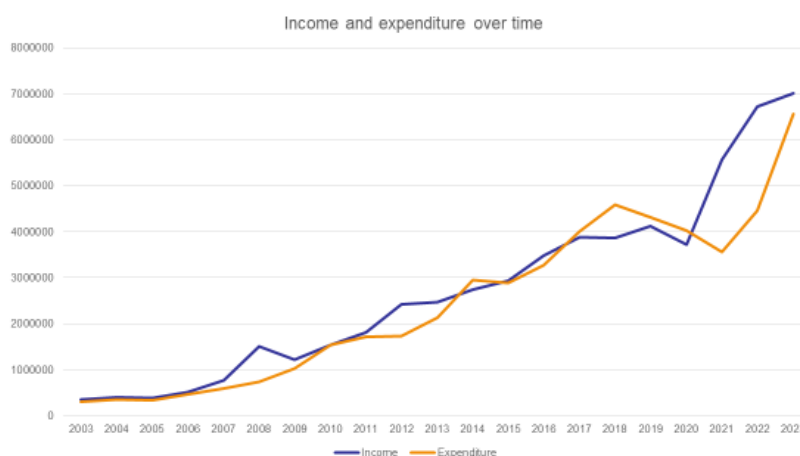
The principle reason for the increase in expenditure was building up activities in response to the increased income the charity received in the prior year. This included substantial increases in bereavement support (44% increase). However, funds spent by and on Groups and Volunteers remained subdued (9% decrease) due to lower face to face activity in the pandemic.

○ *Net Surplus*

The net surplus amounted to £2,164,886 vs a prior year surplus of £2,821,980. The surplus on unrestricted funds amounted to £2,283,887.

It is planned to further increase spending in 2022/23 to over £6.5m. This will see expenditure increase to levels of expected income and restore the long term trend as demonstrated by the chart below which shows Sands income and expenditure over the last 20 years.

Sands financial history over the last 20 years



○ *Reserves and Cash flow*

Total Reserves held by the charity as at 31 March 2022 were £6,241,090 (2021: £4,076,204). An analysis of the movement of Restricted and Designated Funds is shown in *Notes 20 and 21* respectively. The *Statement of Cash Flows* on page 29, shows net cash inflows from operating activities of £1,862,416 (2021: £2,412,274) in year, which is further detailed in Note 23. The emergency Covid loan taken out in July 2020 was repaid in full in June 2021 without incurring any interest.

4.2 Reserves Policy

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

- The long-term commitment to care that we undertake to our beneficiaries, which can extend to decades
- The commitment we have as an employer, for the job security of our staff, bearing in mind the large proportion of our expenditure that is in staff costs

- The fluctuations in annual income from supporters
- The need to fund activities to save babies lives and improve bereavement support and care across the four nations of the UK
- The objectives set as part of the strategic review

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

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

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

The third layer (base level) is held as core reserves and provides a strategic minimum reserve fund. The funds for this layer are held as readily available cash deposits. The charity is in the process of restructuring its funds to match the policy, at the year-end funds were largely held in bank deposits.

○ *Total Reserves Objective and actual reserves*

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

Total reserves stood at £6,241,090 (2021: £4,076,204) however these funds include restricted funds (where a commitment has been made to spend these monies on a particular purpose) amounting to £182,533 (2021: £301,534) and also designated funds held as fixed assets and commitments for groups projects amounting to £255,268 (2021: £214,357).

The remaining free (general fund on the balance sheet) reserves at the year-end stood at £5,803,289 (2021: £3,560,313). This represented 10.6 months (2021: 9.3 months) of projected expenditure for the next twelve months. The reason for the increase from last year was principally due to the success of key fundraising initiatives in the year and the time needed to be taken to recruit additional staff. The budget for 2022/23 has been set to achieve a surplus which should see reserves be maintained with the 8-12 month target identified in the reserves policy.

4.3 Going concern

2022 has been another very successful year for Sands financially and operationally. The Trustees are confident that the charity will remain a going concern for the foreseeable future.

4.4 Statement of Fundraising Practice

o Approach to fundraising

Sands is registered with the Fundraising Regulator and we use the logo to demonstrate the charity's commitment to upholding the *Fundraising Regulators' Promise*. In January 2022, Sands became an organisational member of the Institute of Fundraising (IoF), demonstrating an absolute commitment to fundraising best practice through support of the *Code of Fundraising Practice*. Sands also has relevant policies and procedures that underpin its Fundraising policy and activities.

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

o Monitoring of fundraising carried out on behalf of Sands

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

Sands recognises the need to respond swiftly and appropriately to complaints and has a clear complaints process. There have been no complaints about fundraising in 2021/2022.

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

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

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

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

4.5 Risk identification and management

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

The Trustees have identified the principal risks as:

- *Inability to function due to a Cyber Attack*

During the Covid 19 crisis, like many organisations Sands, moved to a largely working from home environment. We were fortunate to have well managed IT systems in place in order to manage this transition however in light of the change of ways of working Sands has taken several key steps to ensure data is held securely. These have included:

- Documenting systems and identifying key requirements to prepare for a CRM upgrade
- Identifying data retention requirements
- Migrating the CRM (ThankQ) to a fully managed hosted Software as a Service (SaaS) cloud environment
- Migrating the core IT infrastructure to a secure and fully managed Microsoft Azure cloud environment, significantly limiting exposure to catastrophic cyberattack
- Working with Cyan, our IT services provider, as they have upgraded their capabilities, to enable them to proactively monitor and secure our systems against potential cyberattack
- Putting in place Cyber insurance to ensure the organisation can fulfil any liabilities caused and recover to restore business as usual operations
- Training our staff in cyber risks

However as the inherent risk of this area is high and whilst Sands further builds its IT capabilities the risk in this area needs constant vigilance.

- *Reliance on key digital fundraising platforms*

Sands has been very successful at transitioning to digital fundraising particularly during the pandemic. In order for this to remain successful we are reliant on key external platforms to both market and manage our fundraising activities.

As these are managed externally we remain vigilant to the risks of reliance on platforms to ensure we have diversity of income streams so Sands can continue to manage effectively into the future providing confidence to key stakeholders such as donors, volunteers and staff.

5. Plans for the future

Plans for the future

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

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

Being a welcoming and supportive community

It is clear that the idea of Sands as a community is at the very heart of all that we do – it is who we are, and it is how we make a difference. It is therefore important that we focus on ensuring all those affected by pregnancy loss and baby death feel welcome in Sands, and that everyone feels valued and equal however they engage with Sands

Alongside this, we need to make sure that we are taking the time to understand and meet people's needs, listening to different communities and experiences and working to develop the support and resources that they need. We need to actively reach out and offer support and involvement rather than waiting for people to come and find us.

The vision of Sands across the UK is of a strong and supportive local presence which allows both beneficiaries and supporters to connect to Sands in the context of the area and community in which they live and enables in-person contact and events. In addition there is a strong and effective national presence which provides the structure, reach and cohesion needed to drive the changes we want to see and ensures that all areas of the UK benefit from the work of Sands.

Finally work will continue to raise awareness about pregnancy loss and baby death, and about the work of Sands, and through this to break the silence and stigma and isolation that many bereaved parents and families feel.

Saving babies' lives and ensuring inequalities in pregnancy loss and baby death are reduced

In order to save more babies' lives Sands will need to continue to build a better understanding of why some babies die. The Sands Research Strategy will be implemented which will include co-producing a refreshed set of Priority Research Questions and continuing to support a broad range of research studies. It is also important to ensure that robust reviews are carried out after the death of a baby, with both parental engagement and external involvement, and that the learning from these reviews is used to drive improvements.

It is also important to improve safety in pregnancy, birth and the neonatal period, ensuring that existing knowledge is applied to practice, and that systems and cultures are established which promote safe care.

There must be a continued focus on the inequalities in perinatal mortality, and on building a better understanding of how to address these inequalities. The Sands and Tommy's Joint Policy Unit will support this work, as will the Maternity Consortium. Sands has an important role to play in authentically listening to the voices of all bereaved parents and enabling this voice to be heard by decision makers and to be included in relevant research.

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

In order to ensure that everyone can access the support that they need, Sands will build develop new channels of support, taking a person-centred approach and listening to what people tell us that they need. This will include engaging with different communities and continuing the work started last year with Bereavement Support Officers focusing on Black and Black/British, and South Asian communities. Introducing counselling to enhance bereavement support where appropriate will be an important step to help address the increasingly complex requests for support that are being received.

Bereaved parents and families deserved excellent care from not only the healthcare professionals, but also from their employers and other professionals they come into contact with. To enable this work will continue on embedding the National Bereavement Care Pathway, but also on developing the Bereavement in the Workplace offer and campaigning to ensure that statutory entitlements reflect the needs of bereaved parents.

We will campaign to ensure that excellent bereavement support and care is seen as an entitlement rather than a 'nice to have'.

Growing and developing sustainably to have impact now and in the future

Sands is fortunate to be in a position to plan for growth, but this must be a careful growth which can be sustained into the future with Sands' values and unique culture and its heart. As it grows, Sands must be known for the impact it makes, for its integrity, and for its willingness to learn and continually improve.

The focus will be on developing long-term, sustainable and predictable income streams which include committed giving, challenge events, institutional funding, legacies and major supporters. Optimising opportunities to support Sands digitally will continue to be key.

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

Disclosure of information to the auditor

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

Auditor

In accordance with section 485 of the Companies Act 2006, MHA Macintyre Hudson were appointed as Auditor to the company to fill a casual vacancy due to the resignation of the previous auditors, HW Fisher & Co.



Oliver Reichardt
Chair – Board of Trustees
15 October 2022

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Trustees' Responsibilities
for the Year Ending 31 March 2022**



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

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

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

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

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

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

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

**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 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 as amended).

Basis for opinion

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

Conclusions relating to going concern

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

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

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

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



Other information

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

**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.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA Macintyre Hudson

Statutory Auditor

London, United Kingdom

Date: 09/11/2022

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2022



	Notes	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
		£	£	£	<i>As restated</i> £
Income from					
Donations and legacies	3	2,549,134	52,678	2,601,812	3,121,192
Other trading activities	4	4,116,845	-	4,116,845	2,729,909
		<u>6,665,979</u>	<u>52,678</u>	<u>6,718,657</u>	<u>5,851,101</u>
Income from charitable activities	5	15,059	20,400	35,459	529,025
Total income and endowments		<u>6,681,038</u>	<u>73,078</u>	<u>6,754,116</u>	<u>6,380,126</u>
Expenditure on:					
Raising funds		<u>1,819,240</u>	<u>-</u>	<u>1,819,240</u>	<u>1,193,544</u>
Charitable activities					
Research & prevention		299,444	-	299,444	257,140
Training & education		618,733	82,592	701,325	588,971
Groups and volunteers		642,951	-	642,951	704,085
Bereavement support		712,792	109,487	822,279	569,652
Policy and campaigns		303,991	-	303,991	244,754
		<u>2,577,911</u>	<u>192,079</u>	<u>2,769,990</u>	<u>2,364,602</u>
Total expenditure	6	<u>4,397,151</u>	<u>192,079</u>	<u>4,589,230</u>	<u>3,558,146</u>
Net income/ expenditure		2,283,887	(119,001)	2,164,886	2,821,980
Fund balance at 1 April 2021		<u>3,774,670</u>	<u>301,534</u>	<u>4,076,204</u>	<u>1,254,224</u>
Fund balance at 1 April 2022		<u><u>6,058,557</u></u>	<u><u>182,533</u></u>	<u><u>6,241,090</u></u>	<u><u>4,076,204</u></u>

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

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For the year ended 31 March 2022**



Prior year comparatives	Unrestricted Funds	Restricted Funds	Total 2021
	£	£	£
Income from			
Donations and legacies	2,866,244	254,948	3,121,192
Other trading activities	2,729,909	-	2,729,909
	<u>5,596,153</u>	<u>254,948</u>	<u>5,851,101</u>
Income from charitable activities	12,354	516,671	529,025
Total income and endowments	<u>5,608,507</u>	<u>771,619</u>	<u>6,380,126</u>
Expenditure on:			
Raising funds	<u>1,193,544</u>	<u>-</u>	<u>1,193,544</u>
Charitable activities			
Research & prevention	256,140	1,000	257,140
Training & education	272,192	316,779	588,971
Groups and volunteers	704,085	-	704,085
Bereavement support	202,038	367,614	569,652
Policy and campaigns	<u>244,754</u>	<u>-</u>	<u>244,754</u>
	<u>1,679,209</u>	<u>685,393</u>	<u>2,364,602</u>
Total expenditure	<u>2,735,754</u>	<u>685,393</u>	<u>3,558,146</u>
Net income/ expenditure	2,735,754	86,226	2,821,980
Fund balance at 1 April 2021	<u>1,038,916</u>	<u>215,308</u>	<u>1,254,224</u>
Fund balance at 1 April 2022	<u><u>3,774,670</u></u>	<u><u>301,534</u></u>	<u><u>4,076,204</u></u>

Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Balance sheet
As at 31 March 2022



	Notes	2022 £	2021 £
Fixed Assets			
Tangible assets	13	70,787	33,395
Current Assets			
Stock	14	63,371	24,873
Debtors	15	831,114	929,379
Cash at Bank and in Hand		5,535,983	3,731,678
		6,430,468	4,685,930
Creditors - Amounts Falling Due Within One Year	16	(260,165)	(643,121)
Net Current Assets		6,170,303	4,042,809
Net Assets		£6,241,090	£4,076,204
Funds of the Charity			
Unrestricted general funds	20	5,803,289	3,560,313
Designated funds	21	255,268	214,357
Total unrestricted funds		6,058,557	3,774,670
Restricted funds	18	182,533	301,534
		£6,241,090	£4,076,204

The notes form part of these financial statements.

The financial statements were approved by the Board on 15 October 2022.

Oliver Reichardt
Chair - Board of Trustees

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Statement of Cash Flows
For the year ending 31 March 2022**



	Notes	2022 £	2021 £
Cash flows from operating activities:			
Net cash used in operating activities	21	1,862,416	2,412,274
Cash flows from investing activities:			
Purchase of fixed assets		(58,111)	(724)
Net cash used in investing activities		(58,111)	(724)
Change in cash and cash equivalents in the reporting period		1,804,305	2,411,550
Cash and cash equivalents at the beginning of the reporting period		3,731,678	1,320,128
Cash and cash equivalents at the end of the reporting period		<u>5,535,983</u>	<u>3,731,678</u>

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



1. Legal status of the Charity

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

2. Accounting Policies

2.1 Restatement of comparatives

The accounting policy for allocation of support costs was changed during the year. These costs were previously allocated to charitable activities based on the direct cost of those activities. The accounting policy was changed to base the allocation on employee headcount and include an allocation for fundraising activities. This had no overall effect on levels of expenditure recorded in the current or the previous year.

Additionally items previously disclosed as other income including the Coronavirus Job Retention Scheme (CJRS) grants have been reclassified as donations and legacies in this years accounts. This again has not overall effect on recorded income for the current or previous year.

2.2 Basis of Preparation

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

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

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

2.3 Preparation of the Financial statements on a going concern basis

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

2.4 Income

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

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

2.5 Fund accounting

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

2.6 Critical accounting estimates

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

2.7 Gifts in Kind

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

2.8 Expenditure

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

2.9 Intangible and tangible fixed assets and depreciation

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

All other assets (Tangible)	25% reducing balance
-----------------------------	----------------------

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

2.10 Stock

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

2.11 Leasing & hire purchase

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

2.12 Pensions

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

2.13 Termination payments

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

2.14 Debtors

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

2.15 Cash at bank and in hand

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

2.16 Creditors and provisions

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

2.17 Financial instruments

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

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

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



3. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total <i>As restated</i> £
Donations and gifts	1,801,224	-	1,801,224	1,974,411
Legacies	4,124	-	4,124	17,350
Gift Aid	647,500	-	647,500	467,399
Grants received*	85,941	52,678	138,619	650,787
Membership	10,345	-	10,345	11,245
	<u>2,549,134</u>	<u>52,678</u>	<u>2,601,812</u>	<u>3,121,192</u>

	Unrestricted Funds £	Restricted Funds £	2021 Total £
Donations and gifts	1,974,411	-	1,974,411
Legacies	17,350	-	17,350
Gift Aid	467,399	-	467,399
Grants received **	395,839	254,948	650,787
Membership	11,245	-	11,245
	<u>2,866,244</u>	<u>254,948</u>	<u>3,121,192</u>

* Included within Grants received is £5,266 which is a 50% payment of the costs of the Joint Policy Unit run with Tommy's where Sands has incurred the total costs – see note 24.

** Includes £305,250 of Coronavirus Job Retention Scheme (CJRS) grants (2021)

4. Other trading activities

<i>Unrestricted funds</i>	2022 Total £	2021 Total £
Running events	548,496	138,094
Challenge events	2,229,847	511,501
Other fundraising events	1,261,902	2,002,260
Merchandise sales	76,600	78,054
	<u>4,116,845</u>	<u>2,729,909</u>

5. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2022 Total £	2021 Total £
Training and other related services	15,059	-	15,059	12,354
Statutory funding	-	20,400	20,400	516,671
	<u>15,059</u>	<u>20,400</u>	<u>35,459</u>	<u>529,025</u>

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

Income from Statutory funding totalling £20,400 (2021: £516,671) are considered to be government grants. The prior year figure included COVID support grants. There are no unfulfilled conditions or other contingencies attached to the government grants above.

Additional financial assistance has been obtained via the Tommy's grant to support the National Maternity Consortium of £40,238 which is sponsored by Government funding.

6. Total resources expended

	Staff costs	Depreciation	Other costs	Support costs*	2022 Total	2021 Total As restated
	£	£	£	£	£	£
Cost of generating funds						
Fundraising costs	530,750	-	1,031,122	257,368	1,819,240	1,193,544
Charitable activities						
Research & prevention	191,805	-	4,692	102,947	299,444	257,140
Training and Education **	273,093	-	42,180	386,052	701,325	588,971
Groups and volunteers	228,643	-	208,414	205,894	642,951	704,085
Bereavement support	367,863	-	119,838	334,578	822,279	569,652
Policy & campaigns	72,335	-	25,762	205,894	303,991	244,754
Total charitable expenditure	1,133,739	-	400,886	1,235,365	2,769,990	2,364,602
	1,664,489	-	1,432,008	1,492,733	4,589,230	3,558,146
	Staff costs	Depreciation	Other costs	Support costs*	2021 Total	
	£	£	£	£	£	
Cost of generating funds						
Fundraising costs	551,113	-	432,823	209,608	1,193,544	
Charitable activities						
Research & prevention	158,179	12,323	2,795	83,843	257,140	
Training and Education	260,494	-	14,065	314,412	588,971	
Groups and volunteers	410,242	8,084	118,072	167,687	704,085	
Bereavement support	170,585	-	126,576	272,491	569,652	
Policy & campaigns	47,898	1,250	27,919	167,687	244,754	
Total charitable expenditure	1,047,398	21,657	289,427	1,006,120	2,364,602	
	1,598,511	21,657	722,250	1,215,728	3,558,146	

* Included in support costs are £906,703 (2021: £763,515) of staff costs (see note 7)

** Includes £10,532 in respect of the Joint Policy Unit (see note 24)

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



7. Analysis of Support costs

	Staff costs	Depreciation	Other costs	2022 Total	2021 Total
	£	£	£	£	£
<i>Current year</i>					
Communications and PR	176,280	-	100,466	276,746	269,297
Leadership and administration	93,811	-	19,985	113,796	92,470
Governance costs *			34,950	34,950	17,942
Premises & facilities	-	-	32,681	32,681	129,460
Finance, HR & IT	416,059	19,882	378,066	814,007	557,452
Temporary staff costs	220,553	-	-	220,553	149,107
	906,703	19,882	566,148	1,492,733	1,215,728

	Staff costs	Depreciation	Other costs	2021 Total
	£	£	£	£
<i>Prior year</i>				
Communications and PR	231,736	1,250	36,311	269,297
Leadership and administration	90,108	-	2,362	92,470
Governance costs *			17,942	17,942
Premises & facilities	-	-	129,460	129,460
Finance, HR & IT	292,564	19,421	245,467	557,452
Temporary staff costs	149,107	-	-	149,107
	763,515	20,671	431,542	1,215,728

* See note 9

8. Governance Costs

	2022	2021
	£	£
Legal & professional	9,420	5,338
Auditor's remuneration – previous auditor	1,585	12,604
Auditor's remuneration – current auditor	17,820	12,604
Consultancy	6,125	-
	<u>34,950</u>	<u>17,942</u>

Payments to the auditor in respect of non-audit fees was nil (2021: nil).

9. Trustees

None of the Trustees received any remuneration for their services as Trustees of the charity during the year or were reimbursed for travel, subsistence and training expenses (2021: £nil).

Trustees' indemnity insurance is included in the wider insurance paid by the charity which cost the charity £6,763 (2021: £1,542).

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



10. Employees

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

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

	2022	2022	2021	2021
	Headcount	FTE	Headcount	FTE
Bereavement support services	13	9	9	6
Groups networks & volunteering	8	7	10	7
Improving bereavement care	15	3	14	3
Research & prevention	4	3	3	2
Fundraising	10	10	8	8
Media, Policy & Campaigns	8	7	6	5
Management & administration	14	13	12	11
	<u>72</u>	<u>52</u>	<u>62</u>	<u>42</u>
Employment costs			2022	2021
			£	£
Wages and salaries			2,054,873	1,893,384
Temporary staff costs			220,553	149,107
Social security costs			205,488	180,360
Other pension costs			90,278	57,241
Cessation costs			-	81,934
			<u>£2,571,192</u>	<u>£2,362,026</u>

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

	2022	2021
	Number	Number
£60,001 - £70,000	-	3
£70,001 - £80,000	4	2
£80,001 - £90,000	1	-

The aggregate pension contribution made by the charity on behalf of higher paid staff was £18,811 (2021: £14,963). Six (2021: Five) higher paid staff accrued benefits in defined contribution pension schemes. Key management personnel are defined as the trustees and the five members of the Senior Leadership Group. The total employee benefits of the key management personnel of the charity were £440,909 (2021: £403,023).

During the year zero redundancy and termination payments made by the charity (2021: £81,934). There were no outstanding liabilities at the year-end.

11. Pension Scheme

	2022 £	2021 £
Contributions paid to defined contribution scheme	90,278	57,241

12. Volunteers

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

13. Fixed Assets (Tangible)

	IT equipment
	£
COST OR VALUATION	
At 1 April 2021	69,856
Additions	58,112
Disposals	(2,384)
At 31 March 2022	125,584
ACCUMULATED DEPRECIATION	
At 1 April 2021	36,461
Charge for the year	19,882
Disposals	(1,546)
At 31 March 2022	54,797
NET BOOK VALUE	
At 31 March 2022	£70,787
At 31 March 2021	£33,395

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



14. Stock

	2022	2021
	£	£
Publications, leaflets and fundraising materials	63,371	24,873

15. Debtors

	2022	2021
	£	£
Trade debtors	22,085	15,360
Other debtors	1,308	33,177
Accrued income	643,079	831,902
Prepayments and Receivables	164,642	48,940
Total	831,114	929,379

16. Creditors

	2022	2021
	£	£
Trade creditors	122,447	170,452
Other taxes and social security	66,132	45,117
Other creditors	40,879	18,139
Accruals	30,707	109,413
CBILS Bank Loan	-	300,000
Total	260,165	643,121

The Coronavirus Business Interruption Loan Scheme (CBILS) Bank Loan was an unsecured loan repaid in June 2021 and incurred no interest.

17. Research Grant Commitments Analysed

There were no commitments made in the financial year. The prior year comparatives are shown below:

Donor and Purpose of each fund	1 April 2021	Commitments made in year	Commitments paid in year	31 March 2022
	£	£	£	£
University College London (Marlow)	23,428	-	23,428	-
	<u>23,428</u>	<u>-</u>	<u>23,428</u>	<u>-</u>
	<u><u>23,428</u></u>	<u><u>-</u></u>	<u><u>23,428</u></u>	<u><u>-</u></u>

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

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



18. Analysis of movements of Restricted Funds

Current year	Balance at 1 April 2021 £	Income £	Expenditure £	Balance at 31 March 2022 £
National Lottery Community Fund – <i>Welsh language translation of bereavement support materials</i>	5,718	-	(5,718)	-
Welsh Government – <i>bereavement support projects</i>	-	18,000	-	18,000
Tommy’s – <i>to co-lead the maternity consortium to ensure the voluntary sector partners with Government and the NHS to address inequalities in maternity care</i>	-	40,328	(40,328)	-
Bereavement Care review	-	2,400	(2,400)	-
James Tudor Foundation – <i>To support training</i>	-	4,850	(4,850)	-
John Horniman’s Childrens Trust – <i>Sibling support project</i>	-	3,000	(3,000)	-
Maximus Foundation – <i>Memory boxes</i>	-	2,500	(2,500)	-
Scottish Govt - <i>National Bereavement Care Pathway</i>	65,813	-	(37,414)	28,399
The National Lottery Community Fund - <i>Digitisation England</i>	10,000	-	(10,000)	-
Berkshire Community Foundation - <i>Work in Berkshire</i>	2,657	-	(1,373)	1,284
Scottish Government - <i>Domestic Abuse support project</i>	19,551	-	(19,551)	-
Sands Groups Projects *	98,795	-	-	98,795
Scottish Government – <i>various projects</i>	50,000	-	(45,500)	4,500
Scottish Govt - <i>Joint Project Lothian Sands</i>	30,000	-	(19,445)	10,555
Juditeras – <i>Research workshops</i>	10,000	-	-	10,000
Tozers North Devon Sands	4,000	-	-	4,000
Sundry less than £1,000	5,000	2,000	-	7,000
Total funds	301,534	73,078	192,079	182,533

* Sands Groups hold funds for a number of local projects. The most significant of these is funds held for the Baird Family Hospital (£92,103 at the year end and £93,171 at the prior year end). An additional £31,113 of designated funds are also held for the Baird Family Hospital Project.

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



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

19. Analysis of movements of Designated Funds

	Balance at 1 April 2021	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2022
	£	£	£	£	£
Fixed asset fund	33,395	37,392	-	-	70,787
Group project commitments	180,962	13,869	697	(11,047)	184,481
Total funds	<u>214,357</u>	<u>51,261</u>	<u>697</u>	<u>(11,047)</u>	<u>255,268</u>
<i>Prior year</i>	Balance at 1 April 2020	Transfers	Incoming resources	Outgoing resources	Balance at 31 March 2021
	£	£	£	£	£
Fixed asset fund	80,198	(46,803)	-	-	33,395
Group project commitments	184,894	(3,932)	-	-	180,962
Total funds	<u>265,092</u>	<u>(50,735)</u>	<u>-</u>	<u>-</u>	<u>214,357</u>

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

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

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

**Stillbirth and Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Financial statements
For the year ending 31 March 2022**



20. Analysis of net assets between Funds

	Unrestricted funds	Designated funds	Restricted funds	Total funds
Income funds of the charity:	£	£	£	£
Tangible Assets	-	70,787	-	70,787
Current Assets	6,063,454	184,481	182,533	6,430,468
Creditors falling due within 1 year	(260,165)	-	-	(260,165)
	<u>5,803,289</u>	<u>255,268</u>	<u>182,533</u>	<u>6,241,090</u>
Prior year:	£	£	£	£
Tangible Assets	-	33,395	-	33,395
Current Assets	4,203,434	180,962	301,534	4,685,930
Creditors falling due within 1 year	(643,121)	-	-	(643,121)
	<u>3,560,313</u>	<u>£214,357</u>	<u>£301,534</u>	<u>4,076,204</u>

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

	2022 £	2021 £
Net movement in funds	2,164,886	2,821,980
Add back intangible asset depreciation charge	-	22,617
Add back tangible asset depreciation charge	19,882	19,711
(Increase)/decrease in stock	(38,499)	11,091
Loss on disposals	838	5,199
Decrease/(increase) in debtors	98,265	(801,565)
(Decrease)/ increase in creditors	(382,956)	333,241
	<u>1,862,416</u>	<u>2,412,274</u>

22. Analysis of changes in net funds

The charity had no debt during the year.

23. Operating Leases

	Land and Buildings		Other	
	2022	2021	2022	2021
	£	£	£	£
Expiry date: Over 5 years	6,878	-	-	-
	<u>6,878</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u><u>6,878</u></u>	<u><u>-</u></u>	<u><u>-</u></u>	<u><u>-</u></u>

The charity signed a lease for premises at 10-18 Union Street on 15th March 2022 for a period of 6 years.

24. Joint Venture

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

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

During the year the charity paid £10,532 (see note 6) and received £5,266 (see note 3) from Tommy's to cover these costs.

25. Related Party Transactions

There were no related party transactions in the year.

26. Contingent assets

The charity was notified of a legacy with a potential valuation to Sands of £270,000 in late 2021. The legacy is now being disputed by the legator's only living child and the charity is currently seeking legal advice on whether the claim has merit. It is not possible to assess the amount the charity may receive from this legacy at this time.