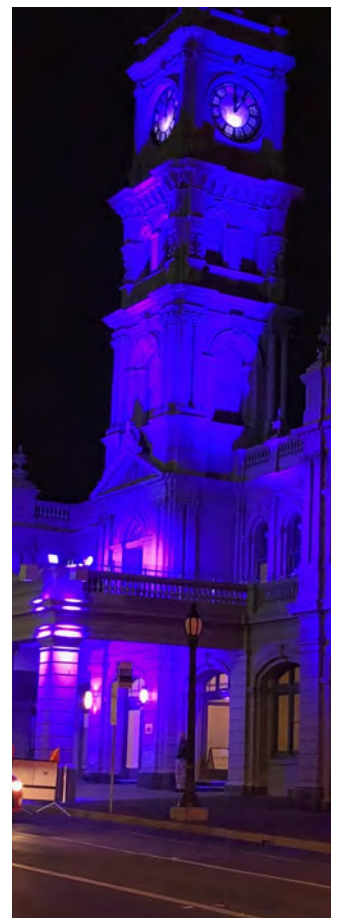


ANNUAL REPORT

2019





**Sands volunteers are proud to offer 24 hr support to bereaved families
across Australia.**

We are here if you need to talk.

PH: 1300 072 637

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Vision

Sands is the voice of bereaved parents and their families across Australia, promoting healthy grieving and bringing understanding and hope when a baby dies.

Sands exists to reduce the stigma associated with pregnancy and infant loss, reducing the isolation experienced by bereaved parents by helping our communities talk about it.

Mission

Sands is a community of bereaved parents providing support, information and education to other bereaved parents and their families across Australia that have experienced pregnancy loss or a newborn death.

Sands also works in partnership with healthcare professionals to improve the quality of care and support for bereaved parents.

“SANDS is an amazing service, especially the chatline. Very empathetic & they’re even if you can’t talk” (Angela)

Message from the Chair and CEO

An Outstanding Year

The 2018-19 financial year has been extraordinary for Sands. The decision of the formerly separate state based entities to unify in to a single "voice for bereaved parents" across Australia has seen exceptional levels of organisational development.

Unification has positioned us as one of the largest organisations within the pregnancy and infant loss sector and we have spent the last 12 months working to integrate our systems and processes across Australia. We are very pleased to demonstrate our commitment to good financial management by delivering a better than budgeted financial position.

The Board has reviewed the strategic directions and is intent on delivering the final aspects of the 2015-2020 Strategic Plan. In particular the Board continues its endeavours to achieve our vision, to be the voice for bereaved parents and their families across Australia, promoting healthy grieving

and bringing understanding and hope when a baby dies."

Not only have we created organisational efficiencies that have allowed us to invest more resources in front line service delivery but we have been able to amplify our voice ensuring we have greater reach than ever before.

Bereaved parents are more likely than ever to hear about our services and governments of all persuasions are hearing and responding to our views regarding the changes needed to better support those who lose a baby.

Opportunities in a Challenging Environment

The Federal Government's acceptance of the recommendations made in the Senate Inquiry into Stillbirth Research and Education has lead to significant investment across the sector.

"We can't take your pain away - but we are here to help you carry it" (Parent Supporter)



Sands is proud to have played a key role at the Minister for Health's Stillbirth Roundtable where we were very pleased to represent the voices of over 1000 bereaved families whose views had been captured through a survey.

\$1.275M of new funding was announced for Sands to run an 18 month pilot program called Hospital to Home as part of the National Women's Health Strategy. This program will see us provide intensive support to a bereaved family following stillbirth and to demonstrate the benefit that this additional support can provide.

We also launched our first national Say Their Name Day, where more than 200,000 people acknowledged the loss of a baby and supported the bereaved parents by saying their name. This new initiative also attracted incredible media support, helping us to ensure that bereaved parents know they are not alone.

Our Incredible People

Of course, this success of this wouldn't be possible without the incredible people that are the heart of Sands. From the volunteers in our older loss group, who provide unending

support in finding babies when there are scant details regarding their burial through to our most recent parent supporters – you honor your babies with your acts of love and your acts of kindness.

To our many community fundraisers and to those who have helped us to hold more events to create community and support for bereaved parents this year than ever before – your actions speak louder than words. They speak of caring and compassion and they help us reduce the stigma associated with pregnancy and infant loss each and every day.

Reaching a position of unification has taken hard work and tenacity. The decision to unify was not an easy one, and the work involved in overseeing the process of unification was enormous. We thank the many volunteers who worked on the Committees of Management and National Council for their time and for their unwavering dedication to ensuring that bereaved parents are fully supported following pregnancy and infant loss. We look forward to leading Sands with that same passion and commitment.

To our new Board, our corporate supporters and to

our staff, your efforts to ensure the professionalism of everything we do are also helping to transform the organisation.

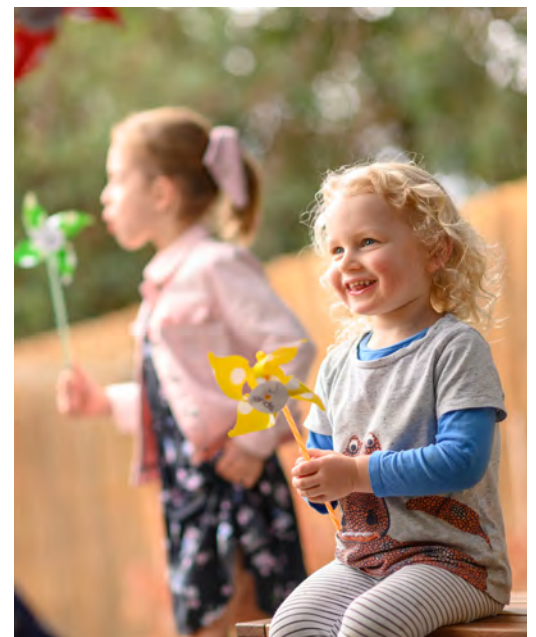
Whilst there is still much more to achieve, this year is one we can be proud of.



Rachel Green
Chairperson



Jackie Mead
Chief Executive Officer



Our Impact

How Sands helped bereaved families this year



5400

bereaved parents supported through our national support services



1000

healthcare professionals trained on supporting bereaved parents



80,000

Sands information booklets distributed to local hospitals



300

volunteers across Australia



100,000

visits to the Sands Website



280,000

engagements on social media





'I see my baby in my daughter every day. They looked so alike when they were born. Sands helps me keep the memory of Lara alive so that Sophie always knows she had a big sister' (Jenni)



Delivering services to bereaved families through peer support

66 New volunteers provide peer support

More than 3500 bereaved families use our national support line

Sands is committed to providing the best possible peer support for bereaved families. We believe there is unique comfort and hope provided when one bereaved parent supports another.

In this financial year Sands has spoken to over 3500 people on our national support lines, demonstrating year on year growth for the last 6 years. A further 1000 bereaved parents were supported in our face to face support groups or through individual meetings. Another 900 people are engaged in our online support groups, our fastest growing service offering. Those using our services come from all over Australia, and all walks of life.

To ensure we deliver the best possible services 66 new volunteers have been trained this year. We are also pleased to have undertaken refresher training for all parent supporters including the introduction of suicide awareness training. We have strengthened our support for volunteers providing 24 hour back up for debriefing should it be required.

Service Growth



On Line support has more than tripled in size in the last three years.



The national support line numbers remain steady but exceeded our annual target by more than 50%.



The number of face to face support groups reduced but attendance in key meetings improved.

Service User Breakdown



■ early pregnancy loss (35%)
■ stillbirth and newborn death (60%)
■ family, friends and workplaces (5%)



Creating and supporting our community

Sands volunteers contributed more than 1.1M worth of labour supporting bereaved families this year

Over 2018-19 Sands has provided many opportunities for our community to come together.



More community fundraising than ever before.



More opportunities for bereaved families to come together as a community and support each other.



Almost 1800 people attended 11 Walks to Remember across Australia

Sands has also provided many opportunities for parents to remember their babies online. Over 2000 personalised graphics were provided for bereaved parents to share with friends, family through their social channels and raise awareness of pregnancy and infant loss.

Of course none of this is possible without the support of our volunteers who have assisted with event management and with administering many of the day to day tasks that are required to create opportunities for us to gather.

Sands families were also generous in sharing their stories and their views in a survey of more than 1000 bereaved parents. The results were the basis for our advocacy regarding the content of a National Stillbirth Action Plan and in keeping bereavement care as part of the national conversation.



Reducing stigma and creating understanding

Bereaved families deserve to be supported through their loss, and provided opportunities to speak freely about their experiences without undue concern over what others may think.

Unfortunately, conversations around miscarriage, stillbirth and newborn death are still somewhat taboo in many parts of the community. As a result, bereaved parents regularly report to Sands that they feel isolated and alone in their grief, as if they are the only person in the world carrying such a heavy burden.

Sands has taken advantage of several high-profile opportunities to raise awareness of pregnancy and infant loss through media engagement and coverage. Through our Say Their Name and Pregnancy and Infant Loss Remembrance Day campaigns we have developed a strong group of media contacts interested in covering

bereaved parent news and stories. Our earned media reach has exceeded 20 million in 2018-19.

Our digital reach has also substantially grown this year. Our Facebook reach has more than quadrupled meaning that more people than ever heard our messages of support for bereaved parents and received information on how to support those in the community who experience pregnancy and infant loss.

Health Professionals

This year saw a significant increase in engagement with health professionals. Sands again sponsored a Bereavement Care Award with the Australian College of Midwives.

We have continued to build relationships with health providers that has resulted in increased requests for in-services and health professional training. In 2018-19 we presented to more than 400 health professionals.

Sharing our Message

Sands reaches
more people
than ever before
offering
comfort and
support, while
raising
awareness



I have just looked at Facebook . To see so many of my family and friends say my babies name has brought me to tears . I really thought they didn't care or didn't understand. Say Their Name Day has meant the world to me. (Bereaved Parent)



Financial Results



Sands – Miscarriage Stillbirth Newborn Death Support Limited was incorporated on the 1st March 2018 and registered as a charity and endorsed as a Deductible Gift Recipient by the Australian Charities and Not-for-profit Commission (ACNC) and Australian Taxation Office respectively.

As trading did not commence until unification there are no comparative figures for the prior year. The financial results for the year ending 30th June 2019 reflect the period from the 15th August 2018 which was the date six Sands entities unified as Sands – Miscarriage Stillbirth Newborn Death Support Limited.

The results from normal operations are substantially impacted for this period by the one-off unification costs, and the amalgamation of operations, systems and processes. However, the actual result was significantly better than what was budgeted for the year.

As part of unification Sands – Miscarriage Stillbirth Newborn Death Support Limited has established a single set of financial procedures ensuring appropriate controls are in place across the organisation.

Efforts to streamline administrative processes and reduce duplication in support roles has seen an increase in total revenue being used for service delivery.

Saward Dawson have completed an audit of the financial accounts of the organisation. As a registered charity with the ACNC we will be disclosing our financial performance in the 2019 Annual Information Statement, which we will lodge with the ACNC and which will be available via the ACNC's Charity Register.

“Everything I was feeling was so extreme and surreal and he really helped me feel seen and understood in a way that no one else seemed able to.” (Grant, on the value of peer support)

HWL
EBSWORTH
LAWYERS



Special
Thanks to
our Corporate
and
Community
supporters

Board of Directors



Members of the Board

Rachel Green - Chair

Lyndy Bowden

Fozia Capela

Wayne Faulkner

Kathryn Leischke

Steven Maycock

Rob Constance (resigned
2/19)

The Board formally met on five occasions in the 2018-19 financial year.

The Board thanks Rob Constance for his contribution to the organisation.

The Board recruited Nick Xerakias who brings a wealth of experience in government relations in June 2019. His first meeting will be in July 2019.

Parents tell us that what they need most is to have their loss acknowledged and their pain understood. Sands parent supporters listen to grieving parents and respond with the unique empathy and understanding that lived experience provides.

Please support our work
with a donation today
visit
[sands.org.au /donate](https://sands.org.au/donate)

