

Because of you.

Autumn 2021 Partnerships Update



Welcome

I want to wish you my sincerest thanks for your support for Sands during 2021. I am Olly, your new permanent go-to member of the Sands team, who will be on call to help you with your awareness raising and fundraising activities for our cause. I am very excited to meet with you and would love to discuss what you have planned, and what opportunities you might seek from us. I am more than happy to arrange a catch-up call.

We truly could not do what we do, without our corporate supporters. Thank you for your continued generosity and support.

Olly Larkin, Partnerships Engagement Officer

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Baby Loss Awareness Week

Baby Loss Awareness Week runs from 9 - 15 October 2021 and aims to give anyone touched by pregnancy and baby loss a safe and supportive space to share their experiences. We know that this week will be tough for many. If you would like support, please contact helpline@sands.org.uk.

This year our theme is Wellbeing and we will be exploring what this means to people from all walks of life.

Saturday 9th October - **Introduction to the week and theme of wellbeing**

Sunday 10th - **Looking after yourself**

Monday 11th - **Looking after those who provide care and support**

Tuesday 12th - **Looking after siblings (children and adults)**

Wednesday 13th - **Looking after partners**

Thursday 14th - **Looking after each other as a community**

Friday 15th - **Remembering your baby and Wave of Light**

Bereavement in the Workplace Training

We will be holding an online introduction to our Bereavement in the Workplace Training on 14 October. Conversations surrounding bereavement and specifically around pregnancy and baby loss can be difficult. We deliver this specialist workplace training to support both employers and employees on returning to work following a loss. The session will include:

- An introduction to Sands and how we support your employees
- Meet and greet with your expert training team
- 30-minute taster with Sands' training team exploring topics around obligations and entitlements in the workplace, communication guidance and best practice
- Live Q&A session – an opportunity to ask questions surrounding loss and the best way to support colleagues
- Opportunity to sign up for a full training package

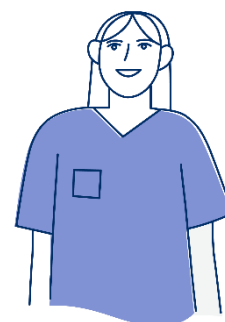
The cost is £30 per person or £50 for two. The ticket can be redeemed against the cost of the membership when you sign up for any package after the session. Visit [here](#) for more information and to sign up.

#AlwaysThere Sands Awareness Month

2021 round up

In June, we explored the topic of consistency in care, experiences, and support in light of the pandemic for Sands Awareness Month.

Without your continued support, we wouldn't be able to tell truths, dispel myths and fight stigma surrounding baby loss. Thank you all for your continued efforts during what has been a most challenging time.



Thank you to our supporters!



Our partnership with jewellery brand Carrie Elizabeth is a great success. They have raised £12,000 so far, in memory of Alfie, a member of the Carrie Elizabeth family who died at birth. Alfie's parents said, "We have received great support from Sands and want to help them to care for others and raise awareness of baby loss." Our deepest thanks and appreciation go to all involved.



Marks & Spencer are supporting Sands, with their Sparks card initiative. For customers who use their Sparks card in-store or online, M&S will make a donation to Sands. We are so grateful for the amazing support of Marks & Spencer and all our partners. Together, we are changing lives now and for the future, supporting anyone affected by the death of a baby and helping Sands save babies' lives.

#AlwaysThere Sands Awareness Month 2021 highlights:

- Sands received a total of £2142.81 in donations for the #AlwaysThere appeal, helping Sands to always be there for bereaved families and save lives in the future.
- 17,850 people joined our annual Sands Garden Day Remembrance event, held on 5 June 2021 online, which was based on the theme of nature and wellbeing. Over the last 18 months the benefits of being outdoors has been important, particularly during the pandemic
- A powerful speech from Olivia Blake MP in the Parliamentary debate on miscarriage on 17th June, resulted in the Government pledging on collecting data and improving care. #ChangeTheMiscarriageStory
- We encouraged supporters to join our campaign to improve maternity care for all women who are pregnant again after the death of a baby. Almost 2,000 emails were sent to MPs across the UK in support of this.
- On the 26th of June 2021 a special Sands postmark was used in collaboration with the Royal Mail.
- We celebrated Volunteers Week 2021 (1-7th June) and took the opportunity to thank our wonderful team of volunteers throughout the UK.
- We encouraged supporters to download our Facebook and Twitter cover banners to help promote the #AlwaysThere campaign on their social media profiles.

We want to hear from Bereaved South Asian parents



We are working with our Ambassador Ksavi Joshi (Shetal) on vital research to help build a picture of the support needed for bereaved South Asians in the UK. Together, we have launched a survey to help us better understand the support needed from Sands and within communities for South Asian parents whose baby has died. Ksavi's second son Shivai died in 2015 when he was almost eight months old. She is passionate about breaking the silence around baby loss in the South Asian community, where this subject is still taboo for many.

When this happened to us, I wanted to talk about Shivai, but there was radio silence. I felt in those moments hugely lonely. It wasn't until Madhu Bedi was introduced to me that I forged an incredible friendship with someone that had been through what we had. That started to give me strength to talk about Shivai more openly amongst a private Facebook page accessible only to friends and family.

Culturally, I found a gap in those really understanding baby loss and talking and spreading the awareness around it limited in our communities. Today, six years on we are much better at it than we were before, but we still have some more way to go, and that's why this survey really helps us put actions into place to support South Asian Bereaved Parents in a bigger way and in turn educate the networks around them to give them the support they need.

Ksavi Joshi, Sands Ambassador

If you are a South Asian parent affected by pregnancy or baby loss, please take our short anonymous [SURVEY](#)

Geoff's Story



"God knows I have enough blessings in my life to distract me, must be mindful that grief, like all things, also changes with time."

Geoff Norcott, comedian and TV presenter, has shared with Sands his thoughts about his baby daughter Connie, who died seven years ago in July 2014.

"It's the seventh anniversary (always an odd word to have to use) of my daughter's death. In July 2014 my wife and I were 34 weeks pregnant when our child stopped moving and we were devastated by the news that her heart had stopped beating. There isn't much in the public domain from men regarding this issue. It's taken me until this year to even broach the subject at all.

Connie would have been seven this year. I've held on to one version of her for so long, but I know that the parallel existence many grieving parents keep a subconscious eye on suggests a different version now. It's scary because I don't have as many reference points for that experience. I can guess what she'd have been like as a baby or even a very small child, but I don't know what kind of girl she'd have been at this age. Bright, I suspect. Feisty, I presume, especially based on the strong lineage of formidable women in mine and my wife's family. But the truth is I just don't know. And never will. That is the hard thing about losing a child.

As grief goes, stillbirth can feel like a void. It becomes harder still when you've established a method for your grieving then discover that your subconscious knows it's drifted out of date."

If you need support you can contact
Sands Helpline: 0808 164 3332
email: helpine@sands.org.uk
or visit sands.org.uk/support