



Frequently Asked Questions

Red Nose and Sands merger of operations

When is it happening?

Red Nose and Sands will officially merge their operations on 1 April 2020.

What does it mean?

It means that Red Nose and Sands will consolidate their operations to form a single organisation under the name of Red Nose. We will still do all of the same things that Red Nose and Sands have always done, but together as one organisation.

What will the new organisation be called?

We will be called Red Nose.

What will happen to the Sands name?

Sands will officially become part of Red Nose on 1 April 2020. After that time, we will begin the process of transitioning all of Sands' existing services and activities to Red Nose.

Sands has a long and proud history and we will work very closely with the Sands community to preserve the history and legacy of Sands and the amazing work they do to support bereaved families.

Red Nose is a brand that is well known and trusted in the community. There is strong awareness that Red Nose is associated with "saving babies". Sands is a lesser known brand in the general public, but it is well known with midwives and bereaved families.

With this in mind, Red Nose will be the lead brand, but all peer support bereavement services will be branded Sands. We expect that health professional education will be co-branded to take advantage of the reputations of both organisations.

Will any Red Nose staff lose their job as a result of the merger?

No. No Red Nose staff will lose their job as a result of the merger. Red Nose staff will continue to be employed by Red Nose, and after 1 April 2020 Sands staff will become part of Red Nose.



Why are you merging operations with Sands?

Red Nose and Sands share many similarities, and we believe that by merging our operations we can provide bereaved parents with even better bereavement support services; ensuring families receive the support they need for as long as they need it. The merger will also enable Red Nose to expand its reach in South Australia and Queensland by utilising existing Sands infrastructure in these locations.

We know that at present there is a significant proportion of bereaved parents that seek peer support through Sands and who also use counselling services through Red Nose. We also know that many bereaved families try to find meaning in their loss through fundraising to reduce stillbirth rates. Merging our operations allows us to offer all of these options, as well as our existing research and education program under one roof.

The new arrangement will also create administrative efficiencies that will mean we can invest more of our community fundraising into programs to support Australian families – increasing the impact we have on the community.

Who is Sands?

Sands is a charitable organisation established to provide support for parents and families following the loss of a baby to miscarriage, stillbirth, and newborn death.

Sands is supported by volunteers who provide peer-to-peer support services for bereaved parents around the clock through their national support phone line, email, live chat, and local face-to-face support groups. They also provide support and training for healthcare professionals to improve the quality of care and support bereaved parents receive.

What does Sands do?

Sands provides peer-to-peer support services for families following the death of their baby during pregnancy and early infancy. This support is provided via a national 24/7 support phone line, email, live chat, local groups, and other community activities.

Sands currently operates in Queensland, New South Wales, Victoria, ACT, South Australia, and Western Australia.

Will your mission be the same?

Yes. The mission of Red Nose will remain the same as it is now – saving little lives through research and education, and supporting anyone affected by the death of a baby or child during pregnancy, infancy and childhood.

We will continue to work to reduce the incidence of SIDS and sudden infant deaths through our research and education programs, and we will continue to provide free support for families following the death of their baby or child, for as long as they need it.



How will it be implemented?

Red Nose and Sands will officially merge operations on 1 April 2020, but we expect the process of bringing our two organisations together to take most of 2020.

There will be a considered process to bring our existing services and teams together that will take place over the next 12 months. We will keep you updated as we work through this process.

Once the merger is completed, we expect that the day to day operations of our two organisations will remain largely unchanged. Red Nose staff and volunteers will continue doing their important work, and Sands staff and volunteers will continue to deliver their peer support services. We will continue to run our local offices and support groups focused on the local community.

I support both Red Nose and Sands, what will happen now?

You can continue to support us in the way you have always done. There may even be additional ways that you can get involved and support families.

As a merged organisation, we will still rely on our community of supporters to make all of our work possible, including peer support, telephone support, community events and fundraising activities such as Red Nose Day.

Over the coming weeks and months, we will provide more information about all of the ways that you can get involved with our organisation, and we will be asking for your input into how we engage with our community.

Make sure you sign up to our newsletter so you can receive all of the latest news and information directly to your inbox – sign up here: <https://rednose.org.au/forms/newsletter>

Who will lead the organisation?

Red Nose will continue to be led by current Red Nose Chairperson Craig Heatley. The Red Nose Board of Directors will be expanded to include three representatives from the current Sands Board of Directors.

Current Red Nose CEO Keren Ludski will continue in her role as CEO of Red Nose. From 1 April 2020, Sands CEO, Jackie Mead, will join Red Nose. Keren and Jackie will then lead the organisation as co-CEOs of Red Nose.

Will you still focus SIDS research?

Yes. Red Nose is committed to funding research and education into the potential causes of SIDS, SUDI and other sudden and unexpected deaths during pregnancy, infancy and childhood.

We will continue to fund world-class research into the causes of SUDI and all sudden infant deaths, and importantly use the finding of this research to inform our best practice education programs for parents, carers and health professionals.



I have questions about what it means for my involvement with Red Nose – who should I speak to?

We will be running some community information sessions in late February which will provide an opportunity for members of our community to ask questions and learn more about what the merger will mean for them.

The sessions will be run as a virtual meeting over the internet (zoom conference) at the following times:

- Monday, 24 February at 11 am
- Tuesday, 25 February at 7 pm
- Sunday, 1 March at 3 pm

To RSVP for a session, please email info@rednose.org.au. We will then send you the link to participate in the session.

Questions can also be submitted at any time to via email to info@rednose.org.au

We also recommend that you sign up to our newsletter list so you can receive all of the latest news and updates on the merger directly to your inbox. You can sign up at <https://rednose.org.au/forms/newsletter>.

More information

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