

sands 

# Sands Strategy 2026-2031

Saving babies' lives.  
Supporting bereaved families.



# Welcome to our strategy

Thank you for being here with Sands.

When we come together, we know we can make our vision a reality.

## Sands Vision

We want a world where fewer babies die and if a baby does die, anyone affected receives the best possible care and support for as long as it is needed.



## Welcome to our strategy

This vision unites us, because we think that it is simply not right that currently in the UK, 13 babies die shortly before, during or soon after birth\*. And there's still much uncertainty around the numbers and rates of pregnancy loss, with evidence suggesting at least 1 in 6 pregnancies end in miscarriage. More babies die around birth than at any other time in childhood. And yet we know many of these deaths are preventable with better care.

### 13 babies

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



\* Sands and Tommy's Joint Policy Unit Saving Babies' Lives Report 2025

\*\* Source Sands and Tommy's Joint Policy Unit Joint Policy Unit Saving Babies' Lives Report 2024

The scale of pregnancy loss and baby deaths is not inevitable:

over 800 babies' lives

may have been saved with better care in 2022-23\*\*



Numbers alone can't ever capture the impact of this immeasurable loss for parents and families. The heartbreak and devastation - much wanted babies forever missed, and families sharing different futures and stories than those they had hoped for.

But together we can make change happen.

**Clea Harmer,**  
Chief Executive, Sands



At Sands we believe that change happens when you listen deeply to lived experience, and use those experiences, with evidence and research to challenge practice, and turn grief into action.

We can make the change we want to see, because our vision and this strategy connect us. These are shared goals, because we're united - we speak up for babies, everywhere.

Clea Harmer, Chief Executive, Sands



# Creating change together

This latest strategy will support Sands to grow and develop, building on the amazing achievements we've seen in the last five years. And it's thanks to you, the Sands community, that together we've achieved so much.



## In the last five years:

Sands has supported and collaborated on hundreds of research studies, 116 in the last year, 2025, alone. This research contributes to guidance being updated and policies changed, helping healthcare professionals improve the maternity and bereavement care they give. Research Sands has supported makes a real difference:

- **Hypothermia research**, which led to changes in paramedic training, ambulance equipment and 999 advice, protecting babies born outside hospital
- **Babies' movements research** with King's College London, helping ensure parents receive clear, consistent advice on when to seek help
- **Environmental factors research** with the University of Edinburgh, exploring how air pollution and temperature may influence stillbirth risk



**116** research studies supported in 2025



## Creating change together

Sands has been there for thousands of parents and families when they needed compassion, understanding and care.

Just last year, in 2025, 650,000 people accessed our bereavement support and safer pregnancy advice, through:

- Our accredited helpline
- Online and digital support
- Local peer support groups and community activities

Sands supports anyone affected by all types of pregnancy loss or the death of a baby. Every experience is unique, and our support reflects that. We're proud to offer our support in every nation of the UK.



### In 2025:

Nearly

650,000



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

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

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

110



Hospital Liaison Volunteers linking healthcare professionals to Sands' bereavement training and resources, and local support for families

## Creating change together

**Sands has led the National Bereavement Care Pathways programme, which sets standards for high-quality, compassionate care after baby loss.**

It is now adopted in:

- 100% of NHS maternity trusts in England
- All NHS boards in Scotland
- Progress is underway in Wales and Northern Ireland

And we provide comprehensive training and resources for healthcare professionals, both in hospitals and in community settings, so parents receive compassionate, consistent care during and after their hospital experience.

We provide training and resources for:

- Hospital based healthcare professionals including midwives, sonographers and all those working in maternity, neonatal, and bereavement services
- Community health professionals
- Counsellors and therapists
- Police officers and faith leaders
- Employers and managers through our Bereavement in the Workplace programme



**In 2025:**

**100%**



of hospital trusts in England, and

**100%** of hospital boards in Scotland,

are now on the National Bereavement Care Pathway

Over

**6,200**



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

More than

**600,000**



employees reached through workplace training resources

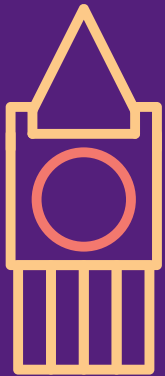
## Creating change together

### **Sands is committed to tackling inequalities in baby loss.**

Between 2017–21, 1,704 Black and Asian babies would still be alive if they had faced the same risks as white babies. We're working to change this by listening to underserved families and using lived experience to drive real system change.

Our Sands Listening Project captured the experiences of Black and Asian bereaved parents, exposing racism, lack of cultural understanding and inconsistent access to interpreters. This work led directly to our End Inequalities campaign and has helped shape national conversations and policy.

We also invest in targeted, practical support, including dedicated Bereavement Support Outreach Officers for South Asian communities and for African and Caribbean communities.



After the publication and sharing of our Listening Project report and End Inequalities campaign launch, the English government announced a

**£50million**

research and policy fund to tackle maternity inequalities.

At the heart of everything we do is lived experience.

Through the Sands Insight Network, bereaved parents and professionals help shape our research, training, policy and national standards - ensuring marginalised voices are heard and acted on.

Collaboration, partnership, and importantly the voices of bereaved parents have made these achievements happen. But there's still so much more to do.



# Creating our strategy

Thank you! This strategy is the result of the Sands community coming together to share experiences, ideas and opportunities to help us better understand where we can make the most difference over the next five years, and beyond.

When we asked for your input, you were generous and thoughtful with your responses. We heard from thousands of people - in community meeting rooms, online forums, in one-to-one discussions, and through our online survey.

We heard from Sands volunteers and staff in England, Northern Ireland, Scotland and Wales; our supporters, fundraisers and partners from across the UK shared their views; healthcare professionals, researchers, policy makers and elected representatives gave us their opinions; and importantly we listened to members of the Sands community who are African, Caribbean and South Asian, to people who identify as LGBTQ+ parents and to those who

have additional access needs, and who have told us that they haven't always felt seen or heard by Sands in the past.

We used research from our recent brand strengthening project and awareness tracking data to find out what people outside of the Sands community understand about pregnancy and baby loss and the impact this loss has on individuals, family and society.

## We were guided by our values:

**We are always  
compassionate**

**We are proud to  
be inclusive**

**We inspire  
collaboration**

**We put evidence  
into action**



## And our purpose:

**To create a community of compassionate and lifesaving changemakers. Let's save babies' lives and support bereaved families.**

We took all this information and used it to help identify the issues, gaps and barriers that are preventing our vision becoming a reality.

We took time to see where Sands uniquely adds value - we don't want to duplicate effort, when we could collaborate, partner or champion.

And we've created a strategy that moves us nearer to achieving our core aims and where we are making a real difference.

# Theory of change

We asked ourselves a series of questions, and challenged ourselves to think of the answers, inspired and informed by our listening work - this Theory of Change model, helped guide us as we created the strategy.





# Our strategic objectives for 2026-2031

To save babies' lives and ensure that anyone affected by the death of a baby receives the care and support that they need, Sands will:

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## Strategic objectives

# 1.

## Drive improvements in maternity and neonatal safety

### Why?

Because babies are dying avoidably, due to inadequate or unsafe maternity and neonatal care, and inequalities in baby loss by ethnicity and income persist.

### The change we want to see

Babies' lives are saved, and inequalities are reduced.



I'm part of the Sands Insights Network. It's an online space run by Sands' research team, where bereaved parents can get involved in Sands-led projects, and projects that academics and researchers are undertaking with support from Sands. All the projects are helping to shape research, training, and policy for better maternity and bereavement care.

I volunteer my time in Angus' stead. Although he never got the chance to walk in this world, if Angus' story can help improve maternity care in any way, then that will be a footprint that he gets to leave in this world.

Sinead, mother of Angus, and Sands Insights Network volunteer



## 2.

### Reach everyone with support that is right for them

#### Why?

Because bereaved parents still tell us that pregnancy and baby loss can leave people feeling isolated and unsupported, and for some people there are additional barriers to accessing support that is appropriate to their needs and circumstances.

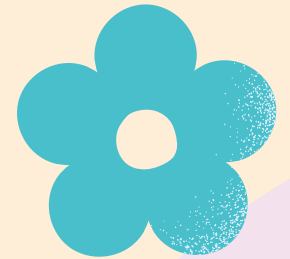


I volunteer with Sands because I want to be part of a community that makes change happen. I had a molar pregnancy, and I wasn't offered or told about the support I could access, and I really needed support to help me with my loss and my grief journey.

Now, as a Hospital Liaison Volunteer, I'm helping to build relationships and understanding between healthcare professionals in my local hospital with services and support that Sands can offer to bereaved parents and families.

#### The change we want to see

All bereaved parents and families receive the support that is right for them and that they want.



I think working collaboratively with professionals, volunteers, charities, and parents, we can help more people, so no-one is left feeling alone.

It's such an important part of Sands' work to make those connections. And I'm proud to be part of the Sands community that's working towards that goal of making sure everyone gets the support that is right for them.

Dawn, Sands Hospital Liaison Volunteer,  
Ninewells Hospital, Tayside

### 3.

## Empower healthcare professionals to give compassionate care

### Why?

Because the impact of poor care can last a lifetime; good, compassionate care can't take away the pain of someone's loss but can help parents through this devastating time.



The Royal College of Midwives in Northern Ireland has a longstanding commitment to working collaboratively with Sands. Together we want to support healthcare professionals and families so anyone who experiences pregnancy loss or the death of a baby receives the compassionate care they need.

By working together, we know that we can make changes and improvements that are shaped by the experiences of parents and that give professionals the skills and support they need to deliver

the best care possible. The development of the National Bereavement Care Pathways in Northern Ireland is just one example of our collaborative working. Sharing expertise, coming together to deliver training, and working in partnership so professionals have the resources they need, benefits everyone, and most importantly means bereaved parents will get the compassionate care they need.

**Dr Dale Spence, Royal College of Midwives,  
Director for Northern Ireland**



### The change we want to see

Bereaved parents and families are cared for compassionately at a time of need.

# 4.

## Build an inclusive and connected community

### Why?

Because we want everyone who shares our vision to understand how they can be part of our Sands community.



My wife and I lost our baby daughter, Zora, at 39 weeks and 4 days. It was just a few hours before the planned C-section when we found out that we couldn't hold her in our arms as we so desperately wanted. Me and my family's life changed that day forever. How do you 'survive' such a loss, and how do you manage this when you are far away from your homeland and from your close family.

As a Dad I was just there by the hospital bed. I couldn't protect my family even though that's what

I always thought, no matter what, I will be able to protect them.

Thankfully, we found Sands United Basingstoke. I hadn't played football for around 12 years; I stopped playing when we moved from Hungary to the UK. But now I play with Zora's name on my chest which is the biggest honour in my life. Despite English being my second language, I have never felt like the foreigner in the team, because all of the lads are so welcoming - we share a bond of love, support and a passion for football.

### The change we want to see

Our amazing community grows, and is at the heart of everything we do, so we can be there for all and connect everyone.



The team brings families together too. My wife and I joined with other families from the club and took part in the Winter Walk challenge.

We raised an amazing £910 for Sands, we try to build a legacy for Zora to make sure everyone knows she wasn't just a number. Our football team is helping more families be connected after loss, because no-one should face this alone.

**Sándor, Sands United Basingstoke player**



# 5.

## Lead, collaborate and challenge to create change

### Why?

Because the scale and impact of pregnancy and baby loss is not widely recognised or understood, meaning action to tackle it is not discussed and prioritised across society as it should be.

### The change we want to see

A broader social understanding, creating a tipping-point and leading the change that is needed to save babies' lives and support bereaved families.



Being a campaigner in Wales is important to me because I have experienced poor maternity care and I know how life changing it can be. I believe that families in Wales deserve better, they deserve more and every time I use my voice for change, I know that I honour the memory of my twin boys, George and Henry.

Speaking up and calling for change together with bereaved parents is so important, that's why it's part of Sands' strategy, and one of the many reasons I'm part of the Sands community.

Ruth Mason, Bereaved Parent and Campaigner



# 6.

## Strengthen our reach and impact



### Why?

Because the Sands community has drive and ambition, but needs to grow to be more effective, whilst being sustainable, efficient and values led.

### The change we want to see

Our people and systems are developed to allow us to widen our reach and increase our income, so we can extend our services and deliver lasting impact.



I have been raising money for Sands for several years now. In 2022, I ran the Amsterdam Marathon and raised money for Hereford Sands, which helped to build the memorial garden at Hereford Hospital. It is a lovely place for families to take time to remember their little ones.

But the London Marathon has always been on my list to complete, and I am so glad I could do it in 2025 and raise money for Sands once again.

The day was incredible, from all the runners to all the amazing support along the way! It was a hot and emotional day. The closer to the finish I got, the harder it was, but I just kept remembering why I was doing it, for my baby boy Kobe, and for all the other babies gone to soon. That gave me a kick to sprint to the finish line, and to get me my new PB!

I'm proud I could raise money for Sands, but fundraising with Sands is about so much more than the money.

It's honouring our babies, it's helping future families, and it's about having those conversations, talking about baby loss.

Kellyann, Sands supporter and fundraiser



# Our strategic objectives in detail



# 1.

## Drive improvements in maternity and neonatal safety



## Strategic objective

# To drive improvements in maternity and neonatal safety Sands will ensure:

**1.1 Maternity and neonatal care is continually improved using research and evidence, and should include the experiences and perspectives of bereaved parents, to inform policy and practice.**

### To do this we will ensure:

- The experiences and perspectives of bereaved parents are included in research, learning and improvement initiatives.
- An evidence base is built which supports improvement in maternity and neonatal care.
- Maternity and neonatal care benefits from increased numbers of new medicines and technologies, along with improved access and availability.
- Implementation Science is applied to this area.



**Parents must be involved in research**

Online strategy feedback event participant



## Strategic objective

To drive improvements in maternity and neonatal safety Sands will ensure:

### 1.2 All hospitals in the UK offer safe and personalised maternity and neonatal care

#### To do this we will:

- Work to ensure that hospitals and healthcare professionals are supported with the right staffing, training, policies and resources to provide safe maternity and neonatal care.
- Support research that will further the development of evidence-based policies which in turn lead to safe and personalised care.



## Strategic objective

To drive improvements in maternity and neonatal safety Sands will ensure:

### 1.3 Inequalities in outcome in maternity and neonatal care are eliminated

#### To do this we will:

- Campaign, influence and convene so that those at highest risk of pregnancy and baby loss receive appropriate and personalised maternity and neonatal care.
- Support the development of evidence-based interventions to address inequity.



## Strategic objective

To drive improvements in maternity and neonatal safety Sands will ensure:

### 1.4 Maternity and neonatal services have a culture which embraces and supports learning and improvement

#### To do this we will:

- Ensure Sands' education and resources support and empower healthcare professionals to apply learning after the death of a baby.
- Challenge to drive improvements in culture.



**Safe maternity care for pregnant women - ensure it is personalised, think about each person.**

Online strategy feedback event participant



## 2.

# Reach everyone with support that is right for them



## Strategic objective

To reach everyone with support that is right for them Sands will ensure:

**2.1 We offer evidence-based and trauma-informed support that promotes growth, hope and wellbeing for anyone affected by pregnancy and baby loss.**

### To do this we will:

- Take a three-tiered approach to Sands' support offer which includes counselling, central services and peer support.
- Provide increased accessibility, partnership working and culturally appropriate support that reflects the needs of all.
- Ensure high-quality, trauma-informed support is provided by staff and volunteers who are trained and have access to relevant resources.



Can you look at how different groups might want to access support beyond a traditional support group model. And can you consider how we can provide counselling.

Online strategy feedback event participant



## Strategic objective

To reach everyone with support that is right for them Sands will ensure:

### 2.2 We offer person-centred support which reflects individual and community need

#### To do this we will:

- Ensure information and support for all who need it along with opportunities to be involved in ways that are appropriate for each person.
- Provide an increased range of support including local activity-based and event-based support, and online and digital support.



By the end of this strategy period, we want people to say, 'Sands supported us really well, and helped us see the light at the darkest times.' That would be success.

Online strategy feedback event participant



## Strategic objective

To reach everyone with support that is right for them Sands will ensure:

### 2.3 Sands' community of support is available for all

#### To do this we will:

- Ensure a consistent, responsive, high-quality presence is provided both locally and nationally by staff and volunteers.
- Ensure Sands community and its offer are visible, accessible and flexible.



3.

# Empower healthcare professionals to give compassionate care



## Strategic objective

**To empower healthcare professionals to give compassionate care Sands will ensure:**

**3.1 Hospitals and those working in them have the skills, resources, and environment needed to provide excellent bereavement care**

**To do this we will:**

- Work to implement the NBCP across the UK.
- Provide healthcare professionals working in hospitals with the education, training and resources that they need.



**Work with NHS boards to try and ensure that bereavement training is made mandatory.**

Online strategy feedback event participant



## Strategic objective

To empower healthcare professionals to give compassionate care Sands will ensure:

### 3.2 Those in contact with and caring for bereaved parents in settings outside hospital have the right knowledge, information, skills and connections to provide excellent, holistic and consistent care

#### To do this we will:

- Provide healthcare professionals working in the community, with the education, training and resources that they need.
- Link hospital, community and the Sands community to form a clear and supportive pathway for bereaved parents and families.



Raise awareness of Sands with more professionals in the wider community, GPs, ambulance care, chaplaincy, social workers, children's centres, schools, health visitors, community midwives, we need more professionals to be connected with Sands.

Online strategy feedback event participant



## Strategic objective

To empower healthcare professionals to give compassionate care Sands will ensure:

### 3.3 Specialist psychological mental health support can be easily accessed by bereaved parents

#### To do this we will:

- Campaign locally and nationally so that high-quality specialist mental health support for bereaved parents is available and accessible across the UK.



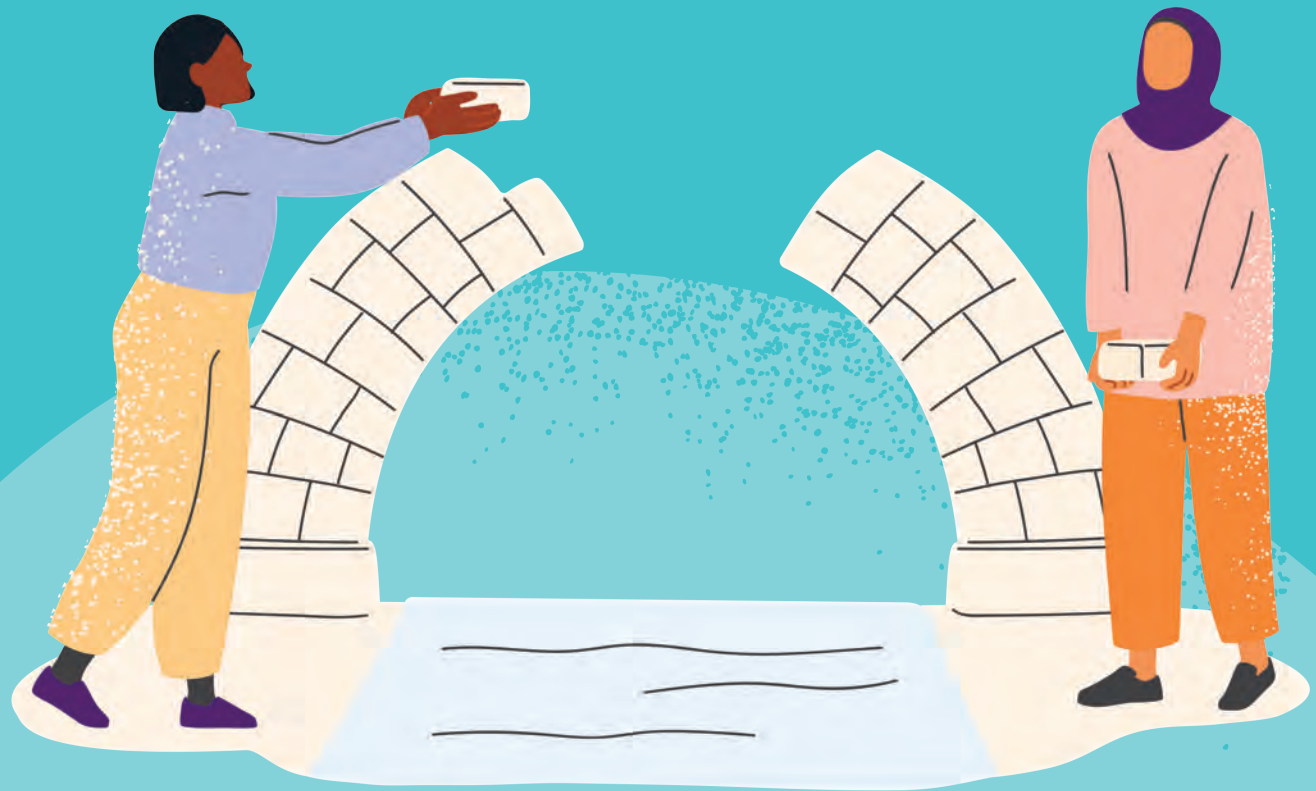
We need to see better support for parents experiencing miscarriages. There needs to be training for all staff that work on wards where miscarriages are treated, early pregnancy units for example, so parents are better supported through all losses, no matter the stage of their pregnancy.

Online strategy feedback event participant



# 4.

## Build an inclusive and connected community



## Strategic objective

# To build an inclusive and connected community Sands will ensure:

## 4.1 Sands community enhances and supports all our work, providing connection, insight and impact

### To do this we will:

- Involve members of our community in all of our work and use the connections formed to strengthen our core aims.



Ensuring the wellbeing of volunteers and what support they need to do their role is key.

Online strategy feedback event participant



## Strategic objective

To build an inclusive and connected community Sands will ensure:

### 4.2 Our network of local communities across the UK is accessible to all and provides a consistent and high-quality experience

#### To do this we will:

- Equip all local groups, teams, volunteers and supporters to deliver consistent, high-quality support and engagement, complemented by locally relevant activities.
- Support local groups, teams and volunteers to provide a range of support activities, and also to be involved with local events, campaigning and fundraising activities.



Remember to 'focus group' with Sands users to see what support it is they actually want - what does ideal support look like for them, what format should it take.

Online strategy feedback event participant



## Strategic objective

To build an inclusive and connected community Sands will ensure:

### 4.3 Volunteers are at the heart of all that we do and achieve; valued and supported to both receive what they need and to give what they would like to

#### To do this we will:

- Enable and support volunteers and supporters to be engaged in a range of ways that feel meaningful to them, and which represent the breadth of our work.



We should be working closer with other local organisations in the baby loss area.

Online strategy feedback event participant



## Strategic objective

To build an inclusive and connected community Sands will ensure:

### 4.4 Everyone feels they can belong to Sands community, and that it is representative of all those touched by pregnancy and baby loss

#### To do this we will:

- Engage with all our supporters in a variety of ways to build a sense of authentic belonging.
- Seek to involve all those affected by pregnancy loss and baby death in appropriate and inclusive ways in all that we do.



# 5.

## Lead, collaborate and challenge to create change



## Strategic objective

To lead, collaborate and challenge to create change Sands will ensure:

**5.1 The UK population is aware of the scale and impact of pregnancy loss and baby death, and is inspired to take action**

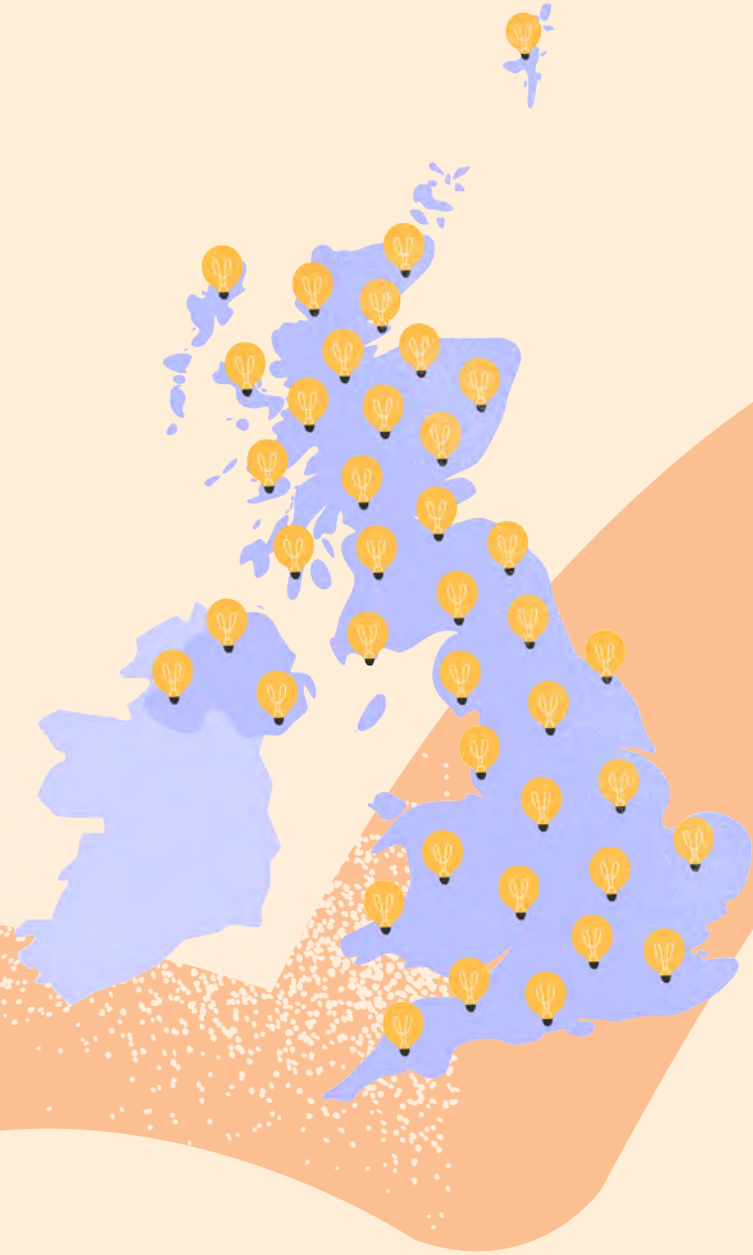
To do this we will:

- Use every opportunity to proactively share information, stories and lived experience about pregnancy loss and baby death, raising awareness of their scale and impact and inspiring action.



Sands should collaborate more with other charities and local groups - there is duplication in some areas, and in others there are gaps.

Online strategy feedback event participant



## Strategic objective

To lead, collaborate and challenge to create change Sands will ensure:

### 5.2 We provide leadership in the sector ensuring key issues are prioritised appropriately

#### To do this we will work to:

- Unite the pregnancy and baby loss sector to share a common vision and drive lasting change.
- Be recognised as an authoritative, collaborative and trusted partner.
- Bring people and partners together to tackle complex issues, identify solutions, and mobilise action for lasting change.



## Strategic objective

To lead, collaborate and challenge to create change Sands will ensure:

### 5.3 Bereaved families are seen and heard and their voice is used to drive the improvements that are needed

#### To do this we will:

- Ensure that bereaved parents are involved in local decision-making about local care.
- Provide compassionate, responsive support, trusted insight, and direction for all who want to engage with the pregnancy and baby loss sector.



## Strategic objective

To lead, collaborate and challenge to create change Sands will ensure:

### 5.4 Employers are challenged to better support employees who are bereaved parents

#### To do this we will:

- Provide employers with the bereavement care training and resources that they need.



Sands should work with other organisations, governments and health boards to improve care. There should be a particular focus upon what happens when someone has multiple pregnancy losses so there is a clear pathway of what should happen next, for everyone no matter where you live.

Online strategy feedback event participant



## 6.

# Strengthen our reach and impact



## Strategic objective

# In order to strengthen our impact Sands will ensure we have:

## 6.1 A robust foundation that empowers our operations to be both effective and efficient

### To do this we will have:

- The right data, insight and tools which are harnessed to empower our people, meet organisational needs, and drive meaningful change and impact.
- A people strategy that supports an inclusive and equitable culture.
- Clear, efficient and agile processes with supportive administration.
- Strong governance which underpins everything we do, ensuring accountability and transparency.



Raising awareness of support groups and Sands FC teams at a local level is really important, so communities know we're there for them.

Online strategy feedback event participant



## Strategic objective

In order to strengthen our impact Sands will ensure we have:

### 6.2 Sustainable income streams which meet the organisation's needs

#### To do this we will build:

- A compassionate community of changemakers whose individual giving provides sustainable income and helps drive lasting change.
- Strategic relationships with corporates, philanthropists, trusts & foundations that generate sustainable and transformational income, extend our influence, and amplify awareness of pregnancy and baby loss across society.
- Inclusive community fundraising, large-scale events, and innovative virtual challenges that inspire wide participation, strengthen supporter connection, and generate sustainable income.
- A strategically considered and sustainable funding mix, supported by centralised decision-making on pricing, commercial activity and marketing, ensuring efficiency, resilience and long-term growth.



## Strategic objective

In order to strengthen our impact Sands will ensure we have:

### 6.3 Effective communication and connection with all, building awareness and inspiring action

#### To do this we will ensure:

- All target audiences understand who we are, our purpose, and are inspired to speak up and join our community of compassionate lifesaving changemakers.
- We are recognised and trusted as the UK's leading voice on pregnancy and baby loss.
- A supported and connected volunteer community, empowered to speak up, save babies' lives and improve bereavement care and support.
- We harness digital technology and innovative approaches to strengthen connections, expand our reach and support our community.



Increase awareness and engagement in businesses, I think this would also help with reaching minority groups.

Online strategy feedback event participant



## Strategic objective

In order to strengthen our impact Sands will ensure we have:

### 6.4 A person-centric and values-driven approach which underpins all that we do

#### To do this we will ensure:

- Our values and culture are lived through everything we do, shaping who we are and how we create change; they are embedded in daily practices, decision-making and leadership behaviours.
- Staff and volunteer wellbeing and organisational effectiveness go hand-in-hand, creating a supportive and high-performing Sands.
- EEDI is authentically embedded in all our work, shaping how we support, speak up and drive change.
- Sustainability is embedded across everything we do - reducing our environmental impact, making responsible choices and contributing to a healthier world for future generations.
- Our working environments nurture wellbeing and enable us to work together with compassion, collaboration and purpose.
- We are driven by the evidence.



We want to make sure everyone who comes to Sands has a personalised and positive experience.

Staff strategy feedback event



# Help us on our journey

## Get involved

We hope that finding out more about Sands' strategy for the next five years and beyond has inspired you.

There's so many ways to be involved with Sands. Here's some of the opportunities you might like to be part of.

And if you have another way you'd like to connect and be part of the Sands community, we'd love to hear from you. Please use our contact us form on [our website](#).

### You can:



[Volunteer with Sands | Sands](#)



[Fundraise for Sands | Sands](#)



[Donate to Support Bereaved Families & Save Babies' Lives | Sands - Saving babies' lives. Supporting bereaved families.](#)



[Speak out Campaigning | Sands](#)



[Access our training Home - Sands](#)



[Take part in research Get Involved with Research | Sands](#)



[Collaborate with our Saving Babies' Lives team Research and Professionals | Sands](#)



[Partner with us Corporate Partnerships | Sands](#)



[Share your real story Your Stories | Sands](#)



[Learn about NBCP in your nation National Bereavement Care Pathway | Sands](#)



## We are here to support you



**Call our helpline for free**  
0808 164 3332



**Find your local group**  
[sands.org.uk/support](https://sands.org.uk/support)



**Access our Sands Support**  
Chat via our website



**Join our online community**  
[sands.community/login](https://sands.community/login)



**Email**  
[helpline@sands.org.uk](mailto:helpline@sands.org.uk)



**Join your local Sands United team**  
[sands.org.uk/sands-united](https://sands.org.uk/sands-united)

