

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 2015

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



Trustees	Angela McCafferty (Chair) Derek Jenkins (Vice Chair) Michael Smith (Treasurer) Reg Bailey, CBE Sarah-Jane Evans Edward Ford Stephanie Frearson Dr. Alyson Hunter Joel Mitchell Zoe Renton Mary Catherine Roberts
Company Secretary	Danyanne Quemper
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 Sutton Harbour Plymouth Devon PL4 0BN

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
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Objects and values of the charity

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 2015.

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.

Our values

- We are compassionate, dedicated and strive for excellence in everything we do.
- Our aim is to provide inclusive and informed support; our response is individual and sensitive.
- Our working relationships are collaborative, based on trust, integrity and respect.
- We are passionate about sharing and improving knowledge.

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.

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.

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)
Reg Bailey, CBE	(Elected 18 October 2014)
Dr. Margaret Evans	(Elected 18 October 2014, Resigned 1 May 2015)
Sarah-Jane Evans	(Elected 23 November 2013, Re-elected 18 October 2014)
Edward Ford	(Elected 23 November 2013)
Stephanie Frearson	(Elected 23 November 2013)
Shirley Gittoes	(Elected 23 November 2013, Resigned 18 October 2014)
Dr. Alyson Hunter	(Elected 18 October 2014)
Joel Mitchell	(Elected 18 October 2014)
Zoe Renton	(Elected 18 October 2014)
Mary Catherine Roberts	(Elected 18 October 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.

Dr Margaret Evans and Reg Bailey were initially co-opted as Trustees on 13 September 2014 and subsequently elected on 18 October 2014.

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 nominated for election at the next Annual General Meeting.

The Trustees are responsible for the overall strategic development of the charity, in consultation with the Chief Executive and Senior Leadership Group at Sands.

There are four active Sub-Committees of the Board, with specific terms of reference to ensure appropriate oversight and support is provided in key areas such as (i) Audit and Risk, (ii) Governance, (iii) Finance, and (iv) Research.

Trustee induction and continuous development 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.

Introduction

In 2014 we launched our 3 year strategy to help us take our vision and purpose forward and we identified five key priority areas to define our work:

- Better support
- Improving bereavement care
- Effective organisation & increased revenue
- Fewer baby deaths
- Bigger, better profile

To help us to deliver on our strategy, we have developed our organisation structure and started reviewing our operating policies and procedures. Introducing a Senior Leadership Group to support the Chief Executive has helped to ensure a more coordinated approach across our business planning and staff teams and we have also invested in new roles in fundraising, improving bereavement care and the Networks to enable us to develop key services.

We have finally seen a welcome reduction in the overall rate of baby deaths in the UK. The final 2013 data for stillbirths and neonatal deaths, released by the Office for National Statistics (ONS), shows that the overall rate of baby deaths – 7.3 per 1,000 births in 2013 – has declined since 2003.

Nevertheless, every day in the UK, 15 babies died before, or during delivery or within 28 days of being born. The UK rate remains high when compared with other European countries and as a result, we have continued to fund research projects looking at key areas.

This is still a tough economic climate for charities to operate within. Government funding, although welcome, remains a very small percentage of our income so we are very grateful for the incredible generosity of our volunteer fundraisers and supporters. We are developing our funding base to enable us to continue to deliver on our strategy and hope that 2015 sees further positive improvements across all areas of our work.

Review of Activities from 1 April 2014 to 31 March 2015

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

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

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 5,127 people, (2,636 of whom contacted us by email and 2,491 by telephone). 56% of those who used the service were bereaved parents, 20% were 'unknown' or anonymous callers; almost 13% were close family members or friends and around 11% were health professionals caring for bereaved parents.

As well as the support offered by the Helpline team, those contacting us were also offered the contact details of their local Sands group, Sands support literature and signposting to other relevant support services.

Online Support Forum

There are currently over 12,000 members with 1435 new users registering during the year. The Forum continues to provide a valuable support service, being available 24 hours a day and allowing people to use the service whenever they feel the need.

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.

Support Events

We held two main support events during the year; the annual Sands Garden Day in June 2014 which was attended by over 300 people as well as 12 Lights of Love services in December (an increase from 11 in the previous year).

We have also continued to raise awareness and provide support by giving 13 talks to external organisations including the Muslim Bereavement Support Service and Crossway Pregnancy Crisis Centre.

Support Literature

Work on our series of support booklets progressed to include *Another pregnancy*, *Arranging a Funeral* and *Long Ago Bereaved*. All of our support booklets are now available to download for free from our website as well as being available for free from our online shop.

A UK wide network of Sands Groups

Sands Groups play a vital 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.

Following our 2013 pilot project introducing Network Convenors across England and Wales to provide essential support and guidance for Sands Groups, we have now developed these roles into full Network Coordinators to join the Coordinators in Scotland and Northern Ireland. The team work closely with Sands Groups, helping to develop a coordinated approach in implementing our objectives.

We held a series of Network Days across the country providing opportunities for volunteers and staff to meet, share good practice and attend workshops on a range of subjects. We have also continued to develop the Group handbook and Groups toolkit with sections on Improving Bereavement Care, a Group AGM pack, a New Committee Member pack, and a Guide to supporting parents of Asian heritage.

We currently have 95 active Groups across the UK. Although 2 Groups closed during the year, we have supported 11 new Groups who are at various stages of setting up; 4 completed the training and support programme (Chester, Cornwall, Horsham & District and Wigan & St Helens) in 2014-15 and the remaining 7 should complete in 2015-16.

Befriender Training

We continue to provide training for our Befrienders, running 11 initial courses and 2 follow up courses with a total of 107 befrienders attending. We started the overall review of our Befriender Training courses and launched a new training programme in February 2015.

Asian Outreach Project

The Asian Outreach Project ran from May 2013 to April 2014 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?

While we have started work to implement some of the recommendations from the 2014 report, we are also seeking funding to develop this work and apply them more widely to black and minority ethnic (BME) communities through an Improving Access Project. The aims of this project will be to:

- Raise awareness about baby loss and Sands in BME communities.
- Make our befriender services more accessible to BME communities.
- Work more strategically with health professionals to ensure better awareness of Sands support available to BME communities.
- Collaborate more closely with BME organisations.

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

In the event of bereavement, the care a family receives can make an immense difference to how they cope in the weeks, months and even years ahead. We lead the way in improving bereavement care when a baby dies by working closely with healthcare professionals. We provide training and information and set the benchmark for high quality bereavement care that all families should receive.

Bereavement Care Training and resources

We launched our new Bereavement Care Training for Professionals in 2014, starting with training for Midwives and Student Midwives and gradually extending to multi-disciplinary workshops. Our training has been accredited by the Royal College of Midwives and we ran 51 workshops providing training for over 900 health professionals during the year.

We have also started planning the next edition of *Pregnancy, Loss and the Death of a Baby: Guidelines for Professionals* to ensure this remains an essential benchmark for good practice.

Sands/Bliss/RCM Conference

The team co-organised the Annual Joint conference on *Uncertainty and loss in maternity and neonatal care* with Bliss and the RCM with over 230 professionals registering. Feedback showed that 95% of attendees agreed that they can better understand the experiences of women and their families following stillbirth and neonatal death and 95% of attendees agreed they gained new insight into the neglected areas of maternity care and how to improve bereavement care for parents and staff.

Local collaboration

Sands Groups are instrumental in providing practical improvements to care at a local level. They fundraise and provide their local hospitals with memory boxes and new equipment such as CuddleCots (cot cooling systems that can be used in the mother's room and allow parents longer with their baby). Many have also contributed towards the establishment of bereavement rooms at their local hospitals allowing parents a place to spend time with their baby as well as working closely with health professionals to identify areas where we can provide additional support.

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

Sands is committed to a continued reduction in baby deaths in the UK. Whilst we have seen a reduction in the number of stillbirth and neonatal deaths as illustrated by the 2013 data from the Office for National Statistics, there is still a long way to go to reach the standards achieved by other European countries. If the UK could reduce its rate to that of Sweden or Norway, 1,000 more babies would survive every year.

Research Strategy and funding

To support this reduction, we have worked on our draft Research Strategy and will be ready to launch this in 2015/16. With the coming together of our network of local groups, members, corporate partnerships and fundraisers, to launch our new Research Fund in 2016, we believe a reduction is achievable.

In 2014/15 we provided funding for three new research studies and ongoing funding for a further three studies. This commitment to invest over £120,000 in high impact research projects included:

- **The AFFIRM trial** (April 2014 – 2018): Led by Professor Jane Norman head of Edinburgh's prestigious maternal and fetal research centre. The aim of the study is to trial the introduction of new parent information and an agreed health professional response to changes in fetal movements reported by parents in Scotland, Wales, Ireland and North England. Reduced fetal movements are associated with increased risk of stillbirth. A similar study in Norway saw a 30% fall in stillbirth rates. The AFFIRM trial hopes to demonstrate a strong impact on outcomes with a view to changing clinical guidance for caring for pregnant women in the UK.
- **Midlands and North East England Stillbirth Study** (University of Manchester, October 2013 - 2016): This study is led by Dr Alex Heazell, who as Clinical Director of the Maternal and Fetal Health Research Centre at the University of Manchester and Co-Chair of the International Stillbirth Alliance's Scientific Committee, has a long track record in stillbirth research. The study aims to test a range of mothers' activities, symptoms and problems in pregnancies and assess which really have an effect on stillbirth risk and whether there is any relationship between them. The study builds on work in New Zealand that had promising findings but which needs further testing. The study could provide the evidence for the development of a new public health campaign for mothers.
- **Economic evaluation of the cost of stillbirth** (The Lancet series, November 2014 – April 2015): Sands supported the 2011 Lancet Stillbirth Series which had a major impact in the UK and helped Sands to lobby all four UK Governments to prioritise stillbirth reduction. The Lancet has now commissioned a follow-up series that includes a study to investigate the economic and social costs of stillbirth. In a resource-restricted health care system, this study is timely and the data has considerable potential to provide a strong rationale for investing in new interventions to reduce the loss of babies' lives.

Commitment to reduce stillbirths and neonatal deaths in the UK

Sands continues to play a key role in collaboration with all four UK Governments being involved in the Stillbirth reduction work of the Scottish Government's Stillbirth Group, Welsh National Stillbirth Working Group (NSWG) and Northern Ireland Maternal and Infant Loss Group (NIMI)

We were key contributors to a number of initiatives including MBRRACE-UK (Perinatal mortality Surveillance Report, the Steering Group for late Stillbirth Research Priority Setting Partnership, Listening to Parents Survey, Perinatal Mortality Review Task & Finish Working Group and Every Baby Counts Campaign.

In addition we have responded to 6 public consultations and have contributed to work in England Scotland and Wales to inform and improve service provision for perinatal pathology. Work started and is ongoing around public health messaging on safer pregnancies and we have supported more than 10 university supported / PhD studies.

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 achieve its 3 aims.

Sands would like to take this opportunity to thank all of our volunteers for their ongoing support, dedication and commitment.

Financial Review

Sands' income continues to grow year on year; having grown by an average of 9% since 2012-2013 to a figure of now just under £3M:

	2014-2015	2013-2014	2012-2013
	£	£	£
Total Income over three year period:	2,934,193	2,739,791	2,463,457

This tremendous achievement is due to the continuing hard work of our staff and to the many parents, families, friends, supporters and volunteers who work tirelessly to raise the money necessary to achieve our objectives. Income from fundraising initiatives was complemented by other activities to support our core aims, such as Bereavement Care Training.

As well as increasing income, Sands managed to hold its expenditure below the £2.9M threshold, resulting in a net surplus overall of £47k for the year end. This compares to an overall deficit of £200k recorded for the year ending 2013-14.

In addition to continuing to deliver on prior year commitments made relating to Research, Sands issued new research grants totalling £73k in 2014-2015 and has deferred a further £68.1k of restricted Research funding to 2015-2016 which will form the basis of our new Research fund.

Sands continued to improve its internal capacity through recruitment activities, resulting in an increase in the average number of full time equivalents by 7; mainly to support the delivery of Sands' Business Plan, in line with strategy and the ongoing development of Sands Networks at national level. 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.

Significant improvements have been achieved through the Networks and Volunteering teams, notably in the area of accounting for Group activity, due to the increasing awareness of the statutory role of the Charity Commission and associated need to submit Group Annual Returns by the relevant deadline. This work was supported by the internal audit function at Sands.

Reserves Policy

Sands needs to hold an appropriate Reserve Fund to ensure continuity of services in the event of a loss or delay of funding and maintain the ability to meet unforeseen costs. Currently, Sands' total reserves, excluding the value of fixed assets and restricted funds held, are held at an average which is in excess of six months' running costs. The Trustees will be reviewing Sands Reserves Policy in the coming year with a focus on identifying and utilising surplus reserves to fund the achievement of our core objectives, in line with Charity Commission guidance.

Cash and Investment Policy

Although cash balances held within Sands decreased by £206k for the year ending 2013-2014, a net inflow of £83k was recorded in 2014-2015, resulting in consolidated cash balances of £2.5M. The Trustees will be reviewing ways to maximise the return on cash balances held in the coming year.

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.

Risk Management

The Trustees consider risk as part of their regular meetings and ensure 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.

Disclosure of information to auditors

Each of the Trustees 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

Following a competitive tendering process held in July 2015 and 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.

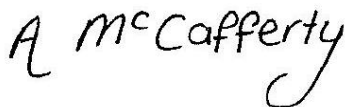
Future Plans

2014-2015 has been a year of consolidation for Sands and, with the introduction of the Senior Leadership Group and new Trustees, we have realigned the governance structures to ensure a more strategic approach, enhanced the management reporting to support our strategy and introduced a wide range of policies and procedures with more planned over the remainder of the financial year. We are now in an excellent position to grow from strength to strength in 2015 and will continue to embrace developments and partnerships that help us to do this. Our focus in 2015-16 will remain on our 3 aims and, in particular:

- **Bereavement Support Services** - we are committed to improving the accessibility of bereavement support services and will review the support we offer through our much needed Helpline, Forum and social media platforms. We will seek funding to develop and expand the work of the Asian Outreach project and continue to review and develop our Befriending services. We will also continue to strengthen our national Network structure to support our local Groups as well as finding ways to recognise and value the contributions of our volunteers and supporters.
- **Improving Bereavement Care** - building on our very successful Bereavement Care Training for Professionals we will look to expand the reach of our training by working more closely with GPs, doulas, health visitors and other professionals. We will also start reviewing our benchmark publication *Pregnancy Loss and the death of a baby: Guidelines for professionals* and the Sands Audit Tool.

- **Research and prevention** - Sands is committed to a continued reduction in baby deaths in the UK. To support this reduction, we are developing a Research Strategy in 2015/16 and working towards launching a new Research Fund in 2016/17. We will continue to play a key role in collaboration with all four UK Governments and, together with our work on clearer public health messaging and standardised review, we hope to make a sustained reduction in baby deaths a reality.

On behalf of the Board of Trustees



Angela McCafferty
Chair of Trustees

Dated: 12 September 2015

Statement of Trustees' Responsibilities

The Trustees, who are also the Directors of the Stillbirth and Neonatal Death Society, for the purpose of company law, are responsible for preparing the trustee's report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

In preparing those accounts, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the accounts comply with the Companies Act 2006 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Independent Auditors Report
To the Members of the Stillbirth & Neonatal Death Society**



We have audited the accounts of the Stillbirth and Neonatal Death Society for the year ended 31 March 2015 set out on pages 17 to 29. 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 14, 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 Auditors 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 and report in accordance with regulations made under these Acts. 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 the accounts:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2015, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Independent Auditors Report
To the Members of the Stillbirth & Neonatal Death Society**



- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the 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.

A handwritten signature in black ink that reads "HW Fisher & Company". The signature is written in a cursive, flowing style.

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:16th September 2015

**Stillbirth & Neonatal Death Society
(A Company limited by Guarantee)
Statement of Financial Activities
Including Income & Expenditure Account
For year ending 31 March 2015**



	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
Incoming Resources for generating funds						
Voluntary Income	2	1,913,401	140,364	254,286	2,308,051	2,225,646
Activities for generating funds		523,142	-	8,242	531,384	483,117
Investment Income	3	3,319	-	-	3,319	9,656
		<u>2,439,862</u>	<u>140,364</u>	<u>262,528</u>	<u>2,842,754</u>	<u>2,718,419</u>
Incoming resources from Charitable Activities	4	<u>91,439</u>	<u>-</u>	<u>-</u>	<u>91,439</u>	<u>21,372</u>
Total Incoming Resources		<u>2,531,301</u>	<u>140,364</u>	<u>262,528</u>	<u>2,934,193</u>	<u>2,739,791</u>
Resources Expended						
5						
Cost of Generating Funds						
Fundraising Costs		<u>428,416</u>	<u>-</u>	<u>-</u>	<u>428,416</u>	<u>418,423</u>
Charitable Activities						
Bereavement Support		1,393,274	-	113,206	1,506,480	1,832,092
Improving Bereavement Care		452,456	-	1,153	453,609	203,187
Research		372,949	-	953	373,902	172,526
Research Grants		-	50,000	22,736	72,736	245,848
Total Charitable Expenditure		<u>2,218,679</u>	<u>50,000</u>	<u>138,048</u>	<u>2,406,727</u>	<u>2,453,653</u>
Governance Costs	6	<u>51,114</u>	<u>-</u>	<u>-</u>	<u>51,114</u>	<u>67,994</u>
Total Resources Expended		<u>2,698,209</u>	<u>50,000</u>	<u>138,048</u>	<u>2,886,257</u>	<u>2,940,070</u>
Net outgoing resources before transfers		(166,908)	90,364	124,480	47,936	(200,279)
Transfers Between Funds		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net incoming / (outgoing) resources before other recognised gains and losses		(166,908)	90,364	124,480	47,936	(200,279)
Other recognised gains and (losses)						
Gain / (Loss) On Revaluation		<u>(300)</u>	<u>-</u>	<u>-</u>	<u>(300)</u>	<u>50</u>
Net Income / (Expenditure) for the Year		(167,208)	90,364	124,480	47,636	(200,229)
Fund Balance at 1 April 2014		<u>1,310,773</u>	<u>459,499</u>	<u>578,497</u>	<u>2,348,769</u>	<u>2,548,998</u>
Funds Balance at 31 March 2015		<u>1,143,565</u>	<u>549,863</u>	<u>702,977</u>	<u>2,396,405</u>	<u>2,348,769</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 2015**



	Notes	2015 £	£	2014 £	£
Fixed Assets					
Tangible Assets	9	60,773		34,446	
Investments	10	<u>7,000</u>		<u>7,300</u>	
		67,773		41,746	
Current Assets					
Stock	11	34,097		31,556	
Debtors	12	134,031		87,393	
Cash In Bank - UK Sands		945,482		1,023,352	
Cash In Bank - Sands Groups		<u>1,516,005</u>		<u>1,354,895</u>	
		2,629,615		2,497,196	
Creditors falling due within one year					
	13	<u>300,983</u>		<u>190,173</u>	
Net Current Assets			<u>2,328,632</u>		<u>2,307,023</u>
Total Assets less current Liabilities			<u>2,396,405</u>		<u>2,348,769</u>
Income Funds					
Restricted Funds					
	15				
UK Sands		126,331		80,228	
Sands Groups		<u>576,646</u>		<u>498,269</u>	
			702,977		578,497
Unrestricted Funds					
Designated Funds					
	16				
UK Sands		409,499		459,499	
Sands Groups		<u>140,364</u>		<u>-</u>	
			549,863		459,499
Other Charitable Funds					
UK Sands		204,204		454,147	
Sands Groups		<u>939,361</u>		<u>856,626</u>	
			<u>1,143,565</u>		<u>1,310,773</u>
			<u>2,396,405</u>		<u>2,348,769</u>

The accounts were approved by the Board on 12 September 2015

A McCafferty

 Angela McCafferty
 Chair

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 recognised at the market value on the day the donation is received. Earned income is accounted for as it is receivable. Donations in kind are recognised at their fair value, with an equivalent charge made to the resources expended. Donated fixed assets are recognised 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. Where costs cannot be directly attributed, they are reallocated amongst charitable activities on a utilisation basis, assessed by percentage of cost. Income and expenditure are stated net of VAT. The charity has a partial exemption for VAT and is not able to reclaim VAT on all its indirect charitable costs. Irrecoverable VAT is written off against charitable activities.

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
All other assets	25% reducing balance

Assets purchased, individually, under £1,000 are 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. Pension Auto Enrolment will commence on 1 January 2016.

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
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For the year ending 31 March 2015**



2. Voluntary Income

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
Donations & Gifts	1,905,022	140,364	234,326	2,279,712	2,169,692
Grants & Trusts Received	8,379	-	19,960	28,339	55,954
	<u>1,913,401</u>	<u>140,364</u>	<u>254,286</u>	<u>2,308,051</u>	<u>2,225,646</u>

3. Investment Income

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
Interest Received	3,319	-	-	3,319	9,656
	<u>3,319</u>	<u>-</u>	<u>-</u>	<u>3,319</u>	<u>9,656</u>

4. Incoming Resources from Charitable Activities

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
Charitable Merchandise	9,724	-	-	9,724	3,629
Training	30,129	-	-	30,129	5,224
Statutory Funding	18,258	-	-	18,258	-
Membership	8,811	-	-	8,811	6,185
Other income	24,517	-	-	24,517	6,334
	<u>91,439</u>	<u>-</u>	<u>-</u>	<u>91,439</u>	<u>21,372</u>

5. Total Resources expended

	Staff Costs £	Depreciation £	Other Costs £	Total 2015 £	Total 2014 £
Cost of Generating Funds					
Fundraising Costs	188,282	-	240,134	428,416	418,423
Charitable Activities					
Bereavement Support	614,154	8,180	884,146	1,506,480	1,832,092
Improving Bereavement Care	148,853	1,990	302,766	453,609	203,187
Research	172,167	2,408	199,327	373,902	172,526
Research Grants	-	-	72,736	72,736	245,848
	935,174	12,578	1,458,975	2,406,727	2,453,653
Governance Costs					
	-	-	51,114	51,114	67,994
	1,123,456	12,578	1,750,223	2,886,257	2,940,070

Included in other fundraising costs £240,134 (2014: £262,415), are fundraising & merchandise costs £80,067 (2013: £83,303), ThankQ fundraising software training and support £4,009 (2014: £3,618) and postage, printing & stationery £19,943 (2014: £19,114).

Included in other bereavement support costs £884,146 (2014: £1,089,963), £189,277 (2014: £81,433) was spent on other direct costs, £97,808 (2014: £168,433) on donations to hospitals and £71,193 (2014: £71,120) support literature.

Governance costs includes a £9,500 (2014: £12,100) for external audit fees, for the year ending 31 March 2015. A breakdown of governance costs is set out in note 6 of the accounts.

Research and Research Grants have been shown separately to distinguish the departmental costs from the costs spent directly on grant funding.

6. Governance Costs

	2015	2014
	£	£
Governance Cost comprise:		
Legal & Professional	7,686	22,640
Audit & Accountancy	20,509	26,936
Expenses reimbursed to or paid on behalf of Trustees	11,707	10,940
AGM	11,213	7,478
	<u>51,114</u>	<u>67,994</u>

Audit & Accountancy include costs of £11,008 (2014: £14,835), 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 £11,707 (2014: £10,940).

8. Employees

Average number of UK employees (full-time equivalents) during the year:

	2015 Number	2014 Number
Helpline	3	3
Groups	5	4
Improving Bereavement Care	2	1
Research	2	2
Fundraising	6	6
Media & PR	2	2
Management & Admin	10	7
	<u>31</u>	<u>24</u>

Employee Cost

	2015 £	2014 £
Wages & Salary	994,879	906,463
Social Security Costs	94,657	103,850
Other Pension Costs	33,920	22,860
	<u>1,123,456</u>	<u>1,033,173</u>

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

	2015	2014
£60,000-69,999	<u>1</u>	<u>1</u>
	<u>1</u>	<u>1</u>

Pension costs for employees whose annual emoluments were £60,000 or over was £3,280 (2014: £3,256).

9. Tangible fixed assets

	Fixtures, Fittings & Equipment £	Sands Website £	IT Equipment £	Software & IP £	Total £
Cost					
At 1 April 2014	-	51,412	-	-	51,412
Additions	4,173	-	21,432	13,300	38,905
Disposals	-	-	-	-	-
At 31 March 2015	<u>4,173</u>	<u>51,412</u>	<u>21,432</u>	<u>13,300</u>	<u>90,317</u>
Depreciation					
at 1 April 2014	-	16,966	-	-	16,966
Disposals	-	-	-	-	-
Charge for the year	<u>740</u>	<u>8,611</u>	<u>1,552</u>	<u>1,675</u>	<u>12,578</u>
at 31 March 2015	<u>740</u>	<u>25,577</u>	<u>1,552</u>	<u>1,675</u>	<u>29,544</u>
Net book value					
At 31 March 2015	<u>3,433</u>	<u>25,835</u>	<u>19,880</u>	<u>11,625</u>	<u>60,773</u>
at 31 March 2014	<u>-</u>	<u>34,446</u>	<u>-</u>	<u>-</u>	<u>34,446</u>

10. Investments

	Unrestricted Income £	Designated Funds £	Restricted Funds £	Total £
Market Value at 1 April 2014	7,300	-	-	7,300
Additions	-	-	-	-
Gains / (Losses)	<u>(300)</u>	<u>-</u>	<u>-</u>	<u>(300)</u>
Market Value at 31 March 2015	<u>7,000</u>	<u>-</u>	<u>-</u>	<u>7,000</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 £7,000 as at 31 March 2015.

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

**Stillbirth & Neonatal Death Society
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11. Stock

	2015 £	2014 £
Publications & Support Materials	34,097	31,556
	<u>34,097</u>	<u>31,556</u>

12. Debtors

	2015 £	2014 £
VAT Recoverable	8,658	225
Other Debtors	19,014	63,460
Trade Debtors	61,501	23,708
Prepayments & Receivables	44,858	-
	<u>134,031</u>	<u>87,393</u>

13. Creditors amounts falling due within one year

	2015 £	2014 £
Trade Creditors	46,418	16,352
Taxes & Social Security Costs	63,887	29,255
Other Creditors	8	13,960
Accruals	57,566	130,606
Deferred Income	133,104	-
	<u>300,983</u>	<u>190,173</u>

Deferred Income comprises:

Deferred Funding in respect of 2015-2016 comprises:

Scottish Government Statutory Funding	£ 65,000
Restricted Research Fund	£ 68,104
	<u>£ 133,104</u>

14. Pension and other post retirement benefit commitments

Defined contributions

	2015 £	2014 £
Contributions payable by the company in the year	33,920	22,860
	<u>33,920</u>	<u>22,860</u>

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 2015 £
	Balance at 1st April 2014 £	Transfers £	Incoming Resources £	Outgoing Resources £	
Sands Groups	498,269	-	187,665	(109,288)	576,646
Poetry Anthology	3,500	-	2,460	(5,960)	-
Research	-	-	41,054	(22,736)	18,318
Memory boxes	7,133	-	31,349	-	38,482
Website	36,219	-	-	-	36,219
Taunton Soroptimist	8,892	-	-	-	8,892
Bereavement Care	15,000	-	-	-	15,000
Stillbirth Awareness Focus Group	9,484	-	-	(64)	9,420
	<u>578,497</u>	<u>-</u>	<u>262,528</u>	<u>(138,048)</u>	<u>702,977</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 Fund - 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.

Memory Boxes - To fund the free dissemination of memory boxes throughout the UK.

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

Taunton Soroptimist - To fund work undertaken 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.

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 at	Transfers	Incoming Resources	Outgoing Resources	Balance 31st March 2015
	1st April 2014				
£	£	£	£	£	
Research	459,499	-	-	(50,000)	409,499
Net funds due to groups	-	-	140,364	-	140,364
	<u>459,499</u>	<u>-</u>	<u>140,364</u>	<u>(50,000)</u>	<u>549,863</u>

Research - These funds have been set aside by the Trustees to supplement Sands' Research Fund commitments and to meet any potential shortfall in funding .

Net funds due to groups - This represents funds received at Head Office on behalf of Groups which have yet to be disbursed as at year end.

17. Analysis of net assets between funds

	Unrestricted Funds	Designated Funds	Restricted Funds	Total
	£	£	£	£
Fund balances to 31st March 2015				
Tangible Assets	60,773	-	-	60,773
Investments	7,000	-	-	7,000
Current Assets	1,376,775	549,863	702,977	2,629,615
Creditors falling due in 1 year	<u>(300,983)</u>	<u>-</u>	<u>-</u>	<u>(300,983)</u>
	<u>1,143,565</u>	<u>549,863</u>	<u>702,977</u>	<u>2,396,405</u>

18. Commitments under operating leases

	Land & Buildings		Other	
	2015	2014	2015	2014
	£	£	£	£
Expiry Date				
Within 1 year	-	-	-	-
Between 2 & 5 years	<u>68,748</u>	<u>70,063</u>	<u>20,718</u>	<u>2,140</u>
	<u>68,748</u>	<u>70,063</u>	<u>20,718</u>	<u>2,140</u>

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.

Derek Jenkins (Vice Chair), has notified the Board of a personal relationship with a legal Partner at Foot Anstey LLP; a company which has provided corporate advice to Sands to the extent of £4,118 for the financial year ending 2014-2015. The frequency and amount of the payment(s) were consistent with those to other non-related parties providing similar services.

The spouse of Michael Smith (Treasurer), received payments totalling £1,875 in her role as Befriender Trainer at Sands, on the basis that she was the most suitable and available person available to deliver the services in question; receiving a further £2,217 in expenses. The frequency and amount of the payment(s) were consistent with those to other non-related parties providing a similar service.