

Charity Registration No. 299679

Company Registration No. 2212082 (England and Wales)

STILLBIRTH AND NEONATAL DEATH SOCIETY

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2011

**STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION**

Trustees	Steve Hale (Chair) Alex Noble Kate Anker (Vice Chair) Gaye Henson Henry King (Treasurer) Di Sykes Colin Pidgeon Vanessa Kinsey-Thatcher Shirley Gittoes Sheryl McMahon
Chief Executive	N Long
Secretary	Ashley Morgan
Charity number	299679
Company number	2212082
Registered office	28 Portland Place London W1B 1LY
Auditors	H W Fisher & Company Acre House 11-15 William Road London NW1 3ER United Kingdom
Bankers	Unity Trust Bank Plc Nine Brindley Place Birmingham B1 2HB

STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
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**STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011**

Introduction

The Trustees, who are also directors of the charity, for the purposes of the Companies Act, submit their annual report and the financial statements of Sands (Stillbirth and Neonatal Death Society) for the year ended 31 March 2011.

The Trustees confirm that the annual report and financial statements 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 Memorandum and Articles, 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.

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.

Background

The devastating impact of the death of a baby on the mother and father was neither understood nor acknowledged thirty years ago. For parents it felt as if their baby had not existed and did not matter. Sands was established in 1978 to change this perception, improving care by working with health professionals to change the way in which parents were supported and offering support to anyone affected by the death of a baby.

The way in which parents and families are cared for and supported has substantially changed since Sands was founded, yet the tragic reality is that large numbers of families continue to be devastated by the death of a baby. In the UK, in spite of medical advances, 17 babies are stillborn or die within the first twenty eight days of life every day.

Whilst bereavement support and working in collaboration with health professionals is at the core of everything that Sands does, we are increasingly doing more to try to ensure that there are fewer bereaved parents to support.

Review of Activities from 1st April 2010 to 31st March 2011

For simplicity our objectives are referred to under the following headings:

- (A) support anyone affected by the death of a baby;
- (B) work in partnership with health professionals to ensure that bereaved parents and their families receive the best care;
- (C) promote and fund research to reduce the loss of babies' lives.

**STILLBIRTH AND NEONATAL DEATH SOCIETY
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FOR THE YEAR ENDED 31 MARCH 2011**

A. Support anyone affected by the death of a baby

We offer support for anyone who is affected by the death of a baby through our key services:

A.1 Helpline Service

Last year, nearly 4,500 health professionals, family and friends accessed the Helpline Service via telephone and email, 20% of whom were health professionals.

Approximately 70% of those contacting the Helpline Service were provided with the details of local Groups and their befrienders and with information packs which includes the Sands newsletter and an appropriate selection of support leaflets.

A.2 A network of 91 local UK Groups and 5 Overseas Groups

Sands Groups are run by and for bereaved parents, offering a range of local services: supporting parents and their families 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.

Sands has seven regional networks covering Northern Ireland, Scotland, Wales, East, North, South and West England. The Networks enable Groups to offer support, share good practice and develop a coordinated approach to implementing our objectives. Sands plans to appoint a paid coordinator in each of the Networks during the next five to seven years. The first of these posts was successfully recruited in Northern Ireland in June 2009 and the second post in Scotland is due to be recruited in winter 2011.

Sands places a high priority on the quality of the befriending provided by the Groups. During the year we ran nine introductory befriender training courses training over ninety new befrienders. This was demand led and ensured that all network had access to local training. We ran two advanced befriender trainings through the year to enable current befrienders to develop their skills and explore any challenging situations they may have experienced.

A.3 Information and Publications

Footprints, the Sands newsletter, is published three times a year providing vital information about local groups and networks, first hand experiences and training updates.

The Sands website is an excellent resource with sections for parents, health professionals and Sands Groups.

Our publications include support leaflets, information sheets and books which reflect the many practical and emotional aspects of baby loss. Judith Schott and Alix Henley, authors of the Sands Guidelines for Professionals are updating our support literature. The first leaflet, "Saying Goodbye to your Baby", was relaunched in June 2010 and two further leaflets supporting parents returning to work in February 2011.

A.4 Sands Forum and Message Boards

The Sands Forum is a widely used facility for anyone affected by the death of a baby to communicate to others whose babies have died and to find mutual support. The Forum also offers users the opportunity to create their own diaries and books of remembrance.

The forum was re launched in January 2010 with improved features and currently has over 6,000 members.

B. Working in partnership with health professionals to ensure that bereaved parents receive the best possible care

Sands is regarded as a leading expert on stillbirth and neonatal death by the health care profession and works closely with professionals to improve the care provided to parents and families at an international, national, and local level.

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There has been a high level of demand from NHS Trusts for training around the Sands Guidelines for Professionals published in 2007. A total of 40 training days were delivered during the year with over 700 health professionals attending. Sands is committed to Guidelines training to ensure that the practical advice and information contained in the Guidelines set a new benchmark for good practice when caring for parents who have a childbearing loss and that this practice is established and sustained within the health care professions.

C. Promoting research to reduce the loss of babies' lives

The principal aims of the Why17? campaign are to:-

1. Focus public awareness on why, tragically, 17 babies a day in the UK are stillborn or die within the first twenty eight days of life;
2. Develop and deliver key messaging on prevention for parents and health professionals;
3. Raise funds to enable Sands to identify and fund key research which could provide further information on why some babies are dying.

During the last two years Sands has invested just over £140,000 to fund four research projects, two of which have been selected in partnership with Wellbeing of Women. The projects are:

1. A questionnaire study of the attitudes of obstetricians, midwives and perinatal pathologists to post-mortem investigation following stillbirth. The study has been completed and has led to the development of a standardized perinatal post-mortem form and information leaflet with the support of a wide range of stake-holders including the Department of Health and the Human Tissue Authority.
2. An investigation in to placental structure in cases of stillbirth. The analysis of 150 placental samples will be completed by the end of 2011.
3. An investigation of the risks to and treatment of pregnant women with obstetric cholestasis, a liver disorder which occurs in 1 in 200 pregnancies and can be fatal for the baby. The study will collect information about all pregnancies complicated by cholestasis in the UK over a three year period.
4. An investigation of a particular heart defect as a possible cause of unexplained stillbirth using post-mortem genetic testing. The study will be completed in January 2013 following recruitment of a total of 100 stillbirth cases. Sands is committed to identifying the gaps in knowledge and determining the most urgent priorities for stillbirth and neonatal death research. In conjunction with the National Reproductive Health Research Network (NRHRN) we have set up a Clinical Study Group (CSG) whose Chair is Professor Gordon Smith, Head of Obstetrics and Gynaecology at Cambridge University. All the members of the CSG are experts in their field and give their time voluntarily and Sands provides travel expenses and admin support.

The CSG's role is to oversee existing research, consider new research areas and provide expert advice on grant funding awards whilst encouraging positive collaboration between researchers. The work of this group will inform the £150,000 research funding that Sands plans to award in 2011-12 financial year.

Other activities and events

For the second year running Sands, the Royal College of Midwives (RCM) and Bliss organised a conference, *Uncertainty and Loss in Maternity and neonatal care: supporting parents through the challenges*. The conference was attended by 150 delegates from across the UK, with the majority midwives and neonatal nurses. The programme was varied and each session began with a parent telling their story. The day was an excellent opportunity to network and for health care staff to sign up for the Bereavement Care Network for Practitioners which was launched at last years conference.

We had a record number of people; over 300 attending a moving memorial service at our annual open day in June, at the Sands Garden in the National Memorial Arboretum at Alrewas, near Lichfield.

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In September our Annual General Meeting and Members' Conference was held in Cardiff with over 75 delegates attending and a programme including cafe style workshops.

All this has only been made possible by another phenomenal year of fundraising by thousands of our parents, families and friends which has resulted in a record year for Sands income. This involvement of so many supporters is part of what makes Sands unique and ensures that we never lose sight of our original aims and objectives.

There were a number of larger corporate fundraising events, including a celebrity golf day and ball held in June 2010 by the Jude Brady Foundation.

Sands is particularly grateful to Eden Financial, an institutional equities banking and wealth management firm based in London, which once again chose Sands as one of the charities to benefit from its annual Charity Day.

Future Plans

Over the last five years, Sands has seen a rapid increase in income, resources and media profile, which has enabled us to accelerate progress on each of our three aims and we aim to build on this success over the coming years.

Bereavement Support

Bereavement support is at the core of everything that Sands does; support offered through the Helpline, through a network of trained befrienders, through a range of leaflets and publications, and through its online forum and message boards. Sands will continue to strengthen all its existing support services with an emphasis on extending their range, accessibility and diversity. In particular, Sands plans to:

- Develop and improve the support offered through the Helpline, Forum and other on-line services;
- Update and expand the range of Sands support literature to include 12 updated or new booklets;
- Produce materials in different formats so that support information is available to parents who do not read;
- Continue to expand the range of other support materials offered.

Improving Bereavement Care

The publication and launch of the third edition of Sands Pregnancy Loss and the Death of a Baby: Guidelines for Professionals in June 2007 re-established the Sands Guidelines as an essential benchmark for good practice when caring for parents who have a childbearing loss. Training based on the Guidelines is now delivered by the Sands team of trained parent facilitators to more than 600 health professionals every year in the UK. Sands will continue to develop its pivotal role in improving bereavement care. To achieve this we will endeavour:

- Develop, pilot and promote the Sands Audit Tool so that Maternity Units can assess the care that they offer to bereaved parents and identify the changes that are needed in order to improve services;
- Improve the quality and quantity of training on perinatal bereavement care for student midwives;
- Support, develop and inform parent-led and other training for health professionals throughout the UK, based on the Sands Guidelines;
- Develop and implement training sessions to be offered via the Deaneries throughout the UK to all trainee obstetrics and gynaecology doctors in the UK;

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- Produce and promote a national care pathway for care after a baby dies, before, during or shortly after birth.

Research and Prevention

The launch of our Why 17? campaign in each of the UK countries during 2009/10 brought home to government and to a much wider public the unacceptable reality that each day in the UK eleven babies are stillborn and six die within the first 28 days of life. Our Saving Babies' Lives Report 2009 emphasised that many of those deaths are potentially avoidable while others clearly highlight the gaps in our knowledge and the need for further research. The challenge for Sands now is to play a lead role in identifying and encouraging research while also focusing on those cases that are preventable. To that end we will seek to:

- Support the Stillbirth Clinical Study Group on Stillbirth (within the National Reproductive Health Research Network) and other research groups in the UK and internationally, to identify perinatal research priorities and to carry out studies and clinical trials.
- Establish a substantial rolling Sands programme of direct research funding in collaboration with other research funders;
- Formulate clear messaging/position statements on key issues in perinatal death prevention for different audiences including parents, health professionals, policy makers, politicians and the media;
- Collaborate with government and leading professionals on specific working groups set up to reduce perinatal deaths in England, Northern Ireland, Scotland and Wales;
- Develop and deliver information resources and training for Sands Regional Coordinators, Groups and
- Members to enable them to raise issues around prevention in their local area.

Groups

Sands Groups are a unique resource. Over the next three years, Sands will place a particular emphasis on increasing the support and training provided to the Groups to enable them to play an increasingly integrated role in progressing the objectives outlined above. By 2014, Sands will aim to have:

- Three paid Coordinators in Northern Ireland, Scotland and Wales;
- Groups covering 70% of Maternity Units in the UK;
- A combined team of 40 trained parent facilitators, linked to Sands Groups, who are able to deliver the Initial and Advanced Befriender training and the Sands Guidelines training;
- Delivered the Advanced Befriender training course to all those who have befriended for over 3 years;
- Established a regular Group Leadership training course, linked to the introduction of a new Group handbook, in each of the seven Networks of Sands Groups

As Sands grows we are aware of our obligations to structure the support for our team. In particular, we need fit-for-purpose policies, procedures and performance management. We will continue to train and develop the team, build on its strengths and, consistent with our core values, enhance the effectiveness of our working relationships.

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Financial Review

Sands' income has continued to show substantial growth of nearly 20%, to a figure now in excess of £1.8 million. This is a tremendous achievement and is principally due to the continuing hard work of our fundraising team and to the many parents, families and friends who fundraise for Sands and work tirelessly to raise the money necessary to the achievement of our objectives.

During the year we have continued to improve our internal controls and have appointed The Fish Partnership, a firm of chartered accountants in Berkshire, to provide Sands with an audit function focussed on internal controls and procedures. We also took part in an industry recognised benchmarking exercise called Finance Counts, to benchmark our financial performance against other UK charities. This is a programme run by the Charity Finance Directors Group to improve the financial performance of all UK Charities.

A substantial part of the cash reserves is held locally by groups, but significant sums are also held centrally. The trustees continue to monitor the investment policy pursued and for reasons of flexibility currently favour interest-bearing deposit accounts.

Volunteers

With over 1000 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 provide the high level of support it offers to bereaved families throughout the UK.

Trustees

Trustees that served during the year are as follows,

Steve Hale	(elected 8 October 2005 Chair from 3 October 2009)
Kate Anker	(elected 7 October 2006 Vice Chair from 3 October 2009)
Henry King	(elected as Treasurer 3 October 2009)
Shirley Gittoes	(elected 30 September 2007)
Sheryl McMahon	(elected 30 September 2007)
Colin Pidgeon	(elected 3 October 2009)
Alex Noble	(co-opted 24 April 2010, elected 25 September 2010)
Gaye Henson	(co-opted 24 April 2010, elected 25 September 2010)
Andrew Scott	(resigned 25 September 2010)

Sands' Articles limit Trustees to a maximum of seven years' service.

None of the Trustees has 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 put up for election by the members at the next Annual General Meeting.

Trustees induction and continuous training 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 background and financial information about Sands. However, the cornerstone of our trustee induction is peer mentoring: all new trustees are partnered with another more experienced trustee to enable them to understand Sands and become effective trustees.

A budget is set aside for Trustee training to enable conference and workshop attendance throughout the year and two days a year are set aside where the senior management team and trustees have a joint day for strategic planning and training opportunities.

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The Trustees are responsible for the overall strategic development of the charity and day to day decisions are delegated to the Chief Executive who is supported by an experienced senior management team. The Trustees play an active role in Board sub committees, which are made up of a trustee and senior staff team members. The sub committees have terms of reference for specific areas such as finance, human resources and research and report back to the main Board.

Reserves Policy

At present free reserves (i.e. excluding the value of fixed assets and designated funds) are at a level of approximately four months running costs which is below the level recommended (6 months) to ensure continuity of services in the event of a loss or delay of funding and to maintain the ability to meet unforeseen costs. The trustees are mindful of the need to increase reserves and conscious of the challenge this will present in the current climate.

Risk Management

The Trustees consider risk as part of their regular meetings and review that robust systems are in place to assess and mitigate key risks, for example the rise in externally imposed costs such as irrecoverable VAT, changes in government policy and the pressure on donors' charitable giving in the current economic climate.

Lothian Sands

Lothian Sands, a charity registered in Scotland (No.SCO24375), 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 Lothian Sands.

Disclosure of information to auditors

Each of the directors 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

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.

On behalf of the Board of Trustees



Steve Hale
Chair of Trustees

STILLBIRTH AND NEONATAL DEATH SOCIETY (A COMPANY LIMITED BY GUARANTEE) STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees, who are also the directors of Stillbirth and Neonatal Death Society for the purpose of company law, are responsible for preparing the Trustees' 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 state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these 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; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT**

TO THE MEMBERS OF STILLBIRTH AND NEONATAL DEATH SOCIETY

We have audited the accounts of Stillbirth and Neonatal Death Society for the year ended 31 March 2011 set out on pages 10 to 19. 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. 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 8, 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.

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:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006.

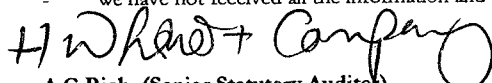
Opinion on other matter prescribed by the Companies Act 2006

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 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 G 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: 1/11/11

STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2011

	Notes	Unrestricted funds £	Designated funds £	Restricted funds £	Total 2011 £	Total 2010 £
<u>Incoming resources from generated funds</u>						
Voluntary Income	2	1,213,479	-	89,752	1,303,231	592,172
Activities for generating funds		271,462	-	114,390	385,852	887,813
Investment income	3	9,402	-	-	9,402	8,371
		<u>1,494,343</u>	-	<u>204,142</u>	<u>1,698,485</u>	<u>1,488,356</u>
Incoming resources from charitable activities	4	116,248	-	621	116,869	38,724
Total incoming resources		<u>1,610,591</u>	-	<u>204,763</u>	<u>1,815,354</u>	<u>1,527,080</u>
<u>Resources expended</u>						
Costs of generating funds						
Fundraising and publicity costs	5	277,331	-	-	277,331	317,206
Charitable activities						
Bereavement support		1,064,158	-	132,705	1,196,863	874,181
Improving care		81,148	-	-	81,148	33,919
Research		-	-	130,440	130,440	267,939
Total charitable expenditure		<u>1,145,306</u>	-	<u>263,145</u>	<u>1,408,451</u>	<u>1,176,039</u>
Governance costs		30,181	-	-	30,181	38,731
Total resources expended		<u>1,452,818</u>	-	<u>263,145</u>	<u>1,715,963</u>	<u>1,531,976</u>
Net income/(expenditure) for the year/ Net movement in funds		157,773	-	(58,382)	99,391	(4,896)
Fund balances at 1 April 2010		445,824	550,000	435,851	1,431,675	1,436,571
Fund balances at 31 March 2011		<u>603,597</u>	<u>550,000</u>	<u>377,469</u>	<u>1,531,066</u>	<u>1,431,675</u>

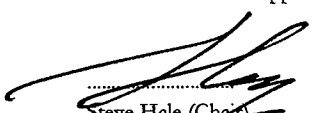
The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET

AS AT 31 MARCH 2011

	Notes	2011 £	£	2010 £	£
Fixed assets					
Tangible assets	10		42,891		60,151
Current assets					
Stocks	11	31,508		31,508	
Debtors	12	-		20,487	
Cash at bank and in hand		1,505,683		1,472,352	
		1,537,191		1,524,347	
Creditors: amounts falling due within one year	13	(49,016)		(152,823)	
Net current assets			1,488,175		1,371,524
Total assets less current liabilities			1,531,066		1,431,675
Income funds					
Restricted funds	15		377,469		435,851
Unrestricted funds:					
Designated funds	16		550,000		550,000
Sands		245,566		182,027	
Groups		358,031		263,797	
Other charitable funds			603,597		445,824
			1,531,066		1,431,675

The accounts were approved by the Board on 7.10.2011.


 Steve Hale (Chair)
 Chair of Trustees

STILLBIRTH AND NEONATAL DEATH SOCIETY
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2011

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention. 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 applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 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. Earned income is accounted for as it is receivable. Donations in kind are recognised at their fair value, with an equivalent charge made to 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. Staff costs and overhead expenses are allocated to activities on the basis of the staff time spent on those activities. 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 value of each asset over its expected useful life, as follows:

Leasehold property	5% reducing balance
Computer equipment	50% reducing balance
Fixtures, fittings & equipment	33% reducing balance

Laptops are not capitalised as part of computer equipment, they are instead expensed in the year of purchase.

1.5 Leasing and hire purchase commitments

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.

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 central costs. Some income received by Sands groups is restricted and these funds are not available for use by UK Office. Unrestricted funds are donations or other incoming resources received or generated by UK Office or Sands Groups for the charity's general purposes. Transfers between restricted funds and unrestricted funds are where permitted by the donor. Transfers between unrestricted and designated funds are at the discretion of the trustees.

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2 Voluntary Income

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Donations and gifts	1,213,479	79,752	1,293,231	546,172
Grants receivable for core activities	-	10,000	10,000	46,000
	<u>1,213,479</u>	<u>89,752</u>	<u>1,303,231</u>	<u>592,172</u>

Donations and gifts

Restricted funds:

Funds received by UK Office	-	36,174
Funds received by Sands Groups	79,752	121,021
	<u>79,752</u>	<u>157,195</u>

3 Investment income

	2011 £	2010 £
Interest receivable	9,402	8,371
	<u>9,402</u>	<u>8,371</u>

4 Incoming resources from charitable activities

	Unrestricted funds £	Restricted funds £	Total 2011 £	Total 2010 £
Support	116,248	621	116,869	31,083
Improving care	-	-	-	7,641
	<u>116,248</u>	<u>621</u>	<u>116,869</u>	<u>38,724</u>

Income from support includes the sale of publications and materials.

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5 Total resources expended

	Staff costs £	Depreciation £	Other costs £	Total 2011 £	Total 2010 £
Costs of generating funds					
Fundraising and publicity costs	126,594	-	150,737	277,331	317,206
Charitable activities					
<u>Bereavement support</u>					
Activities undertaken directly	448,082	14,861	733,920	1,196,863	874,181
<u>Improving care</u>					
Activities undertaken directly	29,212	1,049	50,887	81,148	33,919
<u>Research</u>					
Activities undertaken directly	72,053	1,574	56,813	130,440	151,531
Grant funding of activities	-	-	-	-	116,408
Total	72,053	1,574	56,813	130,440	267,939
	549,347	17,484	841,620	1,408,451	1,176,039
Governance costs	-	-	30,181	30,181	38,731
	675,941	17,484	1,022,538	1,715,963	1,531,976

Governance costs includes payments to the auditors of £7,100 (2010- £7,690) for audit fees and £5,000 (2010- £2,715) for other services.

Included in other Fundraising costs (£150,737) are fundraising and merchandise (£51,062), postage, printing and stationery (£17,917) and staff and volunteer travel (£12,159)

Included in other bereavement support costs (£733,920) are rent (£75,509), support literatures costs (£79,030), printing and stationery costs (£55,157), donations to hospital (£57,660), computer maintenance (£50,369) and Sands group costs (£141,952).

6 Grants payable

	2011 £	2010 £
Research	-	116,408

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FOR THE YEAR ENDED 31 MARCH 2011

7 Governance costs	2011	2010
	£	£
Other governance costs comprise:		
Legal and professional	5,095	5,607
Audit & accountancy	14,345	8,730
Trustees expenses	5,441	8,330
Annual General Meeting and Annual Report	5,300	5,073
	30,181	27,740
	30,181	27,740

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, but all were reimbursed travelling and telephone expenses totalling £5,441 (2010: £8,330).

The wife of the current Chair of Trustees (Steve Hale), is employed full time to work on group development (gross pay £32,703). Her employment commenced prior to his appointment as a trustee.

The husband of current trustee Shirley Gittoes is the managing director of T S Gittoes Ltd which Shirley is an employee and company secretary of. The company has supplied clothing merchandise to Sands. During the financial year the charges to Sands for merchandise supplied by T S Gittoes Ltd was £343 net.

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9 **Employees**

Number of employees

The average monthly number of employees during the year was:

	2011	2010
	Number	Number
Helpline - Full time	1	1
Helpline - Part time	5	5
Groups - Part time	3	3
Improving care - Part time	1	1
Research - Part time	2	2
Fundraising and communications - Full time	4	4
Fundraising and communications - Part time	1	1
Media and Public Relations - Part time	2	-
Management and administration - Full time	5	2
Management and administration - Part time	1	2
Groups - full time	1	1
	<u>26</u>	<u>22</u>

During the year a new finance manager was recruited, with a nine month hand over with the incumbent finance manager. This was to allow for the development of new financial procedures and internal controls. In addition two members of staff (one in Media and Communications and one in Human Resources) moved from being self employed consultants in 2009-10 to salaried members of staff in 2010-11. Also, three additional posts were recruited in the year.

Employment costs	2011	2010
	£	£
Wages and salaries	603,524	458,122
Social security costs	57,744	43,540
Other pension costs	14,673	2,076
	<u>675,941</u>	<u>503,738</u>

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

	2011	2010
	Number	Number
£60,000-£69,999	<u>1</u>	<u>1</u>

The number of full time equivalent employees was thirteen (2010: eight).

Pension costs for the employee whose annual emoluments were £60,000 or over was £3,195.

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10 Tangible fixed assets	SANDS Garden & Memorials	Computer equipment	Fixtures, fittings & equipment	Total
	£	£	£	£
Cost				
At 1 April 2010	36,342	61,423	29,411	127,176
Additions	-	-	228	228
At 31 March 2011	36,342	61,423	29,639	127,404
Depreciation				
At 1 April 2010	13,985	38,487	14,553	67,025
Charge for the year	1,117	11,468	4,903	17,488
At 31 March 2011	15,102	49,955	19,456	84,513
Net book value				
At 31 March 2011	21,240	11,468	10,183	42,891
At 31 March 2010	22,357	22,936	14,858	60,151
11 Stocks			2011	2010
			£	£
Publications and leaflets			31,508	31,508
12 Debtors			2011	2010
			£	£
Prepayments and accrued income			-	20,487
13 Creditors: amounts falling due within one year			2011	2010
			£	£
Trade creditors			15,924	137,436
Taxes and social security costs			29,707	9,198
Other creditors			1,742	901
Accruals			1,643	5,288
			49,016	152,823

The trade creditors in year ending 2010 included £110,000 payable to Wellbeing of Women for research funding.

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FOR THE YEAR ENDED 31 MARCH 2011

14 Pension and other post-retirement benefit commitments

Defined contribution

In April 2010 Sands established a non contributory stakeholder pension scheme open to all employees.

	2011	2010
	£	£
Contributions payable by the company for the year	14,673	2,076

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:

	Balance at 1 April 2010	Movement in funds		Balance at 31 March 2011
	£	Incoming resources	Resources expended	£
Bereavement support (Sands groups)	386,894	80,373	(132,705)	334,562
Poetry Anthology	3,500	-	-	3,500
Research	45,457	114,390	(130,440)	29,407
Department of Health	-	10,000	-	10,000
	<u>435,851</u>	<u>204,763</u>	<u>(263,145)</u>	<u>377,469</u>

Bereavement Support (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 - 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. This includes £15,000 from the Sir Samuel Scott of Yew Trust.

The highlight of this year has been the formation of the Clinical Studies Group (CSG) Chaired by Professor Gordon Smith, Head of Obstetrics and Gynecology at Cambridge University. The CSG will encourage collaborative research and provide expert advice for Sands 2011-12 Research Award Programme.

Department of Health - awarded to enable Sands to work with a range of health professionals to further our charitable objectives.

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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 specific purposes:

	Movement in funds			Balance at 31 March 2011
	Balance at 1 April 2010	Incoming resources	Resources expended	
	£	£	£	£
Research fund	550,000	-	-	550,000
	<u>550,000</u>	<u>-</u>	<u>-</u>	<u>550,000</u>

The Research fund has been established for the implementation of the work undertaken to fulfil Sands third aim as described in the Trustees Report.

17 Analysis of net assets between funds

	Unrestricted funds	Designated funds	Restricted funds	Total
	£	£	£	£
Fund balances at 31 March 2011 are represented by:				
Tangible fixed assets	42,891	-	-	42,891
Current assets	609,722	550,000	377,469	1,537,191
Creditors: amounts falling due within one year	(49,016)	-	-	(49,016)
	<u>603,597</u>	<u>550,000</u>	<u>377,469</u>	<u>1,531,066</u>

18 Commitments under operating leases

At 31 March 2011 the company had annual commitments under non-cancellable operating leases as follows:

	Land and buildings		Other	
	2011	2010	2011	2010
	£	£	£	£
Expiry date:				
Within one year	30,858	67,301	-	4,425
Between two and five years	-	-	5,707	-
	<u>30,858</u>	<u>67,301</u>	<u>5,707</u>	<u>4,425</u>

19 Related parties

Lothian Sands, a charity registered in Scotland (No. SCO24375), 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 Lothian Sands.