

Charity Registration Number: 299679

Scottish Charity Number: SC042789

Company Registration Number: 2212082 (England & Wales)

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report & Accounts
Year Ending 31 March 2014**

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Legal & Administrative Information**

Trustees Angela McCafferty (Chair)
 Derek Jenkins (Vice Chair)
 Michael Smith (Treasurer)
 Edward Ford
 Sarah-Jane Evans
 Shirley Gittoes
 Stephanie Frearson
 Reg Bailey CBE (Co-opted)
 Margaret Evans (Co-opted)

Company Secretary Michael Smith

Charity Number 299679

Scottish Charity
Number SC042789

Company Number 2212082

Registered office 28 Portland Place
 London
 W1B 1LY

Auditors HW Fisher & Company
 Acre House
 11-15 William Road
 London NW1 3ER

Principal Bankers Unity Trust Bank
 Nine Brindley Place
 Birmingham B1 2HB

Principal Solicitors Foot Anstey
 Salt Quay House
 4 North East Quay
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 Plymouth
 Devon PL4 0BN

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(A Company limited by Guarantee)
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**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Trustees' Report for year ending 31 March 2014**

Introduction

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, submit their annual report and accounts of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2014.

The Trustees confirm that the annual report and accounts of the charity have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's constitution, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in 2005.

Objects of the charity

The objects of Sands are: -

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

Public Benefit

The Trustees confirm that they have complied with their duty under section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit.

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Background

The devastating impact of the death of a baby on the mother and father was not widely understood nor acknowledged thirty years ago. For many parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change that perception, improve care by working with health professionals to change the way in which parents were supported and to offer support to anyone affected by the death of a baby.

The way in which parents and families are cared for and supported has substantially changed since Sands was founded, yet the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, 17 babies are stillborn or die within the first 28 days of life every day.

Whilst bereavement support and working in collaboration with health professionals is at the core of everything that Sands does, we are increasingly doing more to try to ensure that there are fewer bereaved parents to support.

Review of Activities from 1 April 2013 to 31 March 2014

Sands charitable activities to progress each of its three aims are summarised under the following headings:

- 1. Support** – to support anyone affected by the death of a baby
- 2. Improving Bereavement Care** – to work in partnership with health professionals to ensure that bereaved parents and their families receive the best possible care
- 3. Research** – to promote and fund research to reduce the loss of babies' lives.

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1. Support - to support anyone affected by the death of a baby

Sands offers support to parents, their families and friends through a range of services.

Helpline Service

The Helpline is open from 9.30am – 5.30pm Monday to Friday and on Tuesday & Thursday evenings from 6.00pm – 10.00pm. Support is offered over the telephone and by email.

During the year the Helpline team responded to a total of 4,451 people, (2,652 of whom contacted us by email and 1,799 by telephone). Over 50% of those who used the service were bereaved parents, 12% were family and / or close friends and around 16% were health professionals caring for bereaved parents with the balance of contacts drawn from a wide range of people including teachers, employers, counsellors etc.

In addition the Sands office team responded to a further 2,183 enquiries, 38% of whom were bereaved parents either needing support or other information and 30% were health professionals. Of those who contacted either the Helpline or Sands office, 65% were provided with the contact details of their local Sands Support Group and a selection of Sands support literature.

Online Support Forum

There are over 3000 members with 800 active users active in any one month. Some people prefer to just read other peoples posts, while more active users will write and respond to posts from others. Some members use the forum every day, whilst some choose to use the service whenever they feel the need.

There are a number of message boards within the Forum focussing on different issues such as, supporting children affected by the death of a baby, multiple losses, returning to work, and long-ago bereaved. The Forum also offers users the opportunity to create their own blog and a book of remembrance.

The Sands Forum offers a safe and secure place for anyone affected by the death of a baby. This allows parents the opportunity to talk about their baby and share their story with others who have had a similar experience and where their baby's death can be acknowledged and understood.

The Sands Forum has a strong code of conduct and is carefully moderated by the bereavement support team to ensure the safety and privacy of all members.

Lights of Love Services

In December 2013 our annual Lights of Love services were held in 11 venues in Cardiff, Exeter, Fife, Forth Valley, Guernsey, Huddersfield, Liverpool, London, Norfolk, Northern Ireland and Nottingham. The Lights of Love services give anyone affected by the death of a

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baby a chance to remember and honour their baby before Christmas. The evening is planned carefully and sensitively and includes readings, musical performances and traditional carols.

New and Updated Booklets

A key objective in the Sands Strategy 2011-2014, was to “update and expand the range of Sands support literature to include 12 updated or new booklets”. That objective is close to completion. Supporting children when a baby has died and For Family and Friends have now both been expanded from 4-page leaflets to detailed booklets. Sexual relationships after the death of a baby and a new booklet on Long Ago Bereaved have now been completed. Arranging a Funeral, a new publication is due to be published towards the end of 2014.

A UK wide network of Sands Groups

Sands Groups play a key role in implementing Sands three objectives at a local level throughout the UK. They offer a range of services, for bereaved parents and their families, such as; offering support through trained befrienders, working with local hospitals to improve care and provide facilities such as a special room, holding memorial services and creating a garden in memory of their babies.

There are now 95 Groups with two new Groups starting in Chester and Cornwall. We are also working with potential volunteers in sixteen other locations especially in those parts of the country that still have very little support. A new training programme to provide support and guidance during their first year has now been launched.

Sands has seven regional / national Networks covering Northern Ireland, Scotland, Wales, North, East, South and West England. The Networks enable Groups to offer support, share good practice and develop a coordinated approach in implementing our objectives. The role of a paid Coordinator is now well established in Northern Ireland and in Scotland.

In June 2013, Sands appointed five part-time Network Conveners on a pilot project basis, to strengthen and support the Group networks in Wales and the English Regions (North, East, South and West Networks). As a result it has been agreed to expand these roles into two day a week permanent Co-ordinator posts with both the North and South Networks divided into two. A total of nine paid Network Coordinators will be in post in 2014/15.

Befriender Training

Sands places a high priority on the quality of the befriending provided by the Groups and aims to provide access to local training within each of the Networks. Six initial befriender training courses were run in 2013/14 and 67 volunteers successfully completed the course. We also ran two advanced courses during the year with 22 delegates attending.

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Asian Outreach Project

The Asian Outreach Project began in April 2013 with the focus on three key questions:-

- Where do bereaved Asian families find support?
- What are the barriers faced by these families, especially mothers, in accessing bereavement support?
- What kinds of support and information would be helpful and how could Sands most effectively provide that support?

Based on the seminal work undertaken by the Project Team in just over a year key recommendations are now being developed for implementation in 2015/16 on:-

- Raising awareness about Baby Loss and Sands in Asian communities
- Looking at our befriending services and how they could be made more accessible
- Working more strategically with health professionals
- Collaborating with other organisations
- Cultural awareness within Sands

Network Days

For the first time we ran a Network Day in every region / country offering Groups the opportunity to get together, share ideas, meet staff and develop their knowledge and awareness of key areas such as prevention and research, fundraising, befriending and working with the media.

Over 200 people attended the days in Antrim, Basingstoke, Birmingham, Cardiff, Grangemouth, Leeds and Northampton. Feedback was extremely positive; one delegate summed it up as providing '*a renewed energy for bringing the charity forward and helping ensure we reach every bereaved family*'.

Groups Toolkit and Handbook

Sands has now launched a new online system providing Groups with quick and easy access to stationery and resources materials. The aim is to enable us to achieve a more professional and consistent image and to provide better guidance on key day to day issues for volunteers. The Toolkit will be developed to include online training materials and more resources for awareness raising, fundraising and to share good practice.

We continue to develop guidance for Sands Groups and recently launched the Finance Section of the Handbook. The Handbook is now available on the Groups Toolkit so that it is accessible to all Group Committee members and easier to update.

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2. Improving Bereavement Care – to work in partnership with health professionals to ensure that bereaved parents and their families receive the best possible care

Bereavement Care Training

In July 2013 a comprehensive review of the Sands 'Guidelines' training for professionals was undertaken. Based on the outcomes of this review, the full day workshop was revised with a new focus on skills-development and tailored specifically for midwives. The use of film, audio clips and interactive skills-based exercises were included along with current research and guidance. Six experienced and skilled facilitators were recruited and trained in November 2013.

The new workshop was piloted three times at hospitals in Gateshead, Dartmouth and Abergavenny in January and February 2014. Based on the evaluation, the workshop was adjusted and tested again in six locations throughout the UK with consistent positive feedback. The workshop was subsequently tailored for students and a half-day course was created.

Sands new bereavement care training programme is specifically designed to provide professionals with the skills based training that will enable them to feel confident about communicating with bereaved parents. We have now received formal RCM Professional Accreditations for both the one day workshop, *Sands training for midwives*, and for the half day course *Sands training for professionals*.

As of September 2014, a total of 19 training courses have been successfully delivered with a further 18 already scheduled before 31 March 2015. The feedback has been extremely positive.

"An excellent day. An excellent facilitator. Should be compulsory for all student midwives and midwives (Midwife - Harrogate District Hospital). This course has done wonders to alleviate my fears around stillbirth and neonatal death (Student midwife – Canterbury Christ Church University).

Improving Bereavement Care Messaging

A new Sands leaflet: 'Stillbirth – how professionals can make a difference' was created with new IBC and Prevention messaging for professionals. The key IBC messages recommend five key ways that maternity units can improve bereavement care for parents: bereavement care training, bereavement care midwives, dedicated bereavement room, bereavement care literature and the post mortem consent package and training for consent takers.

Sands/Bliss/RCM Conference

On 12 September 2013 the fourth annual joint Sands/Bliss/RCM conference on Uncertainty and loss in maternal care was held at Brunei Gallery in London and attended by 220 delegates. The conference featured a wide range of presentations including Post mortems:

caring for parents; The Silent Generation; how the death of a baby never leaves you; Diversity and maternity, neonatal services – working with non-English speakers.

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3. Research & Prevention – to promote and fund research to reduce the loss of babies' lives

Collaboration with UK Governments

In July 2013 Sands was invited to be a member of NIMI (Northern Ireland Maternal and Infant Loss group), which is focusing on a strategic work programme to reduce deaths in mothers and babies and infants up to the age of one.

As a result of Sands' Why17? Campaign all four UK Governments have now set up national groups committed to reducing baby deaths and Sands has continued to work closely with them during 2013/14.

The Welsh Initiative for Stillbirth Reduction (WISR) is sharing best practice and driving improvements across Wales through Local Health Board "champions". In Scotland, the numbers and rates of stillbirths and perinatal deaths in 2012 were the lowest ever recorded.

Reducing stillbirths is now a priority for each of the 12 strategic commissioning networks in England. In 2013, the stillbirth rate dropped to its lowest recorded rate in England (4.6/1000) for 21 years.

The DH/Sands Public Health Messaging task and finish group is now at the point where it is seeking the pledged support of key representatives from all four UK Governments, the Royal Colleges and other charities to key public health messages for a safer pregnancy.

Based on the clear recommendations from the task and finish group led by Sands on standardised perinatal mortality review, the DH and Sands are now gathering a similar UK-wide representative group to progress those recommendations. The challenge is to get agreement on the scope of that review and how it will be funded and implemented.

Research funding

Since Sands first began to fund research it has invested just over £550,000 in research grants. Sands has agreed to contribute £50,000 towards the costs of the following project funded by AMR (Action Medical Research):-

The Midlands and North of England Stillbirth Study: Dr Alexander Heazell (Award Holder) Maternal and Fetal Health Research Centre, University of Manchester. The study aims to confirm or refute the findings of the recent Auckland Stillbirth Study which found that mothers who did not go to sleep on their left side had a two fold risk of late stillbirth (>28 weeks gestation) compared to mothers who slept on their left side.

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Financial Review

Sands' income has continued to grow, with an increase of over 11% for the current year, to a figure now in excess of £2.73 million. This tremendous achievement is principally due to the continuing hard work of our staff and to the many parents, families and friends who fundraise for Sands and work tirelessly to raise the money necessary to achieve our objectives.

Sands' expenditure has increased significantly during the year, amounting to £2.94 million. This is mainly due to the increase in activity undertaken by groups and increased staff head count. In addition to this, the organisation committed over £200,000 to fund further research projects.

An overall deficit of £200,279 was generated for the year, resulting in a decrease in the reserves, down to £2.34 million. This compares to an overall surplus of £334,992 for the year ended 31 March 2013.

We work with The Fish Partnership, an accountancy firm based in Berkshire, to provide an internal audit function for Sands. Six face to face reviews with Sands groups were completed during the year and up to fourteen are planned for the year ending 31 March 2015.

£1,354,894 of the cash reserves are held locally by groups, with the remaining £1,023,352 held centrally. The trustees continue to monitor the investment policy pursued but for reasons of flexibility currently favour interest-bearing deposit accounts.

Future Plans

Sands is now fast approaching becoming a £3 million+ charity, thanks to the generosity of its members and individual supporters. Over the last strategy (2011-2014), we've increased our income and have directly funded £500,000 of high quality research. We have made a significant impact at government level in all four UK countries, making stillbirth an issue of national priority and driving action to start to reduce deaths.

Over the next 3 year strategy (2014-2017), we want to be bold. We are here to make a difference and to make change happen. We believe we will reduce the number of babies dying, we believe we can improve the care parents and families receive and we know we can improve the support provided to anyone affected by the death of a baby. In order to achieve these aims, the Board have set five key priorities that will define all our work; Better Support, Improving bereavement care, Effective organisation & Increased revenue, Fewer baby deaths, Bigger, better profile. By focussing on these key areas and measuring our success, we will have a more structured approach to delivering the three aims and have a bigger impact on lives.

The 2014-15 Business plan and budgets will help us achieve our goals and provide an increase in investment in our people, processes and technology to ensure we work together as an effective organisation across our Head Office function and 97 Groups to achieve our shared vision.

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A skills gap analysis of the Board of Trustees has been completed and skills gaps identified, prior to the commencement of a successful Trustee recruitment process. The process completed prior to the 2014 AGM with seven candidates with the desired skills mix presented to the membership for approval.

Finally, we will continue to develop the key functions of governance and strategy. We will begin the process of developing policies and procedures for staff and volunteers. Ensure the governance structures are fit for purpose and support the aims of the charity. Introduce key performance indicators and standardised reporting across departments to ensure that everything we do is focused around the three aims. The services we run, the public health messages we promote, the way we raise money should all support these aims and ensure that we use every penny we are given in the best way we can.

Cash and Investment Policy

Cash held within Sands has decreased by £206,350 from £2.584 million to £2.378 million, while the value of investments increased by £50, from £7,250 to £7,300.

There are no restrictions on the Charity's power to invest and the investment policy of Sands is to seek the maximum return over the short to medium term, having due regard to risk, whilst ensuring that there is sufficient liquidity to meet Sands obligations. In order to achieve this, the Trustees have decided to pool funds, not required in the short term, into interest-bearing accounts.

Reserves Policy

At present free reserves (i.e. excluding the fixed assets, designated and restricted funds) are at a level of approximately six months' running costs. This is the level recommended by the Board to ensure continuity of services in the event of a loss or delay of funding and to maintain the ability to meet unforeseen costs.

The Trustees are looking at ways of increasing our free reserves, but are confident that the charity has sufficient resources available to be able to continue to meet its commitments and deliver upon its aims and objectives.

Employees

During the year, Sands increased our average number of employees, as detailed in note 8. It is important that we continue to recruit staff that are sensitive to the Charity's aims and are supported appropriately to deliver quality and value in their roles.

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Volunteers

With over 1,000 active volunteers, volunteering plays a pivotal role within Sands. All Sands local groups are run by dedicated volunteers and all Sands befrienders are volunteers. Without the support of Sands volunteers the charity would be unable to provide the high level of support it offers to bereaved families throughout the UK.

Sands would like to take this opportunity to register its appreciation of the efforts of all those who have provided continued support to the organisation during the year.

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Trustees

Trustees that served during the year are as follows,

Angela McCafferty	(Elected 23 November 2013)
Derek Jenkins	(Elected 23 November 2013)
Michael Smith	(Elected 23 November 2013)
Edward Ford	(Elected 23 November 2013)
Sarah-Jane Evans	(Elected 23 November 2013)
Shirley Gittoes	(Elected 23 November 2013)
Stephanie Frearson	(Elected 23 November 2013)
Kate Anker	(Elected 7 October 2006, Vice Chair from 3 October 2009, elected Chair 13 January 2012, Resigned 23 November 2013)
Joanne Lincoln	(Elected 13 October 2012, Treasurer from 13 October 2012,, Resigned 18 December 2013)
Alex Noble	(Elected 25 September 2010, Vice Chair from 13 January 2012, Resigned 18 December 2013)
Henry King	(Elected 3 October 2009, Treasurer from 3 October 2009, Resigned as Treasurer 13 October 2012, Resigned 23 November 2013)
Gaye Henson	(Elected 25 September 2010, Resigned 4 December 2013)
Di Sykes	(Elected 8 October 2011, Resigned 5 December 2013)
Vanessa Kinsey Thatcher	(Elected 8 October 2011, Resigned 21 December 2013)

Margaret Evan and Reg Bailey were co-opted as Trustees on 13 September 2014

Sands' current Articles limit Trustees to a maximum of seven years' service from the AGM at which they are first elected, but not all Trustees' circumstances enable them to serve this long the Board is very grateful to all the Trustees who give their time, for however long.

All of the Trustees in post from the 12/13 Trustees' report, stood down during the year.

In the course of the year Michael Smith was appointed Treasurer.

Short biographies of all Trustees are on the Sands website.

None of the Trustees have any beneficial interest in the company. All are members of the company and guarantee to contribute £1 in the event of a winding up.

Trustees are elected by the membership at the Annual General Meeting. Additionally, Trustees can be co-opted by the existing Board of Trustees. Co-opted Trustees are then eligible to be put up for election at the next Annual General Meeting.

**Stillbirth & Neonatal Death Society
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Trustee induction and continuous training is of high priority within Sands. When a Trustee is recruited they are provided with the Charity Commission guidance on Trustees roles and responsibilities together with the background and financial information about Sands.

The Trustees are responsible for the overall strategic development of the charity and day to day decisions are delegated to the Chief Executive, who is supported by an experienced senior management team. The Trustees play an active role in Board sub committees, which are made up of trustees and senior staff team members. The sub committees have terms of reference for specific areas such as Finance, Human Resources and Research and report back to the main Board.

Risk Management

The Trustees consider risk as part of their regular meetings and review that robust systems are in place to assess and mitigate key risks, changes in government policy and the pressure on donors' charitable giving in the current economic climate.

Stillbirth & Neonatal Death Society Lothians

Stillbirth & Neonatal Death Society Lothians, a charity also registered in Scotland (No. SC024375), has similar objectives, but has separate management and legal status. There were no material transactions during the year or balances at the year-end between Sands and Stillbirth & Neonatal Death Society Lothians.

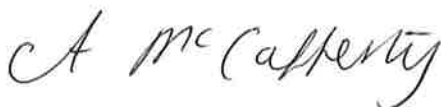
Disclosure of information to auditors

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

Auditors

In accordance with section 485 of the Companies Act 2006, a resolution proposing that H.W. Fisher & Company be re-appointed as auditors of the company will be put to the Annual General Meeting.

On behalf of the Board of Trustees



Angela McCafferty
Chair of Trustees

Dated 16 October 2014

**Stillbirth & Neonatal Death Society
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Trustees' Report for year ending 31 March 2014**

Statement of Trustees' Responsibilities

The trustees, who are also directors of Stillbirth & Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustee's Report and accounts in accordance with applicable laws and United Kingdom accounting standards.

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

In preparing these accounts, the trustees are required to:

- select suitable accounting policies and use them consistently,
- observe the methods and principles in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- prepare the accounts on a going concern basis unless it is inappropriate to presume that the charity will continue its operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Stillbirth & Neonatal Death Society
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Independent Auditors Report
To the Members of Stillbirth & Neonatal Death Society**

We have audited the accounts of Stillbirth and Neonatal Death Society for the year ended 31 March 2014 set out on pages 18 to 30. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Trustees' Responsibilities Statement on page 8, the trustees, who are also the directors of the charitable company for the purposes of company law, are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view.

We have been appointed as auditor under Chapter 2 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our responsibility is to audit and express an opinion on the accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the accounts

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on accounts

In our opinion:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2014, and
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and

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To the Members of Stillbirth & Neonatal Death Society**

- have been prepared in accordance with the Companies Act 2006 and Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the accounts are prepared is consistent with the accounts.

Matters on which we are required to report by exception

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the accounts are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

HW Fisher & Company

**Andrew Rich (Senior Statutory Auditor)
for and on behalf of H W Fisher & Company**

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

Dated: *18/10/14*

**Stillbirth & Neonatal Death Society
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Statement of Financial Activities
Including Income & Expenditure Account
For year ending 31 March 2014**

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Incoming Resources for generating funds						
Voluntary Income	2	2,055,312	-	170,334	2,225,646	2,009,186
Activities for generating funds		461,742	-	21,375	483,117	394,415
Investment Income	3	9,656	-	-	9,656	8,059
		<u>2,526,710</u>	<u>-</u>	<u>191,709</u>	<u>2,718,419</u>	<u>2,411,660</u>
Incoming resources from Charitable Activities	4	<u>21,372</u>	<u>-</u>	<u>-</u>	<u>21,372</u>	<u>51,797</u>
Total Incoming Resources		<u>2,548,082</u>	<u>-</u>	<u>191,709</u>	<u>2,739,791</u>	<u>2,463,457</u>
Resources Expended						
Cost of Generating Funds						
Fundraising Costs		<u>418,423</u>	<u>-</u>	<u>-</u>	<u>418,423</u>	<u>337,883</u>
Charitable Activities						
Bereavement Support		1,755,688	-	76,404	1,832,092	1,469,785
Improving Bereavement Care		200,784	-	2,403	203,187	97,076
Research		170,389	-	2,137	172,526	124,970
Research Grants		-	60,501	185,347	245,848	40,448
Total Charitable Expenditure		<u>2,126,861</u>	<u>60,501</u>	<u>266,291</u>	<u>2,453,653</u>	<u>1,732,279</u>
Governance Costs	6	<u>67,994</u>	<u>-</u>	<u>-</u>	<u>67,994</u>	<u>58,303</u>
Total Resources Expended		<u>2,613,278</u>	<u>60,501</u>	<u>266,291</u>	<u>2,940,070</u>	<u>2,128,465</u>
Net outgoing resources before transfers		(65,196)	(60,501)	(74,582)	(200,279)	334,992
Transfers Between Funds		<u>278,989</u>	<u>(200,000)</u>	<u>(78,989)</u>	<u>-</u>	<u>-</u>
Net incoming / (outgoing) resources before other recognised gains and losses		213,793	(260,501)	(153,571)	(200,279)	334,992
Other recognised gains and (losses)						
Gain / (Loss) On Revaluation		<u>50</u>	<u>-</u>	<u>-</u>	<u>50</u>	<u>(3,000)</u>
Net Income / (Expenditure) for the Year		<u>213,843</u>	<u>(260,501)</u>	<u>(153,571)</u>	<u>(200,229)</u>	<u>331,992</u>
Fund Balance at 1 April 2013		<u>1,096,930</u>	<u>720,000</u>	<u>732,068</u>	<u>2,548,998</u>	<u>2,217,006</u>
Funds Balance at 31 March 2014		<u>1,310,773</u>	<u>459,499</u>	<u>578,497</u>	<u>2,348,769</u>	<u>2,548,998</u>

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Balance Sheet
As at 31 March 2014**

	Notes	2014		2013	
		£	£	£	£
Fixed Assets					
Tangible Assets	9		34,446		22,483
Investments	10		<u>7,300</u>		<u>7,250</u>
			41,746		29,733
Current Assets					
Stock	11	31,556		74,326	
Debtors	12	87,393		48,467	
Cash In Bank		<u>2,378,247</u>		<u>2,584,597</u>	
		2,497,196		2,707,390	
Creditors falling due within one year					
	13	<u>190,173</u>		<u>188,125</u>	
Net Current Assets			<u>2,307,023</u>		<u>2,519,265</u>
Total Assets less current Liabilities			<u>2,348,769</u>		<u>2,548,998</u>
Income Funds					
Restricted Funds	15		578,497		732,068
Unrestricted Funds					
Designated Funds	16		459,499		720,000
UK Sands			454,147		561,796
Sands Groups			<u>856,626</u>		<u>535,134</u>
Other Charitable Funds			<u>1,310,773</u>		<u>1,096,930</u>
			<u>2,348,769</u>		<u>2,548,998</u>

The accounts were approved by the Board on 16 October 2014



Angela McCafferty
Chair

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

1 Accounting Policy

1.1 Basis of Preparation

The accounts have been prepared under the historical cost convention. Investments have been included at revalued amounts, with gains / (losses) on revaluation being taken to the Statement of Financial Activities. The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small charity. The accounts have been prepared in accordance with the applicable accounting standards, the Statement of Recommended Practice, "Accounting & Reporting by Charities", issued in March 2005, regulation 8 of the Charities Accounts (Scotland) Regulations 2006 and the Companies Act 2006.

1.2 Incoming Resources

Grants are credited to incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred. Voluntary Income and donations are accounted for as they are received. Income received as investments is recognized at the market value on the day the donation is received. Earned income is accounted for as it is receivable. Donations in kind are recognized at their fair value, with an equivalent charge made to the resources expended. Donated fixed assets are recognized at their fair value and capitalised and depreciated as below.

1.3 Resources expended

Fundraising and publicity costs comprise the costs incurred in producing materials for promotional purposes and in raising funds. Governance costs are those which do not directly relate to charitable activities, and include the costs of audit and statutory compliance. Staff costs and overhead expenses are allocated activities on the basis of the staff time on those activities. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against charitable activities.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

1.4 Tangible fixed assets and depreciation

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

Website 33% reducing balance

Equipment under £1,000 is not capitalised, but expensed in the year of purchase.

1.5 Leasing & hire purchase

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

1.6 Stock

Stocks of publications and promotional items are valued at the lower of cost and net realisable value.

1.7 Pensions

The charity makes payments on behalf of its employees to the Sands stakeholder pension scheme. The pension costs charged in the accounts represent the contributions payable by the charity during the year.

1.8 Accumulated Funds

Restricted funds are to be used for specified purposes as laid down by the donor. Relevant expenditure is charged to the fund together with a fair allocation of core costs.

Unrestricted funds are resources received or generated, which can be spent as the Trustee's see fit, providing it is in line with the organisations aims.

Designated funds are funds that the Trustees have set aside to be used for a specific purpose.

Transfers between restricted and unrestricted funds are permitted by consent of the donor. Transfers between unrestricted and designated funds are at the discretion of the Trustees.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

2. Voluntary Income

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Donations & Gifts	2,006,108	-	163,584	2,169,692	1,979,264
Grants Receivable	49,204	-	6,750	55,954	29,922
	<u>2,055,312</u>	<u>-</u>	<u>170,334</u>	<u>2,225,646</u>	<u>2,009,186</u>

3. Investment Income

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Interest Receivable	9,656	-	-	9,656	8,059
	<u>9,656</u>	<u>-</u>	<u>-</u>	<u>9,656</u>	<u>8,059</u>

4. Incoming Resources from Charitable Activities

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
Sale of both Support & fundraising merchandise & publications	21,372	-	-	21,372	51,797
	<u>21,372</u>	<u>-</u>	<u>-</u>	<u>21,372</u>	<u>51,797</u>

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

5. Total Resources expended

	Staff Costs £	Depreciation £	Other Costs £	Total 2014 £	Total 2013 £
Cost of Generating Funds					
Fundraising Costs	156,008	-	262,415	418,423	337,883
Charitable Activities					
Bereavement Support	728,047	14,082	1,089,963	1,832,092	1,469,785
Improving Bereavement Care	78,945	1,527	122,715	203,187	97,076
Research	70,173	1,357	100,996	172,526	124,970
Research Grants	-	-	245,848	245,848	40,448
	877,165	16,966	1,559,522	2,453,653	1,732,279
Governance Costs	-	-	67,994	67,994	58,303
	1,033,173	16,966	1,889,931	2,940,070	2,128,465

Governance costs includes £12,100 (2013: £8,108) for external audit fees, for the year ending 31 March 2014. A breakdown of governance costs is set out in note 6 of the accounts.

Included in other fundraising costs £262,415 (2013: £195,976), are fundraising & merchandise costs £83,303 (2013: £128,701), ThankQ fundraising software training and support £3,618 (2013: £5,432) and postage, printing & stationery £19,114 (2013: £22,984).

Included in other bereavement support costs £1,089,963 (2013: £879,909), £81,433 (2013: £171,337) was spent on other direct costs, £168,433 (2013: £83,456) on donations to hospitals and £71,120 (2013: £53,214) support literature.

Research and Research Grants have been shown separately to clarify the departmental costs and the costs spent directly on funding grants.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

6. Governance Costs

	2014 £	2013 £
Governance Cost comprise:		
Legal & Professional	22,640	10,915
Audit & Accountancy	26,936	28,756
Trustee Expenses	10,940	15,455
AGM	7,478	3,177
	<u>67,994</u>	<u>58,303</u>

Audit & Accountancy include costs of £14,835 (2013: £19,178), expended on the charity's internal audit function.

7. Trustees

None of the Trustees or any person connected with them received any remuneration during the year, but all were reimbursed travelling, telephone and training expenses totalling £10,940 (2013: £15,455).

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

8. Employees

The average number of monthly employees during the year:

	2014 Number	2013 Number
Helpline - Full Time	2	2
Helpline - Part Time	4	5
Groups - Full Time	1	1
Groups - Part Time	6	4
Improving Bereavement Care - Full Time	1	1
Improving Bereavement Care - Part Time	3	-
Research - Full Time	2	1
Research - Part Time	1	1
Fundraising - Full Time	5	5
Fundraising - Part Time	1	1
Media & PR - Part Time	3	2
Management & Admin - Full Time	6	5
Management & Admin - Part Time	1	1
	36	29

Employee Cost

	2014 £	2013 £
Wages & Salary	906,463	714,319
Social Security Costs	103,850	69,344
Other Pension Costs	22,860	20,562
	1,033,173	804,225

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

	2014	2013
£60,000-69,999	1	1
	1	1

Pension costs for employees whose annual emoluments were £60,000 or over was £3,256 (2013: £3,241).

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

9. Tangible fixed assets

	Fixtures, Fittings & Equipment £	SANDS Website £	Total £
Cost			
At 1 April 2013	29,639	17,912	47,551
Additions	-	33,500	33,500
Disposals	(29,639)	-	(29,639)
At 31 March 2014	<u>-</u>	<u>51,412</u>	<u>51,412</u>
Depreciation			
at 1 April 2013	25,068	-	25,068
Disposals	(25,068)	-	(25,068)
Charge for the year	-	16,966	16,966
at 31 March 2014	<u>-</u>	<u>16,966</u>	<u>16,966</u>
Net book value			
At 31 March 2014	<u>-</u>	<u>34,446</u>	<u>34,446</u>
at 31 March 2013	<u>4,571</u>	<u>17,912</u>	<u>22,483</u>

10. Investments

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total £
Market Value at 1 April 2013	7,250	-	-	7,250
Additions	-	-	-	-
Gains / (Losses)	50	-	-	50
Market Value at 31 March 2014	<u>7,300</u>	<u>-</u>	<u>-</u>	<u>7,300</u>

Sands received a donation of 100,000 shares in Eurovestech PLC, previously a UK AIM listed company, during the financial year ending 31 March 2013. The shares are currently available through the London Matched Markets Exchange (LMMX) share matching facility and were valued at £7,300 as at 31 March 2014.

Any dividends due will be allocated to unrestricted income as Investment income.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

11. Stock

	2014 £	2013 £
Publications & Leaflets	<u>31,556</u>	<u>74,326</u>
	<u>31,556</u>	<u>74,326</u>

12. Debtors

	2014 £	2013 £
VAT Debtor	225	8,741
Other Debtors	63,460	34,170
Trade Debtors	<u>23,708</u>	<u>5,556</u>
	<u>87,393</u>	<u>48,467</u>

13. Creditors amounts falling due within one year

	2014 £	2013 £
Trade Creditors	16,352	125,965
Taxes & Social Security Costs	29,255	27,011
Other Creditors	13,960	17,883
Accruals	<u>130,606</u>	<u>17,266</u>
	<u>190,173</u>	<u>188,125</u>

**14. Pension and other post retirement benefit commitments
Defined contributions**

	2014 £	2013 £
Contributions payable by the company in the year	<u>22,860</u>	<u>20,562</u>
	<u>22,860</u>	<u>20,562</u>

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

15. Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in Funds				Balance 31st March 2014 £
	Balance at 1st April 2013 £	Transfers £	Incoming Resources £	Outgoing Resources £	
Sands Groups	425,926	-	126,580	(54,237)	498,269
Poetry Anthology	3,500	-	-	-	3,500
Research	155,218	-	30,129	(185,347)	-
Leaflets & Memory boxes	7,151	-	-	(18)	7,133
Website	37,392	-	5,000	(6,173)	36,219
Taunton Soroptimist	8,892	-	-	-	8,892
Bereavement Care	15,000	-	-	-	15,000
Stillbirth awareness focus group	-	-	30,000	(20,516)	9,484
Scotland Coordinator	78,989	(78,989)	-	-	-
	<u>732,068</u>	<u>(78,989)</u>	<u>191,709</u>	<u>(266,291)</u>	<u>578,497</u>

Sands Groups - To fund a range of support services that Sands groups offer to bereaved parents and their families, at a local level.

Poetry Anthology - To fund the production of a collection of poems written by parents in memory of their babies.

Research - To promote research and the implementation of best practice that will help identify the cause and reduce the incidence of the death of a baby in utero, at birth or soon after birth, and to publish the results of such research.

Leaflets & Memory Boxes - To fund the free dissemination on Sands leaflets within Scotland and also fund the free dissemination of memory boxes throughout the UK.

Website - To fund the development of new Sands website, which will improve services and communication with bereaved parents families and other stakeholders.

Taunton Soroptimist - To fund work under taken on behalf of Sands in the Taunton, or immediate area.

Bereavement Care - The funding is to be used to look at the scope for the development of potential joint bereavement training with other bereavement charities in Scotland.

Stillbirth Awareness Focus Group – Project set up to raise the awareness of stillbirth throughout the UK.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

16. Designated Funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for a specific purpose:

	Movement in Funds				Balance 31st March 2014 £
	Balance at 1st April 2013 £	Transfers £	Incoming Resources £	Outgoing Resources £	
Research	720,000	(200,000)	-	(60,501)	459,499
	<u>720,000</u>	<u>(200,000)</u>	<u>-</u>	<u>(60,501)</u>	<u>459,499</u>

Following a review carried out by the Trustees in the year, £200,000 has been reclassified and moved from designated funds to unrestricted funds.

17. Analysis of net assets between funds

	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total £
Fund balances to 31st March 2014				
Tangible Assets	34,446	-	-	34,446
Investments	7,300	-	-	7,300
Current Assets	1,459,200	459,499	578,497	2,497,196
Creditors falling due in 1 year	(190,173)	-	-	(190,173)
	<u>1,310,773</u>	<u>459,499</u>	<u>578,497</u>	<u>2,348,769</u>

18. Commitments under operating leases

	Land & Buildings		Other	
	2014 £	2013 £	2014 £	2013 £
Expiry Date				
Within 1 year	-	-	-	-
Between 2 & 5 years	70,063	61,716	2,140	3,210
	<u>70,063</u>	<u>61,716</u>	<u>2,140</u>	<u>3,210</u>

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Notes to the Accounts
For the year ending 31 March 2014**

19. Related parties

Stillbirth & Neonatal Death Society Lothians, also a charity registered in Scotland (No SC024375), has similar objectives, but has separate management and legal status. There were no material transactions during the year or balances at the year end between Sands and Stillbirth & Neonatal Death Society Lothians.

John Henderson is a director of Gurus4u, Sands' IT support provider and is also the partner of Ashley Morgan, the former Head of Finance and Fundraising, who left the organisation in January 2014. Gurus4u were paid a total of £65,662 for IT support and related services during the year ending 31 March 2014.

Foot Anstey are currently the firm Sands engage to deal with governance matters. During the year, Neal Long (Chief Executive) has used Foot Anstey's services to deal with a personal legal matter.

Derek Jenkins (Vice Chair) made the board aware of a personal relationship between himself and Claire Stoneman, a Partner at Foot Anstey.