



# Together, We Are Sands

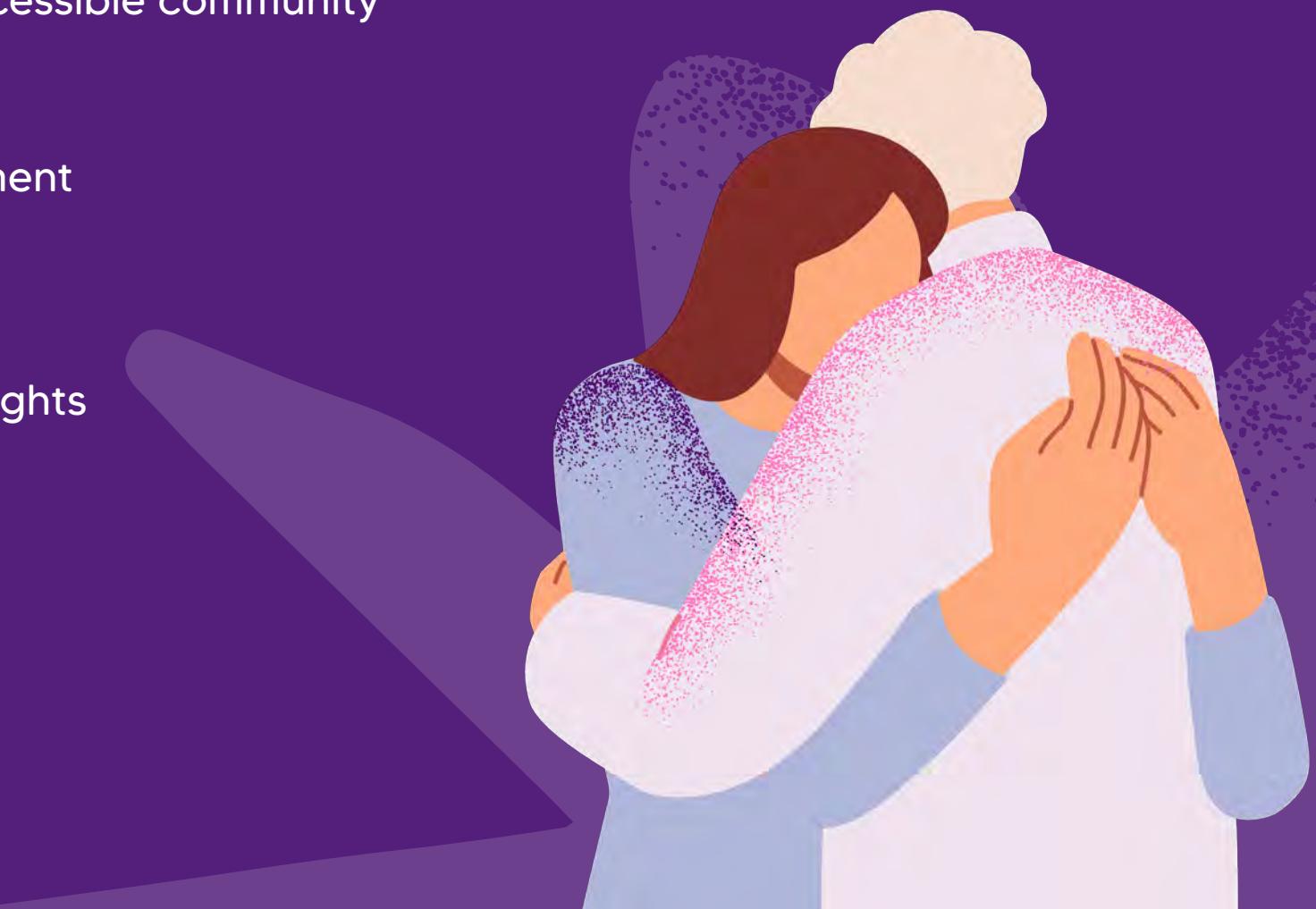
Sands Impact  
2024-2025

Saving babies' lives.  
Supporting bereaved families.



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# Welcome



The progress we're making as a community with a shared mission is wonderful. I feel truly honoured to be Chair of the Sands' trustee board and part of a community making incredible things possible - which you'll read about in this report.

I became Chair in this year, however, my connection to Sands runs far deeper. My wife Alison and I have been involved with Sands since 2007, when Alison set up our local group. And I've been a trustee since 2018, serving as vice-chair from 2023.

Our son Ruaridh died shortly after he was born in April 1996. And my work with Sands has always been, and continues to be driven by the wish to ensure fellow bereaved parents receive the best possible care, and to reduce the loss of babies' lives.

We can be so proud that we've continued to reach out and connect more people to Sands over the last 12 months. And importantly, that we're getting the voices of bereaved parents heard by decision-makers, whether that be politicians, researchers, clinicians, policy-makers or business leaders.

We can only achieve these things when we work together, building our community of supporters and allies who understand the importance of what we do. So united we work to save babies' lives and support bereaved families.

This year marked a major milestone, with every hospital trust in England and every hospital board in Scotland now on the National Bereavement Care Pathway. And we've seen significant progress in Northern Ireland and Wales. It's now our role to challenge and champion, to ensure those professionals have the skills, training and funding to embed the pathway standards and ensure everyone has excellent bereavement care.

Together, we also offered parents and families more opportunities to remember their babies. From new local groups to events and activities, like the beautiful Starlight Walk, bringing people together virtually and in-person. Each provided parents and families with precious moments to say their babies' names and feel seen and understood in what can still be, for too many, a lonely journey.

I hope you feel the same sense of pride I do when you read about all that your support has helped accomplish this year. You're a changemaker, walking alongside Sands, helping us to make sure families have a different story to tell.

Whether you volunteered your time, took on a fundraising challenge, donated, championed our work in your professional role, or helped spread the word about Sands, thank you. To our partners who amplify our voice and help us reach more families, and to the many, many others who support us in countless ways, we're so grateful.

**David Hall,**  
Chair of Sands  
Trustees



# The year in numbers

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Nearly  
**650,000**



people accessed our pregnancy and baby loss support, and our safer pregnancy advice

**100%**



of hospital trusts in England, and **100%** of hospital boards in Scotland, are now on the National Bereavement Care Pathway

Over  
**7,000**



e-actions taken by campaigners on local and national issues

**242**



volunteer-led support services in communities across the UK, including monthly support groups and Sands United Football Clubs

**39**



dedicated support group sessions for men, African and Caribbean parents, South Asian parents, Armed Forces families and those who have experienced Termination for Medical Reasons

Over  
**6,200**



training and learning opportunities for health, care and community based professionals

More than  
**600,000**



employees reached through workplace training resources

**116**



research studies supported

**1**

# Building an inclusive, accessible community





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

Feedback from a bereaved parent who received a Sands Muslim care box following the death of their baby

## Welcoming everyone who needs our support

Together, we're creating a society where everyone can get the bereavement support that's right for them

100s of face-to-face and online peer support activities run by our UK-wide volunteers

39 

dedicated support group sessions for men, African and Caribbean parents, South Asian parents, Armed Forces families and those who have experienced Termination for Medical Reasons

Bereavement support resources available in **13 languages**,

EasyRead and audio versions



Where someone lives, their income, and background should never prevent them from getting the help they need. But not everyone gets the same support. That's why we remain committed to listening to parents and working alongside them to make support more accessible for everyone. And this year, we introduced new ways for people to find help so every parent feels they belong at Sands.

### More support for parents affected by a Termination for Medical Reasons

Many parents who have been through a Termination for Medical Reasons (TFMR) told us they weren't sure if Sands' support was meant for them. So we developed a dedicated online support group where they can feel confident they'll be met with understanding. And since we began talking more about TFMR across our community, a growing number of people are finding our online resources too.



## Empowering bereaved parents from African and Caribbean and South Asian communities to speak out for change

The first Sands Amplifying Parent Voices event brought together bereaved parents for a day of connection and understanding through their shared experience of baby loss in communities where often it isn't spoken about openly.

Women from African and Caribbean and South Asian communities face some of the highest rates of baby death. Yet their stories can go unheard. That's why the event mattered so much to parents like Zarina.

It was the first time many parents were able to speak about their baby, their loss and the whole experience. And with our continued support, several families have since shared their experiences publicly. Through Sands' social media channels and media interviews, we're helping amplify their voices and drive much-needed change for African and Caribbean and South Asian parents.

The day was also an opportunity for Sands to listen and learn from parents directly, ensuring that their experiences continue to shape and improve our support.



This was a poignant day for me and the tears which could not find their way out did. Thank you for allowing me that space.

Zarina, bereaved mother and Amplifying Voices event attendee



## Helping grieving parents care for their wellbeing in new ways

The Sands Wellbeing Journal is designed to help bereaved parents make time for self-care as they navigate life after losing their baby. Writing with honesty and openness, without judgement, can be a powerful way to express feelings that can be hard to say out loud. The keepsake journal, also influenced by requests from family and friends for something special to gift, encourages parents to pause, reflect and make space for their emotions.

After listening to our parent community about the things they felt most important, the journal includes practical tools to help bring a sense of calm when thoughts can feel overwhelming. Gentle prompts help parents explore their feelings and find their own way through grief. And there's a place for the things they'd like to say to their baby, their family or anyone part of their baby loss experience, bringing comfort and a sense of peace.

We can't take away a parent's heartbreak.  
But together, we're helping ease their pain.



## National recognition for Sands Helpline

Our Bereavement Services team and the Sands Helpline have been recognised once again for providing the highest-quality care and support to bereaved parents, families and friends, healthcare professionals and others.

The three-year Helplines Standard accreditation from the Helplines Partnership is a quality mark that defines and certifies best practice. For Sands, the nationally recognised award reflects what matters most: making sure people can access support that's right for them, when they need it - even as their needs change.

We were also honoured to be invited to speak as experts at the Helplines Partnership conference, to help other organisations learn from our approach to inclusivity.



People contact us at some of the hardest times of their lives. And we're privileged to be able to give people confidence, knowing that we'll support them for as long as they need us in a compassionate, kind and trauma-informed way.

Jen Coates, Director of Bereavement Support and Community & Volunteering at Sands

# Proactively bringing people to Sands

Together, we're helping parents find the support they need

## Connecting families with compassionate care in hospital and ongoing support through Sands

The care parents receive during and after the loss of a baby leaves a lasting impression. These moments are deeply personal, and sensitive, compassionate support can make a meaningful difference. Yet, healthcare professionals may not always have access to the training or resources they need to provide this care.

That's where our Hospital Liaison Volunteers (HLV) play a vital role. Drawing on their own experiences, HLVs generously give their time to support hospital teams and families, helping to turn personal loss into a source of strength and connection.



I enjoy being a HLV as I get to link in with the professionals and help them access training and ensure that they get the support they require, as working in that area is very difficult.

Sandra Stephen - Aberdeen



HLVs like James, Megan and Sandra act as a bridge between hospital staff and Sands' training, tools and guidance, enabling professionals to access these resources to complement and support their bereavement service.

When families are ready, HLVs also help connect them with Sands' central bereavement services and local groups, offering reassurance that ongoing support is available whenever it's needed.

This year, 110 HLVs have worked with hospitals across the UK. Their contributions have been wide-ranging, from helping design bereavement suites and sharing insights through Maternity and Neonatal Voices Partnerships to supporting Baby Loss Awareness Week and speaking at National Bereavement Care Pathway workshops.

HLVs continue to make a lasting difference to how families are cared for and supported during some of the most difficult times in their lives.



I do the HLV role because I want to make a positive change in how baby loss is managed in hospitals. My motivation will always be my beautiful baby boy who I lost in 2019. To me, helping other bereaved parents is doing something positive and keeps his memory alive.

Megan Jones-Davies - Sheffield



Being a Sands HLV matters deeply to me because it enables me to champion compassionate bereavement care, ensuring that every grieving family receives the empathy, support and dignity they deserve.

James Thompson - Southampton



## Putting people's needs first

### Together, we're finding new ways to show families they're not alone

Bereaved families are at the heart of all we do. So we listen to parents from different backgrounds and never stop learning how to improve the support we provide. It's how we continually grow and adapt to reach people in a way that feels right for them.

From family fun days to choirs, craft events, run clubs and 'walk & talks'. We're there for families in many different ways, while the care, compassion and understanding never change. And our volunteers make it all possible.

“

I had dreaded everything about December for the last eight weeks and it was the first time I felt relaxed and able to enjoy an activity whilst also talking about the things that are hard about that time of year.

Bereaved mum and wreath workshop attendee



“

The wreath-making workshop was a wonderful opportunity to gather with others during what is a particularly difficult time of year for them. Christmas can often be a stark reminder of the babies they have lost and the things they are missing out on. In this safe, supportive environment, families were able to share their feelings and discuss specific worries and concerns with people who have experienced the same loss and grief as them.

Families were also able to create a memorial wreath that some lay on their babies' graves to mark the Christmas period.

Ruth Mason, Volunteer and Chair, Merthyr Sands

## Spotlight on volunteers

**230** 

new knitters making  
blankets for our Memory  
and Muslim Care Boxes

**46** 

new in-person  
befrienders supporting  
more parents for as  
long as they need

**10** 

local Starlight Walks -  
more than ever before  
- each delivered by a  
volunteer group

**64** 

winter remembrance  
events made possible  
by volunteers

**30** 

new Hospital Liaison  
Volunteers linking more  
healthcare professionals  
UK-wide to Sands'  
bereavement training  
and resources, and local  
family support

**10** 

regular online Befrienders  
now making support  
accessible to even more  
people through additional  
online groups

**35** 

new parent speakers  
raising awareness  
and understanding,  
and influencing safer  
maternity care and better  
bereavement care



I couldn't believe how strong and supportive all the mums were. To hear them talking so warmly about their babies that have died and the things that they do to remember them was such an emotional moment for me, and something that I now have the confidence to do to support my daughter. But the event was so fun and warm and supportive!

Bereaved grandmother and wreath workshop attendee



This year we relaunched our face-to-face support group in January 2025, and have since held regular monthly meetings with growing attendance. It's been wonderful to see so many families finding comfort, connection and understanding together.

We've also hosted two Starlight Walks, our Ribbon Run and several craft sessions, offering gentle opportunities to come together and remember our babies.

Kaylee Hargreaves, Volunteer Befriender, Isle of Wight Sands

## Sands Garden Day: A day of remembrance, reflection and recognition of all who make our work possible

The inspiring Sands community came together once again for the annual Sands Garden Day in June. The peaceful grounds of the National Memorial Arboretum were perfect for a day of reflection, remembrance and recognition.

With bereaved families, staff and volunteers, researchers and healthcare professionals, we looked back on all we have achieved as a community over the last year and the very special legacy we're creating in honour of our babies.

Every person in our community plays a special part, and none more so than our volunteers. Recognising their dedication through the annual Volunteer Awards Ceremony was one of the highlights of the day. Each and every one deserves an award, and this year, 12 outstanding winners were celebrated for their compassion and commitment.



## Award winners 2024

Astra Shipton

Martin Euden

Bhavna and Vijay Bhargava

Michelle Howard

Emma Sheppard

Patricia Craig

Hayden Newbigen

Raj Chagger

Hayley Vallance

Ruth Mason

James Thompson



Many of the winners were able to receive their awards in person at Garden Day



“

For the care, consideration and dedication she shows to bereaved families in her area, all whilst managing her busy life outside of her volunteering with Sands. And for the support she provides as a group, organising massage sessions for bereaved parents, and setting up a local Starlight Walk.

Astra Shipton volunteer nomination

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For her determination to keep Chesterfield Sands running and being the local support bereaved families need, often single-handedly managing all the behind-the-scenes needs of the group, as well as befriending. And for her commitment, organising ribbon displays for Baby Loss Awareness Week, Wave of Light services, craft events and displays in the local community so families have a variety of ways to receive support.

Emma Sheppard volunteer nomination



## Bringing Sands support closer to home for bereaved parents

Providing volunteers with the training and tools to set up nearby support groups and Sands United football teams is just one of the ways we're coming together to ensure every family receives the support they need, wherever they live.

Now, thanks to volunteers, families in Worcester, Leicester, the Isle of Wight, and Orkney have a place nearby where they can find in-person support and a sense of belonging. And bereaved fathers have been growing support through new Sands United teams in Taunton, Derby, Chichester, Dumbarton, Durham and Stoke. All launching during 2024-25.

## Taking support to remote families

Parents often tell us how alone they feel after their baby has died. And for island communities, where support can be harder to reach, that sense of isolation can be even greater.

But thanks to volunteers like Sammy Bridges and Kaylee Hargreaves, who live on the Isle of Wight and recently trained as Befrienders, more families can easily access a community that understands.

## Creating spaces that offer peace and privacy in difficult moments

The first moments after a baby dies can be the only opportunity parents have to make memories with their baby. There's only one chance to get it right.

That's why Sands is committed to calling for all hospitals to deliver Standard Two of the National Bereavement Care Pathway: All bereaved parents and families have access to an appropriate, available and accessible bereavement room.

This year we continued supporting hospital projects to transform clinical rooms into calm, comfortable spaces with extra privacy. Places where parents can spend precious time with their baby, make memories and say goodbye in peace.

However, a family's need for supportive spaces doesn't end when they leave the hospital. So we help fund projects that bring compassion and understanding into everyday places.

This year, with the help of our dedicated fundraising community, we refreshed bereavement suites, created remembrance spaces and helped turn an island airport lounge area into a dedicated space for travellers needing peace and privacy.

With the help of Shetland Sands, parents flying from Sumburgh Airport for medical appointments or with their baby for a post-mortem can find calm away from the crowds while waiting to board their flight.



## Raising awareness of our cause and work

Together, we're breaking the silence for every baby gone too soon

### Baby Loss Awareness Week 2024

**A movement created from love and loss**  
 Families and communities came together to remember much-loved and missed babies, finding comfort, support and understanding in the most devastating of shared experiences.

What began around a kitchen table two decades ago continues to grow as a national moment of remembrance, support and shared hope for a world where fewer babies die.

#### A growing community for awareness and change

More than 130 organisations, community interest groups and charities of all sizes now make up the Baby Loss Awareness Week (BLAW) Alliance. Led and chaired by Sands, the like-minded network is united in raising awareness of pregnancy and baby loss, supporting anyone affected, improving bereavement care and reducing preventable baby deaths.

Each organisation marks the week and supports its community in its own way. While together, we support a global movement that continues to break the silence around baby death.

Buildings, public spaces, workplaces and landmarks across the UK glow pink and blue, and thousands of candles are lit in homes and at events as the #WaveOfLight spreads across the world.

#### A campaign that continues to touch hearts

For the second year running, the campaign's meaning to so many was recognised by the GLOMAMA Campaign of the Year Award.



What makes this recognition even more meaningful is that it was voted for by the public. It demonstrates just how important the week is to so many. Much has changed over the past two decades, with more people able to share their experiences. Yet, we remain committed to speaking out for those who aren't yet ready, so they know we are here for them whenever they need us.

Carolyn Bray, Baby Loss Awareness Week Co-founder and Sands Assistant Director of Income and Supporter Engagement

 **2.7 million**  
people reached through social media – the most in four years

 **934,668**  
people joined the global #WaveOfLight on Instagram alone

 **218**  
media pieces featuring Sands

 **32,000**  
visitors to the BLAW website during October

## Putting the power of our remarkable community to work: 'Together, we care'

Sands put connection, belonging and care at the heart of the week – self-care and caring for others in what we say, share and do. And we took that message into every corner of the community. From workplaces to community events, we got people talking, listening and understanding baby loss better.

### Turning workplaces into understanding spaces

Softcat joined long-standing partner NatWest Group as an official Sands partner for BLAW. And an incredible 60 businesses and organisations joined the campaign and our Sands community in support as BLAW Champions.

BLAW Champions open up conversations in places where baby loss is often not spoken about, creating workplaces where bereaved colleagues, customers and clients can feel seen and supported.

Beyond the workplace, businesses including John Lewis & Partners Oxford Street and Heathrow Terminals lit their buildings pink and blue, sparking conversations and moments of remembrance within their wider communities.

Sands also supported 16 companies through speaker and panel events, exploring themes around pregnancy and baby loss and how to navigate workplace bereavement with care and understanding.



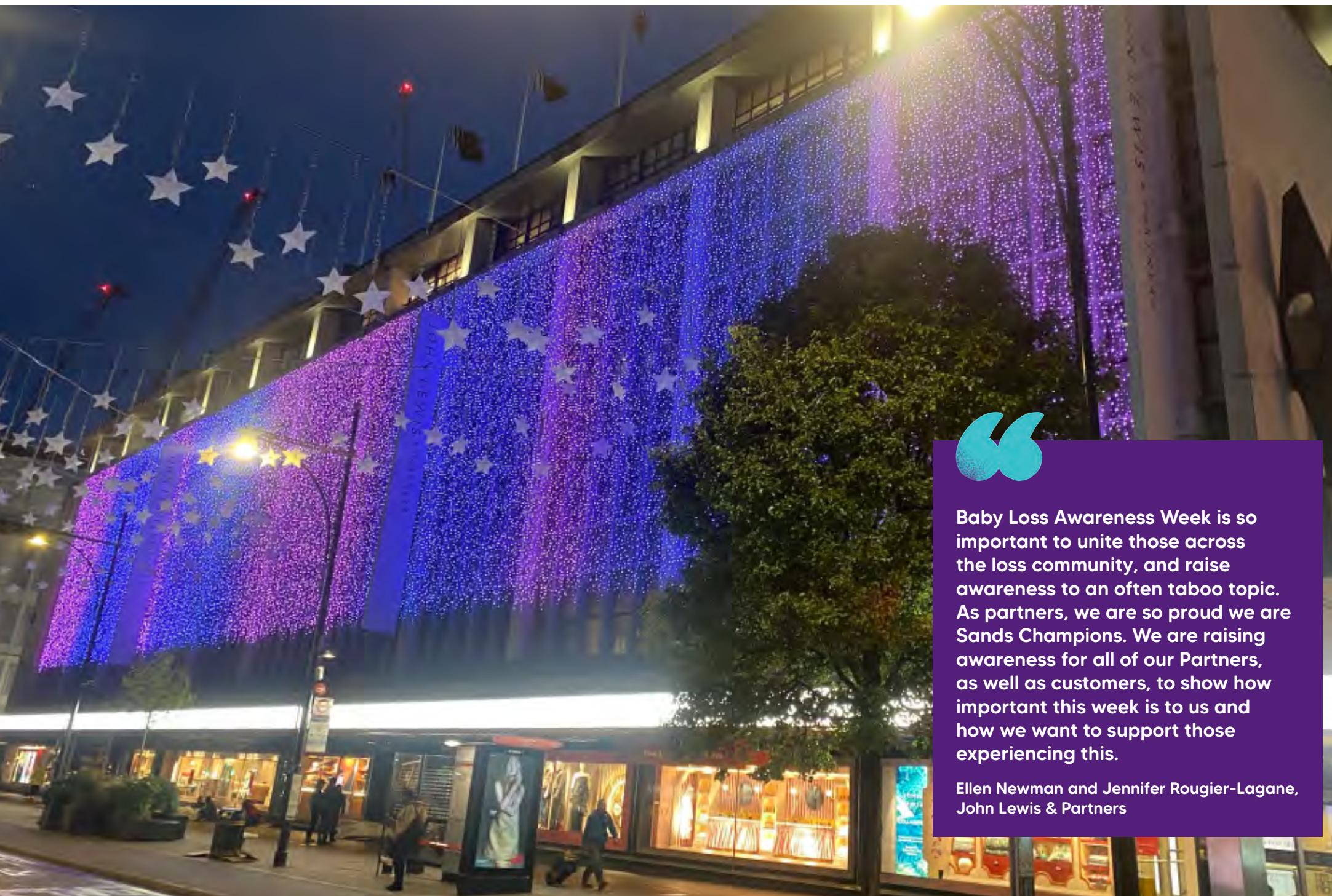
Sands partnered with Wates to deliver a powerful and sensitive session on commemorating pregnancy and baby loss. Creating space for colleagues to share experiences increased understanding of why remembrance is an essential part of grieving and helps reduce the stigma surrounding these conversations. Sands provided a supportive environment where colleagues shared personal stories and received guidance on Wates' Pregnancy and Baby Loss Policy.

Charlotte Watmore, Inclusion & Diversity Project Manager, Wates



By lighting up our Terminals to commemorate Baby Loss Awareness Week, Heathrow is proud to play a small part in an important time of remembrance and reflection.

Mark Powell, Director Sponsor of the Parents and Carers Network, Heathrow



Baby Loss Awareness Week is so important to unite those across the loss community, and raise awareness to an often taboo topic. As partners, we are so proud we are Sands Champions. We are raising awareness for all of our Partners, as well as customers, to show how important this week is to us and how we want to support those experiencing this.

Ellen Newman and Jennifer Rougier-Lagane,  
John Lewis & Partners

### Turning communities into places of connection and care

Across the country, Sands volunteers, parents and families took BLAW into their communities, creating spaces for remembrance, understanding and togetherness.

Public spaces were filled with colour and compassion as a record 205 heartfelt ribbon displays were created in memory of much-loved babies. Every handmade ribbon told a story of love and loss, with many bearing the name of babies missed and never forgotten.

Supporters and communities created displays in ways most meaningful to them, from paper ribbons in shop windows to ribbons hung from trees. An online map allowed people to find and be part of their local display. And Sands' virtual Ribbon Remembrance Tree made sure everyone was welcome to join in, no matter where they live.



## How Angie and her local support group turned care into connection

Behind every display and act of care were volunteers like Angie Halfhide, bereaved mum to Niyah-Rose, Sands Befriender, Hospital Liaison Volunteer and Chair of the Bournemouth and Poole Sands group. With her local group, Angie helped bring creativity and connection to the community.

From a Charity Variety Show giving families a few hours of respite, to craft events and ribbon displays that brought people together in remembrance and care. Working with the Women's Institute and Southampton Sands, the group also created eye-catching postbox toppers and displays that signpost Sands' services to those yet to find our support.

With Angie's encouragement, local landmarks bathed in pink and blue light, reflecting a community that cares. And the group concluded the week with a livestreamed #WaveofLight service, offering bereaved families a shared moment of remembrance and hope.



Bournemouth and Poole Sands held a craft event to give families the opportunity to come together to make mementoes for their babies and the upcoming Wave of Light. We made, amongst other things, decorated jars with battery tealights, decorated pebbles and keyrings. We gave out knitted ribbons for families to wear during Baby Loss Awareness Week or even just to add to a memory box. We have chosen to use various ways to represent the gravity of baby loss, as well as displaying ribbons with the names of much-loved and missed babies within our community.

I want families to feel reassured that many other people in the baby loss community have felt and experienced similar emotions, and more than anything I want them to feel they have found 'their people' in each other and provide them the opportunities to get together and share their experiences in a way and pace that works for them.

Angie



## Sands Awareness Week 2024

Bereaved parents tell us that when no one talks to them about their loss, it can leave them feeling isolated and lonely. That's why this week is an important moment in the annual calendar. Campaigns and events throughout the week reach even more grieving families, letting them know they're seen, understood and that we'll walk alongside them for as long as they need.

### Giving others confidence to talk about baby loss

A grieving parent's world changes, yet the world around them remains the same. Formal support straight after their loss soon stops, while workplaces can lack understanding, and people around them might fall silent.

However, a Sands survey found that most people in the UK who know someone affected by pregnancy or baby loss want to help. They're just unsure about how to start conversations.

So we re-launched our Finding the Words campaign to get people talking. The new resources draw on years of listening to bereaved parents about their experiences, the words they wish were more forthcoming and the conversations that would acknowledge their loss and honour their babies.

A short, shareable animation brought the campaign to life online. Alongside it, practical tools offered conversation-starter tips and deeper guidance for workplaces and community groups wanting to support bereaved families.

- **Extensive media coverage including Heart Radio stations and ITV Wales**
- **Featured in key publication, HR Director, highlighting Bereavement in the Workplace training**
- **Engaged 1.8 million people through social media in June**





If you know of someone that has been impacted by baby loss then my advice is this: the worst thing you can do is say nothing. By saying nothing it makes us feel like our losses are forgotten and that we can't talk to you about it if we wanted to.

Raj Chagger, bereaved dad and Sands volunteer



I find the most helpful things are asking about their baby, things like did they give them a name or how much did they weigh. Parents may get upset when speaking about their baby but don't feel you've caused the upset by asking questions. The overriding feeling will be relief that their loss has been acknowledged.

Kym Field, bereaved mum and Sands volunteer



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## Saving babies' lives



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**Research is one of the only ways we will get answers to why our baby died.**

Priya, bereaved parent



# Collaborating and learning

## Together, we're finding answers that lead to safer care

Too often, the reasons for pregnancy and baby losses are not fully understood, and this lack of understanding makes it harder to prevent future tragedies. But it doesn't have to be this way. That's why we're taking action.

Understanding why babies die, how care can be made safer and how bereavement care and support can be improved begins with research.

From lab studies to hospital-based research and family focus groups, we partner with scientists, clinicians and parents to drive new discoveries.

This year, Sands supported

**116** research studies



most likely to make the biggest difference to babies, parents and families



Research is vital to finding new ways to reduce baby deaths. Sands' commitment to strengthening UK perinatal research will directly lead to new discoveries and better care for women and their families.

Dr Sarah Stock, University of Edinburgh,  
Sands Trustee



## Shaping NIHR Maternity Disparities Consortium research

The National Institute for Health and Care Research (NIHR) launched its first 'Challenge' funding call in 2024 to tackle inequalities in maternity care.

The call was announced as part of the Department for Health and Social Care's women's health priorities for 2024. It will see £50m invested in research focusing on inequalities before, during and after pregnancy.

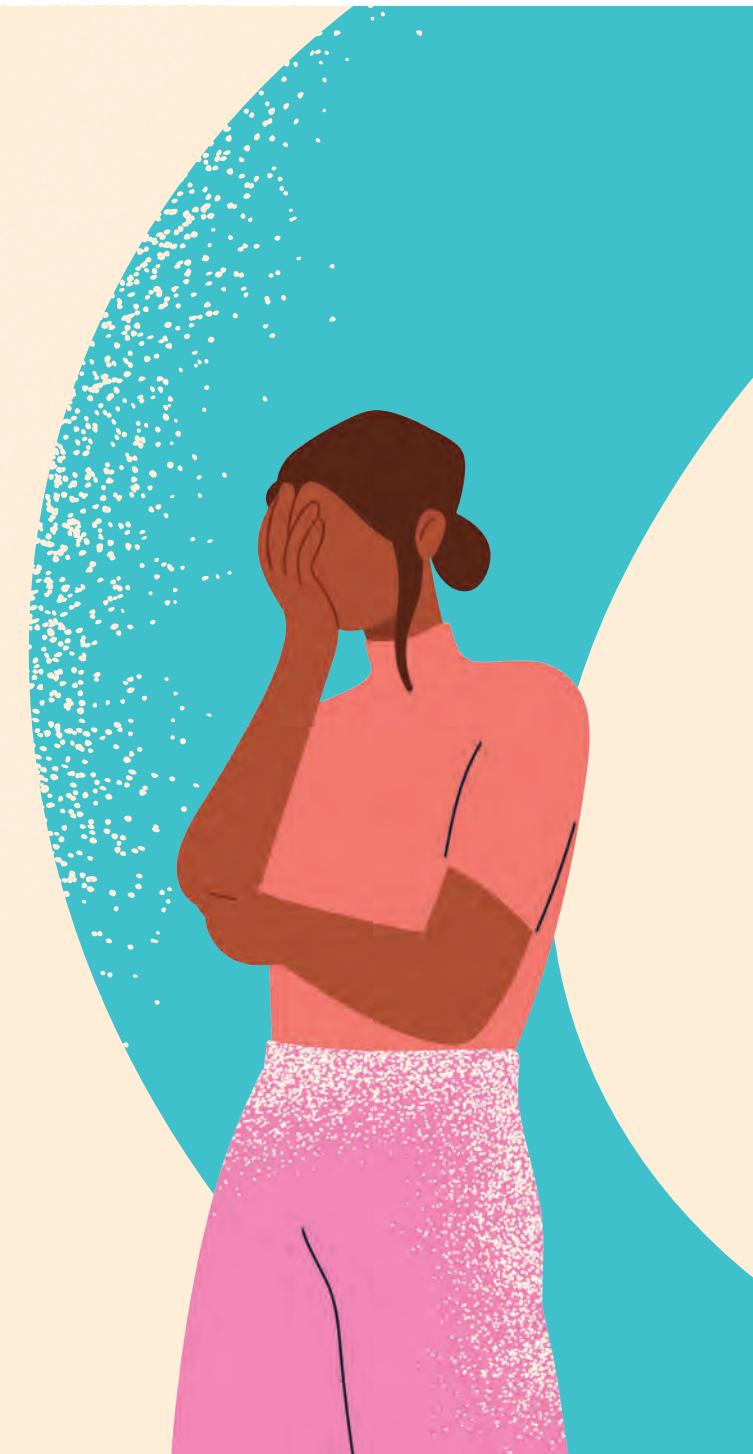
We took the findings of our Listening Project, hearing about the disparities in care experienced by Black and Asian families, and shared those voices with the new consortium. Listening to parents from diverse backgrounds at the start played a crucial role in shaping the consortium's work.

## Making it easier for bereaved parents to add their voice to research

We make sure parents who have lost a baby can take part in research because their experiences are vital to help academics and clinicians understand why babies die and how maternity and neonatal care can be improved.

The Sands Insights Network Parent Group is one way we're connecting parents with researchers to help drive improvements.

This year, we introduced a digital platform, making it even easier for parents to get involved in the work that matches their interests. The online space is designed for collaboration and fosters community, bringing people together to share their diverse skills, experiences and stories.



## Strengthening national review practice

The Perinatal Mortality Review Tool (PMRT), developed through a national collaboration involving Sands, parent representatives and clinical experts, is now used in almost every UK hospital.

In 2023 alone, more than 4,000 reviews were completed, helping teams understand why babies die, learn from each case and make care safer for future families.

This year, Sands' bereavement care expertise was incorporated into the PMRT training package to ensure parents' perspectives are at the heart of every review. Two new films produced, thanks to funding from the Scottish Government, are helping change the way parents and healthcare professionals approach reviews after a baby has died.

## Improving how healthcare teams engage with bereaved parents

A film aimed at healthcare professionals who care for bereaved parents soon after their baby has died, builds on their understanding of why parent engagement in perinatal mortality reviews matters so much to families and how to do it well.

Featuring bereaved parents talking about their experiences of review, and maternity, neonatal and paediatric staff describing what good engagement looks like, the film helps professionals develop the confidence and understanding to approach parents with care and sensitivity. It means parents can feel more comfortable sharing their stories. And it helps teams learn from loss as they work to reduce the likelihood of another family facing the devastation of losing their baby.

## Supporting parents to ask questions and be heard

The second film, created for newly bereaved parents, helps them understand what a mortality review is, why it happens and how they can take part.

Often, parents tell us they didn't know a review was happening or that they could ask questions about their care and the decisions made during pregnancy and childbirth. Even when they were aware, many describe being spoken to insensitively or left feeling dismissed by unexplained delays.

The films help put parents' perspectives of what happened at the heart of reviews and place the focus on answering parents' questions about why their baby died.

## Improving post-mortem consent so parents can decide with confidence

Very soon after their baby dies, parents have to face the difficult decision about a post-mortem. This means thinking about complex and often painful information. But it's crucial parents are fully informed about the choices. Clear, consistent information helps parents understand the options and implications and make a decision that's right for them and their baby.

Earlier this year, we led on substantial updates to the Sands Template Perinatal Post-Mortem Consent Form, in collaboration with NHS England and the Human Tissue Authority (HTA), to align with new Royal College of Pathology perinatal post-mortem guidelines. By consulting with parents and healthcare professionals, we made sure the form meets the needs of both families and medical teams.



## Making the case for clear, consistent advice on babies' movements so parents know when to seek help

Babies' movements are known to be a potential indicator of complications in late pregnancy. Yet parents who took part in the Sands 'Improving how we talk about babies' movements in pregnancy' project this year, described feeling uncertain about what's normal and when to seek medical advice - despite regular antenatal care.

With Dr Tomasina Stacey, midwife and Senior Lecturer in Midwifery and Maternal Health Research at King's College London, we set out to learn more about the information shared and advice given to parents about babies' movements in pregnancy.

The ultimate aim is to establish best practice among healthcare professionals, so every parent knows what to look out for, no matter where they experience maternity care.

### Learning from lived experience

As well as reviewing existing research, we brought together experts from maternity policy, practice and research with charity groups and bereaved parents to listen and learn from their experiences.

A report setting out our findings and recommendations was published in May 2025.

Safer pregnancies save more babies' lives. And thanks to funding from Teddy's Wish, which made this project possible, we continue to move closer to a world where fewer babies die.



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

Bereaved mum and research participant



As part of our long-standing commitment to saving babies' lives in the UK, raising awareness of the importance of monitoring babies' movements is a vital element of improving maternity safety.

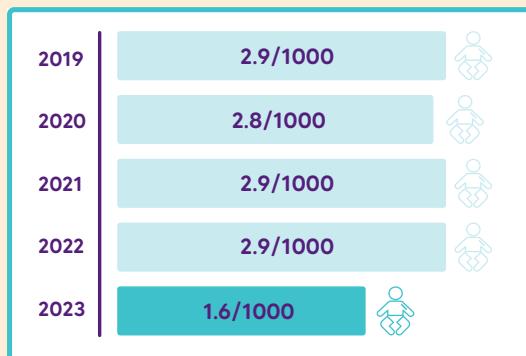
This latest work reveals the complexity of the issue and the need for more nuanced, evidence-informed conversations between healthcare providers and parents. This project wouldn't have been possible without the support of Teddy's Wish, and we are deeply grateful to them and to everyone who contributed their experience and insights.

Clea Harmer, Chief Executive at Sands

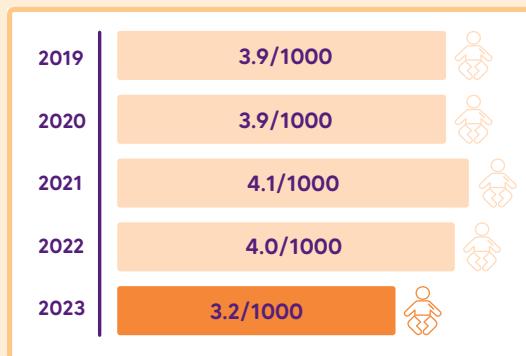
# Improving safety in pregnancy, birth and the neonatal period

Together, we're campaigning to make the UK one of the safest places in the world to have a baby

## Neonatal death rates for the UK



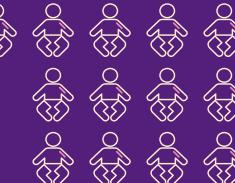
## Stillbirth rates for the UK



Source: MBRRACE-UK

**13 babies**

die shortly before, during  
or soon after birth every  
day across the UK



Black babies are over  
**2X** more likely  
to be stillborn  
compared to white babies

In 2023 the stillbirth rate  
declined for Black and  
white babies, but

**increased**  
for Asian babies



Black and Asian babies are  
**more likely to die**  
in the neonatal period  
than white babies



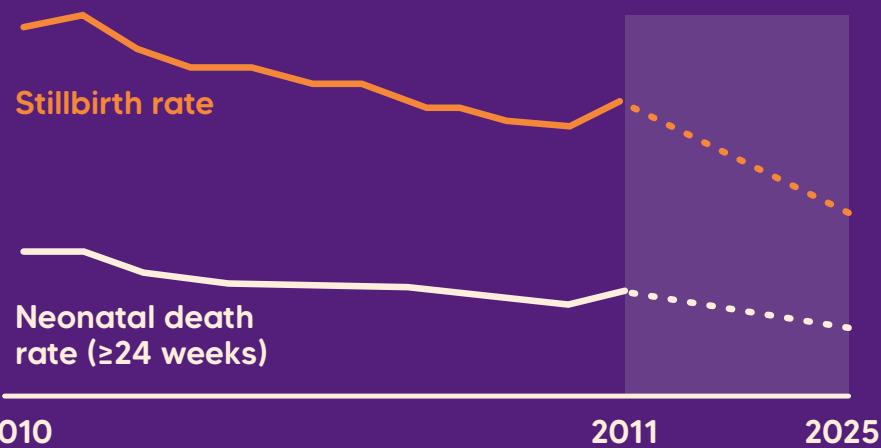
Stillbirth rates in the most  
deprived areas are  
**almost double**  
those in the least deprived areas,  
and neonatal mortality rates also  
increase with deprivation



Source: Sands and Tommy's Joint Policy Unit  
Saving Babies' Lives Report 2025

## Not enough progress has been made and there is a risk of going backwards

Stillbirth and neonatal death rates are off track to meet the 2025 target for England



At least 2,500 more babies would still be alive today if the government had achieved its ambition of halving the 2010 rates of stillbirth, neonatal and maternal deaths in England since 2018. That's the same as around 100 primary school classes.

## The Joint Policy Unit: Sands and Tommy's working together to save babies' lives

Since 2022, the Sands & Tommy's Joint Policy Unit (JPU) has been driving policy change that saves babies' lives. Using data to inform and evidence, we highlight where progress is stalling, challenge inequality and call on governments and health services to take the actions needed to make every pregnancy and birth safer.

Sands &  
Tommy's  
Policy Unit:  
**Saving Babies' Lives 2024:**  
A report on progress

Despite improvements, the UK still lags behind in certain areas of maternity care and outcomes. As the UK's leading pregnancy and baby loss charities, we continue to keep the pressure on politicians, ministers and decision-makers to ensure every baby death that could have been avoided is not in vain.

### Evidencing the need for change

We continue to shape national policy, and our work has been referenced in numerous national reports, including those by the Care Quality Commission, NHS Resolution and parliamentary committees.

### Ensuring baby loss stays on the national agenda

This year, we also submitted evidence to numerous consultations and inquiries, including the NHS 10-year plan, making the case for pregnancy and baby loss to be a political priority.

## Saving Babies' Lives Progress Report: Unacceptable inequalities in pregnancy and baby loss persist despite continued calls for change

Our second annual [Saving Babies' Lives Progress Report](#) highlights a critical failure by the government to meet targets for reducing stillbirths and neonatal and maternal deaths.

The inexcusable gap in the number of babies dying in deprived areas compared to those in the least deprived areas of the UK continues to grow. Black babies are twice as likely as white babies to be stillborn. And the stillbirth rate of Asian babies has risen sharply.

Progress is falling short, and the response from government and policymakers to the ongoing crisis is not good enough.

Persistent inequalities, systemic failings and underinvestment in research and workforce are costing babies' lives. The report calls for a transformative government approach that matches the scale of the issue.



More of the same is not acceptable. Too many people continue to suffer the heartbreak of losing a baby. It should not be too ambitious to expect that in a decade's time, we can achieve the same outcomes for babies in the UK as some countries are already recording. To make progress across the UK, there is a need for stronger national leadership and clearer accountability.

Dr Robert Wilson, Head of the Sands and Tommy's Joint Policy Unit



## Demanding bold ambitions by all UK governments to reduce avoidable baby deaths

As the National Maternity Safety Ambition approaches its 2025 expiry date, it's clear that progress has stalled and the government is not on track to meet its target.

A continued focus is critical if we're to reduce avoidable baby deaths and match the best-performing countries in Europe. So we challenged the government to renew these ambitions. And we set out bold targets, so fewer parents face the heartbreak of their baby dying.

We will hold the government to account to renew and extend maternity safety ambitions to 2035.

## A call for joined-up action across all UK governments

Other European countries have shown that significant progress is achievable. And now is the time for a stronger commitment from all UK governments to prioritise saving babies' lives.

It's why we're strongly urging governments across the UK to come together on the renewed ambitions. Currently, they only apply to England. But giving every parent the best chance of a healthy baby demands that all governments make saving babies' lives a priority.



**No baby should have an increased risk of dying because of their race or ethnicity. Change is possible. By working together to raise these inequalities with politicians and other decision-makers, we will build a more equitable system that gives all families the care they deserve.**

**These are not simply numbers. These are babies who are loved and will never be forgotten by their parents and families. They matter to us too. We are here for all those who need support today and at any time, for as long as they need this.**

Clea Harmer, Chief Executive of Sands

## Keeping everyone in the picture on progress with new microsite and data hub

Now everyone can stay up to date on the progress being made and the work still to be done to save babies' lives.

The JPU [microsite](#) brings our policy insight, briefings and consultation responses together in one place. And a new data hub on the site means decision-makers, professionals and the public can keep track of key metrics relevant to saving babies' lives and tackling inequality.

## Uncovering inconsistencies in maternity triage to improve timely care and support

There are serious concerns about the consistency of advice and language used by maternity triage services in England when advising women and birthing people. This was the worrying conclusion of JPU research into information given to those in early labour.

A review of 35 information sources, including five trusts from each region of England, found inconsistent guidance on when and how parents should contact triage. Subsequent delays to appropriate care and support put mums, birthing people and babies at risk.

Information concerning bleeding, waters breaking, reduced fetal movements, pain and pain relief, feeling unwell, and timing and length of contractions varied. And some advice was in contrast to evidence and women's needs and preferences.

### Using evidence to push for change

The findings support the Care Quality Commission's national review of maternity services, which highlights triage as a key issue, and further supports the case for change.

The research and our recommendations are now in the hands of those shaping and delivering care as we continue to push for progress that gives every parent the maternity support they need.

Despite being the first point of call when women have concerns, research by the Sands and Tommy's Joint Policy Unit found that guidance about how and when to contact triage is not consistent between services. It found "concerning levels of variation" about key topics including bleeding, waters breaking and reduced fetal movements.

Care Quality Commission on maternity triage



It can be difficult for women and birthing people to know when labour has started and when they should be contacting their hospitals. Research has shown increased levels of worry around labour and birth for first-time parents and those from minoritised ethnic backgrounds. Other studies show that generally, women feel uncertain during early labour and seek reassurance and permission to go to hospital.

Ceilidh Harris Al Amoodi, Policy Officer, Sands and Tommy's Joint Policy Unit



# Campaigning

## Together, we're making our voices heard

With a general election in the UK, much campaigning work had to pause as purdah and charity law prevent campaigning during the election period.

But we didn't sit back. Instead, we made candidates aware of the issues around pregnancy and baby loss that would need their attention should they gain office - paving the way for future campaigns with the new government.



## Speaking up for babies yet to be born

- The general election Saving Babies' Lives pledge called for future MPs to commit to making baby loss a national priority. Almost 1,000 supporters contacted local candidates. Over 300 candidates signed up, and 38 were elected as MPs, creating a strong foundation in the new parliament.
- One of the first debates in the new parliament was around the impact of baby loss.
- The new All-Party Parliamentary Group on Baby Loss - for which Sands holds the secretariat - was one of the first maternity APPGs to be set up despite new rules making this more difficult.
- Our End Inequality in Baby Loss campaign parent open letter received over 2,500 signatures. And our campaign parliamentary event was attended by over 50 MPs.
- We secured excellent engagement on baby loss and issues affecting bereaved families in the Northern Ireland Assembly, Scottish Parliament and the Senedd.

- Sands campaigners and supporters took over 7,000 e-actions.
- Sands facilitated a meeting between bereaved parents with lived experience of inequality in baby loss and MPs in parliament, and with the Secretary of State for Health.
- As a result of ongoing engagement by Sands and through the JPU and APPG on Baby Loss, the government has committed to considering targets to eliminate inequalities in baby loss.
- We supported over 1,000 bereaved parents in sharing their views and helping shape the Change NHS consultation and the upcoming 10-year Health Plan.
- Our first local campaigns to improve bereavement care, co-led with bereaved parents, are underway in South Yorkshire, Lewisham and Cambridge.
- We're working alongside newly established bereaved parent campaign groups, putting their voices at the heart of our national campaigns.



“

The next government must commit to bold action to save more babies' lives and eliminate inequalities in pregnancy and baby loss.

They must allocate funding to ensure services can provide the best possible support and care for all parents following the death of a baby.

Jess Reeves, Head of Public Affairs and Campaigns at Sands.

“

Being involved in a local campaign has meant to me that I can help support other bereaved families to have the support and facilities I wish I'd received.

Kym, bereaved mother and Sands local campaigner who is working with Sands to improve bereavement care at her local hospital

“

One tiny change in the Sands campaign to help bereaved parents will make Enya's loss and name mean something. This is helping me keep her memory alive in a positive light.

Leanne, bereaved mother and Sands local campaigner who is working with Sands to improve bereavement care at her local NHS trust



“

I am so honoured to be part of the Sands family whether that be campaigning, or partaking in remembrance events like the Starlight Walk.

I have felt alone in what I've been through, but joining together with staff and other bereaved parents like Rosalyn, and the many other bereaved families, makes me feel the strength in community. It's a sad state of affairs that Sands exists and we have to campaign like this, but I am so grateful that you do. What you do is so impactful, truly.

Amarjit, bereaved mother and volunteer national campaigner who attended and spoke to MPs at Sands' parliamentary event on ending inequality in baby loss



“

I have been watching the signatures go up since 4pm yesterday afternoon. It has been amazing to see the support it is getting and reading the comments that are overwhelming with love and support, but also with stories of mothers and fathers, and even grandparents, whose experience of neglect from the NHS, which shows how important this campaign is.

I am so pleased you used a very important part of my statement as the opening statement, you have no idea just seeing that there made me feel so heard and seen.

Amber, bereaved mother and volunteer national campaigner with the End Inequality in Baby Loss campaign

## 3

# Ensuring good bereavement care and support



“

She (NHS bereavement midwife) phoned me every week in the lead up to the review. She lived the turmoil with me. This one week, I was in the bottom of the pit. She left big long pauses so I could speak, she said gentle statements that didn't lead my thoughts. It felt like sending glue down the phone to help hold me. She wasn't trying to fix me.

Bereaved parent speaking at a Sands NBCP learning event about the care she received from a bereavement midwife



## Supporting families

Together, we're there for every family when they need support

“

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

Feedback from a bereaved parent

**80,846**   
bereaved parents and families  
received specialist, trauma-  
informed support from Sands



## Trauma-informed telephone and online support



**16,165**

parents visited our online community after pregnancy or baby loss



**5,504**

parents and family members were supported through our email support service



**1,848**

people accessed bereavement support via our telephone helpline



**3,835**

bereaved parents received peer-to-peer support for the first time through our online community

## Support materials shared

**12,171** 

Bereavement support books covering every stage of the grief journey

**3,912** 

Certificates recognising babies not entitled to a legal birth certificate

**2,447** 

Memory and Care boxes to create and keep precious and lasting memories safe

**252** 

Tracing a baby's grave booklets for parents who were bereaved longer ago

**532** 

Support booklets for parents bereaved longer ago

**4,787** 

Hand and footprint kits to create memories



## Developing stronger support locally

**87** 

support group meetings across the UK every month for face-to-face peer support

**381** 

trained Befrienders providing emotional support by phone or in person

**41** 

Sands United football clubs (SUFC) opening up conversations amongst dads and men dealing with baby loss

**110** 

Hospital Liaison Volunteers



I spoke to someone who helped me to grieve. I had bottled it up for years. She was a good listener and helped me a lot. So, thank you Sands, I am very grateful.

A bereaved parent who received support from Sands Helpline

## Growing community spaces for families to find comfort

The newly-created 'Forget Me Not' garden at Hazlehead Crematorium in Aberdeen is a peaceful spot for parents and anyone remembering a much-loved baby. Benches gather around an inscribed memorial stone in a gentle embrace, creating space for visitors to pause, reflect and find connection in their community. While peaceful paths amble through nature, bringing quiet comfort.

Visitors can also take a moment to share thoughts and feelings with much-missed babies and loved ones using the 'beehive postbox'. Heartfelt letters written on wildflower-seeded paper and posted are later mulched, so memories live on as wildflowers bloom, leaving a legacy of love.

Every year, the garden will be lit pink and blue for Baby Loss Awareness Week, in a shining tribute to every baby loved and never forgotten.



“

I hope the Forget Me Not Garden will offer bereaved parents and other family members, a peaceful and welcoming space where they can spend quiet time thinking of their much-loved babies. A community memorial garden can be especially important for anyone bereaved who is not able to visit a grave or other special place, particularly those who have experienced a miscarriage or other type of earlier loss.

Being in nature can be of great benefit to anyone who is grieving, and the design of the garden has been informed by the wishes of Aberdeen Sands volunteers and the local families we support. I am very grateful to Aberdeen City Council and all our partners in helping the garden to grow from an idea into the wonderful place it is for anyone who wishes to visit and spend time there.

Fiona Donald, Chair of Aberdeen Sands

Funded by Aberdeen Council, Aberdeen Sands and MISS (Miscarriage Support Scotland), and created by Gerbera Designs

## Leading the way to drive improvements in bereavement care across the UK

Together, we're ensuring every family receives compassionate, high-quality care wherever they live and however their baby dies

### Embedding gold-standard bereavement care in all UK hospital trusts and boards

The [National Bereavement Care Pathway](#) (NBCP) continues to change the experience of baby loss across the UK. Led by Sands and delivered in partnership with several baby loss charities, Royal Colleges, parent groups, professional bodies, parent and family groups, local hospitals, trusts, boards and government bodies, the pathway sets out robust standards and a continuous improvement programme for healthcare professionals supporting families, no matter how their baby died. From miscarriage, Termination For Medical Reasons, stillbirth, neonatal death and sudden unexpected death.

Now, with NBCP projects launching in Wales and Northern Ireland this year, every hospital trust or board in the UK is united in its effort to raise the standards of bereavement care.



## England

- All 128 NHS trusts with a maternity unit have adopted the pathway and committed to the bereavement care standards.
- A variety of in-person and online workshops provided practical guidance on embedding care in line with the standards, helping healthcare teams feel more confident and equipped to support parents.
- The bereavement care standards have been reviewed and updated. A new standard on learning from reviews was introduced to recognise the importance of ensuring parents remain at the centre of any reviews and investigations into their care and the care of their baby.

“

For families in England, there should be high-quality and accessible bereavement care each and every time a baby dies. This means more consistency in compassionate care delivered by sufficient numbers of trained staff in better-equipped rooms, better communication between hospital departments and healthcare providers such as GPs. But we know this won't happen overnight. So whilst it is fantastic that every trust has signed up, Sands will continue to work with the NHS and our partners to help embed the NBCP and make sure it is effective.

Marc Harder, Head of Bereavement Care & Hospitals Liaison at Sands



## Scotland

- Regular networking and learning events are reaching hundreds of healthcare professionals to embed the pathways.
- An independent evaluation of the NBCP in Scotland, which heard from parents and health professionals, demonstrated the positive impact embedding the NBCP has on those delivering bereavement care and the families they support.



The Scottish Government funded Sands to develop and deliver the National Bereavement Care Pathways in all 14 NHS boards, to ensure that families who experience baby loss receive high-quality and compassionate care. The evaluation report shows that the pathways are making a real difference to women and families receiving bereavement care and to the health professional caring for those families.

Jenni Minto, Minister for Public Health and Women's Health

## NBCP Scotland evaluation

**89%** of parents felt they were communicated with sensitively

**84%** agreed the hospital was a caring and supportive environment

**82%** of health professionals aware of NBCP felt bereavement care had improved

**61%** agreed that the consistency of bereavement care had improved



Families have a bereavement lead who they have access to and regular contact with for as long as they require it. Staff have support from the bereavement lead which has helped me feel more confident in the role I have caring for families.

Hospital-based midwife in Scotland with over 10 years' experience



The care from the midwife throughout the whole process was amazing. She was very supportive and sympathetic throughout the whole experience. She made my husband feel comfortable and made us feel welcome in the lovely room we had for the period we were in hospital. Nothing was a bother and if there was anything we needed she was there for us.

Yvette, who experienced an early pregnancy loss



## Wales and Northern Ireland

- A range of local listening and engagement events took place, putting lived experience at the heart of the pathway projects as they begin to take shape in the two countries. Healthcare professionals shared their views and experiences of the current bereavement care service. While bereaved parents and families told their stories of pregnancy loss and baby death.
- Resources and training will continue to be rolled out over the next year as the framework and standards are embedded across every trust and board.



L-R Heather Reid, Interim Director of Nursing, Midwifery and Allied Health Professionals at the PHA; Melissa Crockett, Sands NBCP NI manager; Mike Nesbitt, Minister of Health for NI; Caroline Keown, Chief Midwifery Officer for Department of Health for NI.



**We are delighted in partnership with Sands to announce the appointment of the NBCP Project Manager for Northern Ireland, Melissa Crockett.**

**Melissa will work closely with the PHA's clinical lead for this area and together they will manage the development, delivery and review of the NBCP and embed its nine standards across Health and Social Care Trusts in Northern Ireland to help improve standards of bereavement care.**

**The NBCP currently operates within England and Scotland and the PHA recognised a gap in the provision of the Pathway within Northern Ireland.**

**Ultimately we hope this will ensure there is quality and consistency of bereavement care received by parents who have experienced pregnancy or baby loss across each of the five local Health and Social Care Trusts in Northern Ireland.**

**Heather Reid, Interim Director of Nursing, Midwifery and Allied Health Professionals at the PHA**

## Putting exceptional bereavement care in the spotlight

Together, we're inspiring the kind of care that changes how families experience baby loss

**"She has been our guardian angel as we navigate the worst journey we could have imagined for our family."**

Each year, the Elaine Thorp Award for Bereavement Care shines a light on midwives, nurses and other healthcare professionals whose compassion and dedication make an extraordinary difference to bereaved families.

Nominations from bereaved parents and families make the highly regarded award more meaningful and highlight the significant impact personalised, sensitive care can have in the most difficult moments.

Beyond recognising and promoting excellence, the award also helps us reach more healthcare professionals with Sands training and resources, and is a vital signpost to opportunities for embedding improved standards of bereavement care.



## Elaine Thorp Award winner 2024: Julie Wills

Julie, a Midwife at St Michael's Hospital in Bristol, has worked in the NHS for 23 years. For 12 of those, she worked as a Healthcare Assistant supporting midwifery teams. It was during that time she realised she wanted to be there for people through their baby's birth and beyond.

"I would help look after women and their families who had suffered unimaginable losses. Seeing the pain and grief on their faces as they were told that their baby's heart had stopped beating was just heartbreakingly sad. I wanted to be there for these families both professionally and emotionally and help guide them through their birth journey and beyond."

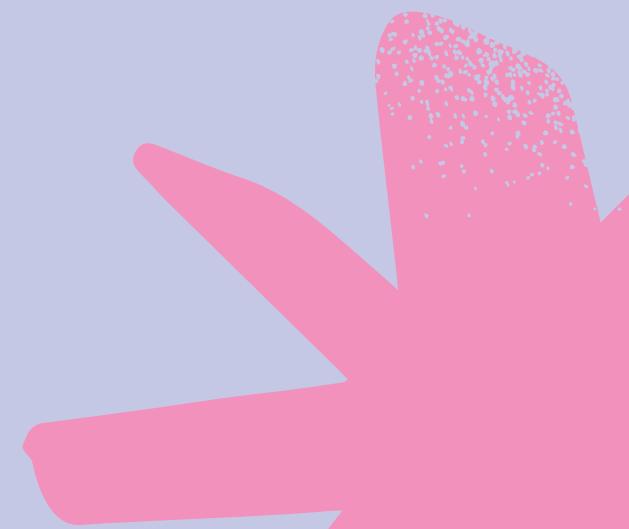
"I was taken aback to be nominated by a bereaved family or parent that I have had the honour to look after and care for at a very emotional and life-changing time. At the same time, I feel humbled that I would have made such an impression on these families that they feel I need to be acknowledged for it."

Julie



We received more than 60 nominations for the Elaine Thorp Award this year, but Julie stood out to the Sands panel for being able to truly understand the needs of baby Aurora's family and tailoring the care she provided to them. It was touching to read the words mum, Natalie, and grandparent, Julie, wrote. All of those nominated should be very proud of themselves and the care they provide.

Clea Harmer, Sands' Chief Executive



## "She became like family."

Bereaved mum Natalie and bereaved grandparent Julie nominated this year's winner, describing Julie as 'a shining light' and praising the personalised way she cared for baby Aurora and their family.

"Immediately on arrival to the delivery suite, she asked if I needed a hug, it was the exact thing I needed. She was amazing, everything she did was tailored to how we needed to be handled. She became like family.

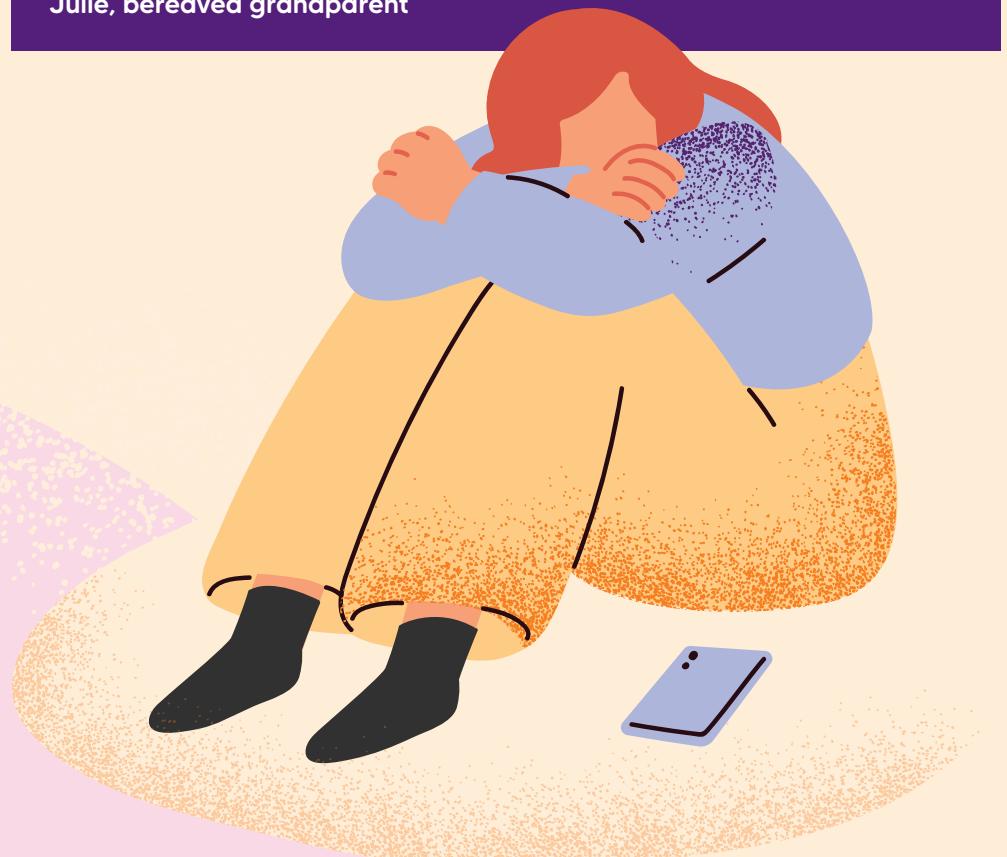
"She understood our needs immediately and adapted her care to suit us. She referred to us as 'mum and dad' when talking about us as she knew and appreciated that one of my heartbreaks was that I felt we would no longer be parents and she was quick to dismiss this and say that we would always be this baby's parents no matter what."

Natalie, bereaved mum

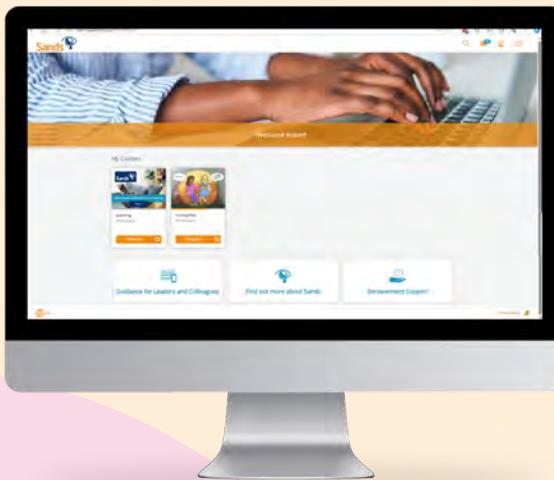


She has been our guardian angel as we navigate the worst journey we could have imagined for our family. We will always be grateful for Julie being assigned to the delivery. She arrived like a shining light at my daughter's hour of need. She created a haven when all around felt threatening and created a cocoon for my daughter and son-in-law to deliver, meet and grieve for their child.

Julie, bereaved grandparent



# Equipping professionals and volunteers with the skills and knowledge they need



Our Training and Education team has continued to innovate on how, where and when training is delivered to healthcare professionals - our largest training cohort and a continuing priority for Sands. This includes e-learning, which can be completed at the learner's pace, and the development of learning materials that can be delivered by NHS staff themselves with Sands' support.

This complements our existing portfolio of webinars and in-person training sessions in hospitals the length and breadth of the UK, where NHS staff hear directly from parent speakers on their experience of baby loss.

The impact of a parent speaker - sometimes back on the ward where they experienced their loss - in helping shape better care for others is hard to overestimate. We build connections between NHS staff and the patients they treat by acknowledging the impact baby loss has on all who encounter it.



## Enabling better bereavement care beyond hospital wards

The care and support parents receive in the moments immediately after a baby has died has a lasting impact and can shape their grief. But the need for good bereavement care goes beyond the maternity ward.

One of the ways we make sure families are met with sensitive support once they leave hospital is through Sands training and education for those working in the community, like counsellors, police officers and faith leaders.

Workshops, webinars and practical resources help community-based professionals understand what families need when a baby dies, giving them the confidence to offer care that feels personal, sensitive and right for each family.

Every session and tool is shaped by parents' lived experience, helping professionals see the reality of loss, the support that makes the greatest difference and the lasting impact when that care is missing.

Sensitive support at every stage, from first response to investigation, advocacy and research

Training tailored to how and when community professionals work with grieving parents is helping clinical and non-clinical teams approach sensitive conversations with care.

This year, Sands training reached new audiences, including several police forces, Medical Examiners in England and Wales, National Maternity and Neonatal Voice Partnership Leads, Independent Senior Advocates and researchers whose roles require understanding and compassion.



I was really touched by guest speaker, Emily. I will carry her story forward and use it to shape my own practice to ensure others don't experience the same failings in care.

Community training participant

Training for professionals working in the community grew by

301% 

491 

community-based professionals trained



I thought it was great, with digestible information. As a student midwife I appreciated that the webinar was open to all to receive some information on how to deal with bereavement in a healthcare setting.

Webinar attendee

“

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

Healthcare professional and participant in Sands community training



### Continuing to equip everyone at Sands with the skills and confidence to support bereaved families

Three new e-learning modules designed for Sands staff and volunteers are helping non-clinical teams working alongside people grieving a much-loved baby better understand their loss and support them with confidence.

### Helping more grieving families feel safe and supported at work

No one should feel alone or unable to speak about their baby wherever they work. But not all workplaces offer sensitive and safe support to colleagues who have been touched by baby loss.

Now, thanks to Sands' Bereavement in the Workplace (BITW) training, bereaved parents and families are more likely than ever before to be met with compassion and open conversation as they return to work.

Over the last three years, we've reached 168 organisations that together employ more than 600,000 people. And this year, an independent evaluation heard directly from participants about the training's powerful impact.

As a trusted national leader in workplace training on pregnancy and baby loss, we'll continue evolving to meet the needs of both employers and employees. The evaluation not only confirms the vital impact of our BITW training, but it also shows where we can grow our support and reach even more workplaces, more effectively.

Between 2022 and 2025, Bereavement in the Workplace training was partly funded by the Department of Health and Social Care. Sands commissioned the National Council for Voluntary Organisations to conduct an independent evaluation of the DHSC-funded work.

## How Bereavement in the Workplace training is changing workplace culture

### **Understanding**

Participants left with a greater awareness of baby death, from the different types of loss to the ways it affects people.

### **Confident conversations**

After the training, nine in ten people felt confident speaking about pregnancy and baby loss – almost three times as many as before.

### **More compassionate policies**

Many organisations used what they'd learned to review or create new HR policies, making lasting change in how staff are supported.

### **Ready with care**

The training helped colleagues feel prepared to sensitively support others and share their own experiences.



When our staff experience pregnancy or baby loss, we've been conscious that we want to support both the individual and the team, who may also be impacted. We focus a lot on mental health, but pregnancy and baby loss was something we discussed less.

I went on BITW training in January 2025. The training was really well delivered, well-paced, it felt tastefully done, and didn't overstep the mark.

There were some very useful points about managing returning to work conversations that made me feel more confident. The videos of parents who had experienced loss gave us ideas for helping staff come back to work.

We had a stillbirth policy, but following the training, we're reviewing the wording, and we've moved it out of our 'growing your family' suite of policies.

I think the training has helped us continue on our journey in being a workplace that really cares about our people. Being human means being able to bring your complex things that make you human, and as an employer, we need to allow space for sharing sad things like grief and bad experiences too.

Rae Ellis-Barron, Head of Business Development at Huddersfield Students' Union





## Raising the standard of bereavement care in the workplace

This year, Sands' [Bereavement in the Workplace](#) training became CPD-accredited, formally recognising it as high-quality, evidence-based learning.

## Piloting new ways to support workplaces and bereaved employees

We extended our workplace support to help businesses and organisations be more understanding and compassionate places for anyone affected by pregnancy loss or the death of a baby.

Working closely with our Corporate Partnerships & Philanthropy team, the one-year Workplace Bereavement Support Services Officer pilot offered guidance to employers as they support staff returning to work. The role also provided direct support to employees as they learn to adapt to a world that feels painfully different from the one they had hoped for. While regular drop-in sessions and online one-to-one clinics welcomed anyone affected by a baby's death or supporting someone as they learn to live with loss.

“

**For me, this role is about more than just providing support; it's about empowering individuals to navigate their grief journey in a safe way, creating awareness and an empathetic work culture, and educating those who don't have experience of baby loss.**

**From our work with bereaved parents, it became clear that returning to work after pregnancy and baby loss is a significant and challenging milestone. We listened to your experiences and identified a need for support during this difficult transition. It is with great pleasure that I can offer this dedicated service, ensuring that parents receive the compassionate support they need as they navigate their return to work.**

Clare, Workplace Bereavement Support Officer at Sands



### Diversifying training methods to meet different needs

Finding time for training while at work can be a challenge. By investing in a learning management system this year, we're expanding bereavement training tailored to corporate environments, starting with interactive e-learning modules. Employees can now complete training in just 30 minutes or at their own pace. This allows those who find the materials challenging for any reason to take breaks and complete their learning in a private space away from others.

### Helping workplaces offer support that's personal to every parent

The new Sands '[We are all unique](#)' animation helps employers to consider the things that make baby death different for us all. In turn, we're making sure support always starts with the individual.

Many factors can shape grief and what follows for parents and families, including the circumstances in which a baby dies, culture and faith. The animation supports managers and colleagues to consider how they can meet individual needs rather than making assumptions based on their own beliefs or ethnicity.



4

# Growing sustainably





I first encountered Sands on a personal basis and it will always have a place close to my heart as I have seen first-hand the incredible support that it provides for those going through loss and bereavement. I have been honoured to be involved in assisting their partnership with Enterprise Mobility, ranging from the Wave of Light at our Leeds office to coordinating donations from the Enterprise Mobility Foundation.

Paul Anderson, Customer Success Manager, Entegral

## Using every opportunity to raise awareness

Together, we're making pregnancy and baby loss impossible to ignore

More people understanding why babies die and its lasting impact on families is the first step towards changing the story for parents living with loss and for babies yet to be born. So we actively seek opportunities to talk about baby death, our work saving babies' lives and how we're supporting bereaved families.

**5,193 million** 

opportunities for people to see or hear about the work of Sands via online news and across TV and radio



**2,030**  
media pieces



**500,000+**  
visitors to Sands websites



## Putting powerful parent stories in the spotlight

One of the best ways to help more people understand how serious pregnancy and baby loss is and steer change in the right direction for parents, is for people to hear about people's experiences and the impact that pregnancy and baby loss can have on individuals and families. That's why we support bereaved parents to speak out about baby loss in a way that's right for them.

Vaishali was one of the parents who shared her story as part of Sands' End Inequality in Baby Loss campaign. We worked with Vaishali as a volunteer campaigner and supported her to have her story, her voice and her calls for change heard and shared in the media, including pieces with iNews and interviews on the BBC and SkyNews.



**Vaishali's daughter Jaya was born at 22 weeks on the 19th August 2019. Jaya lived for 14 minutes and died in her arms, holding her father's finger.**

Early on, I was told my pregnancy was high risk. Yet, I did not receive any additional care. On the day of my 20-week scan, I was turned away because of a communication error between the clinic and the midwifery team. When I said that I was experiencing unusual symptoms, my concerns were ignored. I believe that if I had been listened to and given the right advice my daughter would be here today.

Living with the loss of a child is something I wouldn't wish upon anyone. We need your help to ensure the government takes notice and helps to end racial inequalities in maternity care. Nobody should be at higher risk of losing their baby because of their skin colour.

Vaishali, bereaved mum to Jaya and Sands campaigner



## Raising Sands' voice for parents everywhere

Our mission and work reached audiences across the UK when Chief Executive, Clea Harmer, shared Sands' expert response to Government announcements on national radio and TV programmes, including BBC Breakfast. It's another way we're leading the call for urgent and ongoing action to improve maternity and bereavement care and bereavement support.



**“**

If parents aren't listened to, that opportunity to learn and not repeat mistakes is being missed.

Clea Harmer, Sands Chief Executive on BBC Breakfast discussing the BBC investigation into baby deaths at Leeds Maternity Teaching Hospitals

**“**

I shouldn't be more likely to lose my baby because of the colour of my skin. To know it's more likely to happen to me or to someone who's black, because of their ethnicity, it's just shocking. We are in 2024.

Vaishali bereaved mum to Jaya, talking on ethnic disparities in baby mortality rates in a Sky News report

**“**

Sands supports bereaved parents who tell us that having to rely on the goodwill of their employer for time off after pregnancy loss is unfair. We agree.

Giving staff paid time to recover after pregnancy loss is very important for those affected, so they can be treated with compassion and given time to grieve and return to work once their physical and mental wellbeing has improved.

Clea Harmer, Sands Chief Executive in The Guardian discussing the calls for changes to the Employment Rights Bill

“

It's totally unacceptable that there are these disparities and desperately sad because we know that it doesn't have to be like this. I think it sends the saddest and most unacceptable message to these women that actually, the fact that their babies have a different skin colour, they aren't seen as equal and as important as white babies. I think nobody would want that message or that reality.

I think any maternity improvement programme has to address inequalities as part of its overall structure and it's really important to have a specific target for inequalities as part of its overall structure.

Clea Harmer, Sands Chief Executive talking on ethnic disparities in baby mortality rates in a Sky News report



## Using media moments to reach more families

Every time Sands makes an appearance in the media, we're letting families know that we're here for them when they need us and for as long as they want our support.

When we respond to stories like the discovery of a community grave used to bury stillborn babies long ago, often without parents' knowledge, they're important moments to connect more families with Sands' community.

Engaging with journalists is also an important part of our work. So when they cover news items that could be distressing for bereaved parents, they do so sensitively and direct people to support.

## Partnering with Britain's best-loved TV shows to spark more conversations about baby death

This year, we helped millions of people better understand pregnancy loss and baby death when we contributed to powerful soap opera storylines.

When two of Coronation Street and Emmerdale's most popular characters were to experience stillbirth and pregnancy complications, raising issues around maternity care, the shows consulted Sands as trusted experts on these matters.

Working closely with the soaps' story teams, our Bereavement Support Team and other Sands staff supported sensitive storylines that reflect lived experience.

It was a valuable opportunity to increase awareness, spark conversations, and, importantly, signpost Sands' support at the end of episodes and in the shows' promotional coverage.

When we're aware of storylines covering pregnancy and baby loss inaccurately or insensitively, we encourage those shows to learn and understand. So in future, appropriate organisations are consulted, and storylines better reflect reality.

## Helping more people find Sands through online content

People find support in different ways. And we continue to make our social media spaces warm, open and welcoming to everyone learning to live with baby loss. Relatable content and stories from parents of all backgrounds are helping grieving families and others find connection, belonging and reassurance that they're not alone. We're also using our online spaces to help family, friends and colleagues better understand what families are experiencing and how best to be there for them.

## Marking days that matter, together

Many religious and cultural moments can be some of the most difficult for people grieving a baby. So we recognise them, often sharing personal experiences and always linking people back to support. And we mark dates like Mother's Day, Father's Day and Rainbow Baby Day that many bereaved parents and families have told us mean so much to them.

During Ramadan, bereaved father Saj shared the story of his son Haroon and the role of his faith in navigating grief. In sharing, he offered comfort and hope to other bereaved fathers affected by pregnancy or baby loss, encouraging them to seek the support they need.

Teacher and councillor Saj has also used his personal grief journey to work with Sands to raise awareness of baby loss within South Asian communities.



In his blog, Saj shared:

“During Ramadan, we are reminded of the power of community. Together, we can support one another, uplift each other’s spirits, and remind ourselves that it’s okay to reflect, grieve and to celebrate simultaneously.

“I hope this month can transform pain into purpose, encouraging everyone to reach out and extend kindness to those who may be experiencing similar heartaches and challenges.

“Ramadan is a time for self-reflection and personal healing. It teaches the importance of supporting others who have faced similar losses and challenges. By sharing my story, I hope to encourage other men to break the silence and seek the support they need.

“Together, we can create an understanding and compassionate community. Please remember, there is no right or wrong way to heal during this time. The only thing that matters is doing what feels right for you. Take the time and remember your loved ones in a way that is meaningful to you.”

## Recognising everyone to grow our compassionate community

This year we developed content for Rainbow Baby Day, adding this as a moment in the calendar that many in our community recognise and mark. We recognised the multitude of experiences that are connected to this day, including those who don’t go on to have a rainbow baby. Our lead post for the day became one of Sands’ most-liked posts ever, with 275,000 people seeing it, 1,700 people sharing it, and important conversations shared together.



## Award-winning Sands community

We were honoured to receive the GLOMAMA Charity of the Year 2025 award, made possible by our Sands community. From those who campaign alongside us to families who share stories with us and parents who give their time to support others. Together, we're saving babies' lives.



“

I was incredibly pleased to collect the award on behalf of Sands. As an active campaigner and volunteer for the charity, I understand too well the stigma attached to talking about and raising awareness about baby loss. I'm so proud of the work we're doing and will continue to do for all bereaved families.

Rachel Burrell, Sands Volunteer  
Befriender and Campaigner

“

We are honoured that Sands has received this award and proud that Rachel could accept it on behalf of the whole Sands community.

Together we are making a difference. Together, we are there for more people than ever before who are touched by pregnancy and baby loss, so they can get the support they need. Through our work around training and research, and calling for policy changes, we're saving babies' lives.

We can only do all this when we work collaboratively, across communities and with professionals and supporters. This award celebrates that community, because that's what makes Sands the charity it is. Thank you GLOMAMA.

Jen Coates, Director of Bereavement Support and Community & Volunteering at Sands

## Fundraising in focus: The highlights

Total income generated:

More than **£8 million**



This year marked the final year of Sands' fundraising and engagement strategy launched in 2019 - and what a journey it's been.

Over the course of the strategy, our income has more than doubled - from £3.8 million in 2018 to more than £8.0 million today.

This near-continuous year-on-year growth reflects an extraordinary collective effort from our community, partners and teams. It shows what's possible when people unite around a shared purpose - supporting bereaved families, saving babies' lives and driving change together.

That progress reflects deep trust, innovation and connection. Sands remains a sector pioneer in virtual fundraising, having led the way since 2020 in creating large-scale virtual events that unite thousands of people wherever they are. Our events continue to thrive, inspiring communities across the UK to take part and share their stories.

Our portfolio of events has also grown significantly, with Ribbon Run and Starlight Walks bringing families, friends and colleagues together across the UK to honour their babies and raise vital funds. These events have become powerful moments of remembrance, connection and community, embodying what it means to be Real. Human. United in change.

Alongside this, we've seen significant growth in income from our partners, and Trusts and Foundations, helping to fund Sands' bereavement support, training and research.

A 'test and learn' approach has shaped much of our work, piloting new ideas, investing in our supporter experience and broadening the ways people can support and engage with Sands.

From digital innovation to workplace partnerships, this diversification has strengthened our funding mix and built greater resilience for the future, helping Sands reach more people than ever before.

Our brand awareness has also continued to rise steadily. Just over one in five people have now heard of Sands, a rise of 10% from five years ago. It's a reflection of how far our community has come in opening conversations and driving change.

This growing awareness matters. The more people who know about Sands, the more families can find our support when they need it most. Greater awareness also strengthens our voice, helping us influence policy, improve maternity and bereavement care and save babies' lives.

Every new connection, every conversation sparked, helps to break the silence around baby loss and build a world where no family faces it alone.

Through it all, one thing has never changed: our focus on people. Every supporter, volunteer and partner is part of Sands' story - a community united in compassion, remembrance and change.

## Looking ahead

As we look to the next chapter, our new fundraising and engagement strategy will build on this strong foundation, scaling our fundraising and engagement to reach even more families, deepen relationships with our supporters and partners, and drive the change still so urgently needed.

We'll continue to innovate, invest in new ideas and strengthen the ways people can connect with Sands, ensuring every supporter, volunteer and partner feels part of a growing movement of compassion and change.

Together, we will keep moving forward to create a world where fewer babies die and every family receives the care and support they need.

## Challenge events

Bereaved parents and those who support them came together at Sands' organised events, volunteer-led community activities and joined in virtually to honour the babies who'll never be forgotten. Turning grief into action, they also raised awareness and funds, so fewer families face the heartbreak of losing their baby, and everyone receives the best care possible if their baby dies.



**£133,000**   
raised - 72% increase on 2023

## Starlight Walk

Last winter, paths, parks and streets across the UK were lit by the warmth of lantern lights and never-ending love for much-missed babies.

For the first time this year, we welcomed people to the Sands Starlight Walk Leeds, where 200 participants raised an incredible £20,200. This latest location is the third in the series of Sands-organised walks, alongside Edinburgh and Bristol.

With a dedicated webpage for the walk this year, it was even easier to find out about local events and get involved in person or virtually.



I think it's important to experience this event alongside other bereaved parents. People who have been through what we've been through, and just know that you're not alone.

Starlight walk participant



## Ribbon Run

Over 5,000 people joined the virtual event during Baby Loss Awareness Week. Some walked, others ran, jogged or wheeled, and some pushed prams and buggies. No matter when, where or the distance, they came together in remembrance of every baby loved and missed, and to help Sands reach and support more families when they need it most.

Some supporters took part in person, thanks to Sands volunteer Ribbon Run Champions organising community Ribbon Runs. For a second year, 42 volunteer Ribbon Run Champions brought the event close to home, connecting more than 300 supporters.

 Raised  
£387,000

 5,090  
participants

**170**

adventurous walkers took on the Sands Snowdon, Yr Wyddfa, By Night Hike

**£107,434** 

Sands BLAW ribbon displays continue to grow, raising

**£8,000** 

**A record-breaking year**  
saw more Sands teams than ever in the Great North Run, Cardiff Half Marathon, Royal Parks Half, London Landmarks Half and Manchester Marathon

Sands' fundraising community grew by   
**10%** as more supporters took on their own events



On Saturday 20th July our lives changed forever when a scan showed that Lily had Hydrops Fetalis, and she was subsequently diagnosed with a rare genetic condition. She was born at peace on 10th August. Mere moments in our arms, but forever in our hearts. My partner Alan and I will always remember our daughter.

I organised the Ribbon Run in memory but also in celebration of Lily. Whilst her time with us was short it has had a huge impact not just on our lives but the lives of those she will help by allowing us to fundraise in her honour.

Sands has been an invaluable support to Alan and I, as has talking and sharing our story with others. We know from sharing our story that others have been helped and hope that by sharing our story on a wider forum we can help others too, whilst also raising awareness of baby loss.

Baby loss sadly happens far too frequently and should not be a taboo subject; we will always speak of our daughter, and she will always be our firstborn and a part of us and our family.

Kirsty McDermott, Ribbon Run Champion, who organised the Glasgow Ribbon Run in memory of her daughter Lillian

## Partnering for change

Businesses big and small are a vital part of the Sands community. Their fundraising, practical support and willingness to talk openly about baby loss help us reach more families, fund vital research and improve care.



**60** corporate partnerships

It's a heartbreakingly true that almost all of us, at some point, are touched by the pain of pregnancy loss or child loss. That's why our partnership with Sands means so much to everyone at Aspect Capital. For over a decade, we've been proud to support this extraordinary charity in any way we can.

What's truly remarkable is the way Sands approaches such an emotionally devastating subject - not just with grace and sensitivity, but with genuine warmth, compassion and a celebration of life. Witnessing their work firsthand is both humbling and inspiring.

Here's to another decade of standing beside them in the vital work they do.

Andrew Robins, Aspect Capital

## Fearless support from the Financial Ombudsman Service

A daring team of 27 skydivers took a leap of support when they jumped out of a plane from 10,000 feet up. Their heart-stopping freefall was another remarkable show of support by the organisation and its employees for families facing the heartbreak of losing a baby.



The Financial Ombudsman Service is proud to support Sands and its vital work saving babies' lives and supporting bereaved families. In addition to raising valuable funds, our partnership with Sands has also enabled us to open up conversations about pregnancy and baby loss, helping our colleagues to feel more confident to start sensitive conversations and better equipped to support each other.

Jenny Simmonds, Interim Chief Executive at the Financial Ombudsman Service



## HSBC digs deep

Thanks to a green-fingered team of volunteers, the Sands Garden at the National Memorial Arboretum was blooming for families who joined us at our Garden Day.

## Seasalt Cornwall helps bereaved families keep precious memories

Many hands make light work, and it wasn't long before the Sands' Memory and Care Boxes were packed and ready for families the moment they need one.

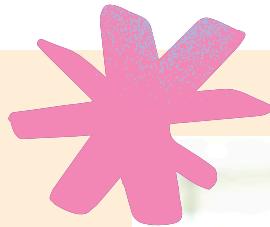
“

The in-house volunteering session we held to create Sands Memory Boxes was moving and impactful in equal measure. Jen from Sands delivered the day with sensitivity, and it was a real bonding experience for our people, with a wide range of employees who had experience with miscarriage and baby loss, and those who didn't.

It was a moving volunteering experience for everyone and really highlighted how the small touches can make such a difference to families impacted by baby loss.

We also combined this experience with purchasing the Sands Bereavement in the Workplace training and the combination of these initiatives has really helped in creating a more open, supportive and inclusive workplace here at Seasalt.

Stephanie Rosewarne, Seasalt Inclusion Partner



## Removing barriers to lifesaving support for more grieving families

Calls to Sands Helpline rose by 44% in 2023, and a concerning number of bereaved parents who turn to us for help share thoughts of suicide. With limited community support, we're committed to being there for anyone who needs us when it matters most. That's why we launched the 'Providing a lifeline after baby and pregnancy loss' appeal.

With the help of Sands supporters and the chance to double donations through the Big Give, we're making sure everyone gets the help they need, no matter where they live, their income or background.



**Sands saved me. They saved me from darkness, they saved me from harm, everything. And now I look back and I will forever be grateful for how they've allowed me to push on with my life.**

Ashley, bereaved dad and member of Sands United FC Grimsby

### Together, we're changing lives: What the appeal will help make possible:

- A Sands counselling programme to help bereaved parents access the support they need sooner and remove barriers to costly private care. So people in desperate need can get the timely support they deserve.
- An investment in training for our community based Befrienders to help them support bereaved parents in the most challenging of times.
- Expansion of our work with the African and Caribbean and South Asian communities, to help ensure everyone receives culturally sensitive support and accessible resources.
- More online services for people facing additional barriers or inequalities, such as domestic abuse, addiction and LGBTQ+ parents, so everyone has a safe space for support.
- Resources such as wellness packs and journals, and activity-based support such as choir groups, will help foster positive mental health amongst more families.



**The telephone support was phenomenal – very supportive – very personal – very appropriate – very understanding and made me feel less alone with my grief. Again, my thanks for giving me the courage to try to resolve this problem that has haunted me for over 50 years.**

Bereaved parent who has accessed Sands' services



**In sharing the nuances of baby loss in our shared culture - faith, extended family and community, and shame - my own experience was better reflected and felt more understood.**

Vanisha, bereaved mum reflecting on Sands' monthly support groups

## Half

of all UK adults have said they or someone they know has experienced pregnancy or baby loss.

Up to  
**70%**

of bereaved families require psychological support

Suicide is a leading cause of maternal death and has

**tripled**  
in recent years

Just  
**16%**

of bereaved parents were able to access NHS mental healthcare

There are no NHS-commissioned mental health services for dads.

### More supporters find their way to Sands with handmade ribbon pins

Sands' pins are a way for people to commemorate babies gone too soon during Baby Loss Awareness Week. Every pin purchased helps give a grieving parent or their family someone to talk to who understands. And when they're worn, they spark conversations to break the silence around baby death.

This year, more than 1,000 people became part of the growing Sands remembrance and fundraising community when they wore a ribbon for the first time.

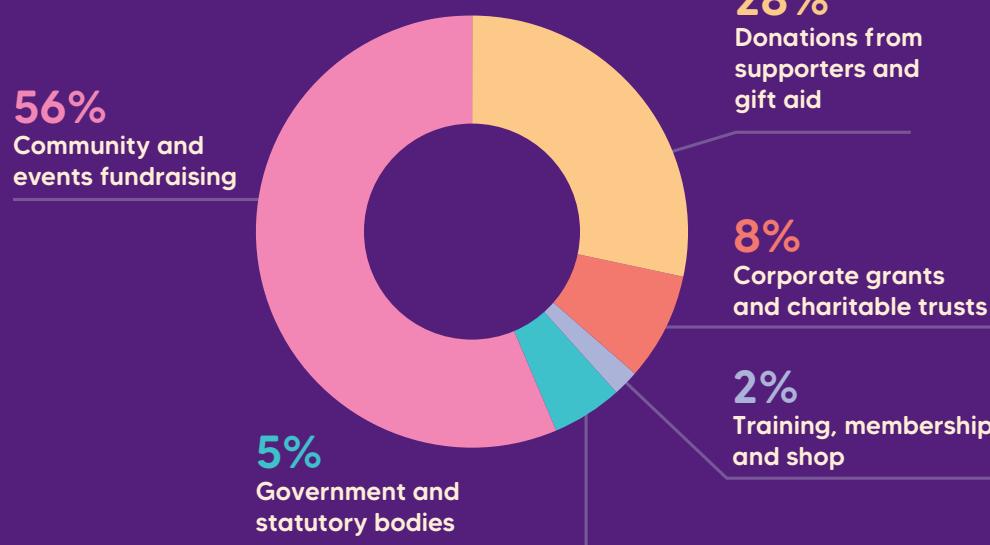
### A lifeline for generations to come

Gifts in Wills help make sure more families get to take their baby home. And they help ensure bereaved families have somewhere to turn right from the start, and for as long as they need Sands by their side. This year, two campaigns sharing our free Will writing service inspired 70 supporters to leave a gift in their Will to Sands. Every single one will be a lifeline for babies yet to be born and for bereaved families – an incredible legacy to leave.

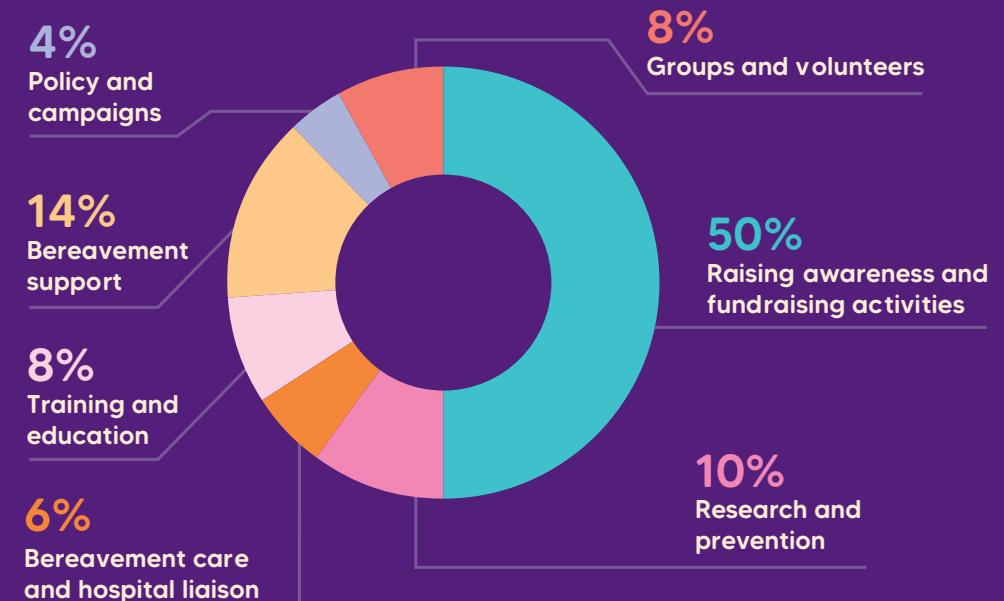


## Finance focus: The highlights

### Income 2024/25



### Expenditure 2024/25



Donations from supporters and gift aid	£2,256,800
Corporate Grants and Trusts	£655,445
Training, membership and shop	£123,096
Government and statutory bodies	£367,850
Other income	£86,486
Community and events fundraising	£4,525,094
<b>Total</b>	<b>£8,014,772</b>

Raising awareness and fundraising activities	£4,240,009
Research and prevention	£827,168
Bereavement care and hospital liaison	£469,013
Training and education	£664,366
Bereavement support	£1,181,204
Policy and campaigns	£364,742
Groups and volunteers	£695,888
<b>Total</b>	<b>£8,442,390</b>

## Looking ahead

This report shows what we've achieved together over the past year and the strong foundation we've built to keep improving care for bereaved parents and families and driving change. And I'm immensely proud of how the Sands community comes together in so many different ways.

We will continue to build an inclusive and connected community over the next five years as we prepare to embark on our new five-year strategy. We have taken all that you've told us about your ambitions for Sands and put them at the heart. And I can't wait to share this with you in early 2026.

Because despite having achieved so much, we can see how much more there is to do. And we will continue leading, collaborating and challenging to ensure that more babies' lives are saved and everyone receives the care and support that they need and deserve after pregnancy loss or the death of a baby.

We will focus on driving improvements in maternity and neonatal safety and ensure that bereaved parents are listened to so that their voices are truly heard and central to the changes needed. Crucially, we will also work to ensure that key research is implemented and used to inform policy and safer practice.

Alongside improvements in safety, we want to see all parents and families receiving compassionate bereavement care wherever they are. We will roll out updated training to healthcare professionals. And, as well as embedding the National Bereavement Care Pathway across the UK, we'll extend our reach so that those working in community settings and workplaces have the tools they need to get it right.

We know that how people want to access support is changing. And as we look to the future, we're keen to better understand what our Sands community wants and needs so everyone can access support that's right for them. And importantly, so those who don't yet know about Sands, but have been touched by pregnancy and baby loss, know we're here for them too.

We have so many wonderful volunteers and supporters who give their time and energy to Sands. And we're incredibly lucky that many people from all walks of life want to be part of what we do. We must make sure we offer ways for them to do so, reflecting and understanding how people want to get involved, offering choice and flexibility.

We can't do any of this without you - every person in our Sands community contributes and connects us; let's speak up about baby loss and save babies' lives.

**Clea Harmer,**  
Chair Executive  
of Sands



# Thank you



We're doing all we can to bring about the day when no baby dies. But we can't do it alone.

That's why we collaborate with parents, professionals, researchers, donors, fundraisers, campaigners, government departments, parliamentarians, Royal Colleges and other organisations to create the change that's needed. And until that day comes, we rely on you to help make sure the right care and support is there for every bereaved family, whenever, wherever and however they need it.

So thank you. Thank you for everything you have helped make possible so far. And for all you might do for parents, families and babies in the future.

Thank you to our partners:

Abbott Risk Consulting Ltd  
AlRayan Bank  
Aspect Capital  
Balfour Beatty  
Bounty Competitions  
Brewsterwells Crematorium  
Bupa Foundation  
Cambridge Management Consulting  
Carlisle Crematorium, Cumberland  
Council  
CFC  
Chilterns & Bierton Crematoria  
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Financial Ombudsman Service  
Foreman Homes Ltd  
Fortinet  
Holroyd Howe  
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Institute of Cemetery and Crematorium Management (ICCM)  
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London Borough of Lewisham  
Masonic Charitable Foundation  
Metro Rod

Miller Homes East Midlands  
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NEXT  
Orama  
Persimmon Homes Severn Valley  
P F Charitable Trust  
Pilgrim's Europe  
Public Health Agency Northern Ireland  
Redbrik Estate Agents  
Samworth Charitable Trust  
Scottish Government  
Sea Meadow Trust  
Seasalt Cornwall  
ShareGift  
Softcat PLC  
Taylor & Boyd LLP  
TCS Biosciences Ltd  
Teddy's Wish  
Tendring District Council  
The Big Give  
The Dental Hub  
The Reed Foundation  
The Stewarts Foundation  
three rocks Ltd  
Wates  
Wates Foundation  
Welsh Government  
Wesleyan  
XL Associates  
Yardi Systems Ltd



# Together, We Are Sands

Support us and make an impact.

If you'd like to support our work to save babies' lives and support bereaved families, you can:



**Donate:**  
[sands.org.uk/donate](https://sands.org.uk/donate)



**Volunteer:**  
[sands.org.uk/get-involved/volunteer-sands](https://sands.org.uk/get-involved/volunteer-sands)



**Campaign:**  
[sands.org.uk/campaigns](https://sands.org.uk/campaigns)



**Corporate support:**  
[sands.org.uk/get-involved/how-your-company-can-help](https://sands.org.uk/get-involved/how-your-company-can-help)



**Leave a gift in your will:**  
[sands.org.uk/legacy](https://sands.org.uk/legacy)

