



JUNE 2016



Thank you for stepping up to support
Sands Awareness Month



WALK IN MEMORY

Whether you decide to walk alone, with friends and family, with work colleagues or even with your dog, organising and taking part in a *Walk a Mile in My Shoes* event, allows you to share and celebrate memories while raising awareness and vital funds for Sands.

The money you raise will help Sands to continue to meet the need for our bereavement support services, improve bereavement care throughout the UK; and fund and promote research that could help save babies' lives.

Together we can make a difference.

READ ON FOR SOME
FANTASTIC FUNDRAISING IDEAS AND
TO FIND OUT HOW TO GET STARTED



WALK YOUR OWN WALK

Everyone is unique and has a different story to tell. The type of walk you choose will be unique too – it can be serious or fun, high profile or lower key, it's all up to you.

During Sands Awareness Month this June, we look forward to seeing a wide variety of different *Walk a Mile in My Shoes* events taking place all over the country. To help you decide what type of event you want to arrange, here are a few ideas:

- Organise a sponsored walk around your local park – something all the family can take part in, young and old
- Did somebody say Walkies? Don't leave out your four legged friend and remember to strut your mutt
- Trek up a mountain - set yourself a challenge and start training now
- Walk between two places that have special meaning to you
- Hike in heels – challenge your local football or rugby club to walk a mile in high heels
- Walk to work for a week or the whole of Sands Awareness Month
- Choose an interesting setting such as woodland or disused railway line.



The beauty of walking is that you can do it anywhere and you don't even have to go outside.

- You can hold a sponsored walk around your office perhaps challenging your boss to literally walk a mile in your shoes!
- Do you live or work in a tall building? Why not hold a sponsored walk up and down the stairs?
- Hold a treadmill challenge in your local gym.

Don't forget, you don't have to just stick to trainers and hiking boots, how about a wellie walk, a sandal stroll, striding in stilts or sauntering in slippers?

**QUESTIONS? WANT TO DISCUSS
YOUR PLANS OR IDEAS? PLEASE
DON'T HESITATE TO CONTACT US
E: FUNDRAISING@UK-SANDS.ORG
OR T: 0845 652 0448**



PLANNING YOUR WALK

Once you have decided the type of *Walk a Mile in My Shoes* event you want to organise, you will need to get planning.

Small, intimate walks on your own or with just close family or friends can be kept simple and you can ask people to make a donation in memory of your baby to take part.

If you or a small group are setting a personal walking challenge, as well as getting prepared for the walk itself, you want to make sure people know about it and sponsor you (see page 5).

If you want to go a step further and organise a larger sponsored walk, it will require a little more planning but don't be deterred, sponsored walks are hugely popular and can be great fun.

Sponsored walks usually work well if you have a circular route that starts and finishes at the same place.

Ideally you should find a route that ...

- Is easily accessible - think about disabled access, pram access
- Has parking and toilet facilities
- Has a venue or a space for refreshments afterwards

You may also want to confirm whether dogs are allowed to accompany walkers.

If you don't already have a setting in mind, take a look at the following websites to find a route near you - walkingworld.com, walking-routes.co.uk; and walkingbritain.co.uk. You can also speak to your local council's Parks Office or the Forestry Commission for other possible routes.

Before going ahead with your *Walk a Mile in My Shoes* event, you will need to contact the land owner of the planned route (from start to finish), as you will need access permission, and possibly licenses. We really recommend you carry out a risk assessment when planning your walk – we would strongly advise that you visit www.hse.gov.uk for further information and template Risk Assessments. Please also check out www.uk-sands.org/get-involved/fundraising-ideas/fundraising-tips for useful ideas and advice.

Please note all under 18s must have parental/guardian consent to take part in your walk; please contact a member of the Sands' Fundraising Team for a parental consent form template for you to print off and use.

**IF YOU HAVE ANY QUESTIONS, OR WANT TO DISCUSS YOUR PLANS OR IDEAS, PLEASE DON'T HESITATE TO CONTACT US HERE AT SANDS
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SIMPLE STEPS FOR SUCCESSFUL FUNDRAISING

STEP 1: SET UP AN ONLINE SPONSORSHIP PAGE

They're a quick and simple way to raise vital funds and awareness.

It's free to set up a JustGiving page at www.justgiving.com/sands. You can personalise your page by adding your photos, event information and reasons why you're walking.

Set a target, and share the link to your JustGiving page to spur on donations and get closer to your target amount.

You can also set up your own text code at www.justgiving.com/justtextgiving so that your friends and family can donate by text.

STEP 2: SHARE, SHARE, SHARE

Tell everyone about your *Walk a Mile in My Shoes* event!

- Create and share the walk with your Facebook and invite them to get involved.
- Use our hashtag #WalkaMile to tell us, and your Twitter followers about your event. Don't forget to tag us @SandsUK too!
- Put posters up around your local community or workplace.
- Contact your local newspaper before the event to ask if they are interested in writing about your walk. Then contact them again after the event to let them know how you got on.

Remember to include the link or text code for your JustGiving page on everything you do so people can sponsor you.

STEP 3: ASK YOUR EMPLOYER TO MATCH WHAT YOU RAISE

Many employers match sponsorship you raise for charity and it's a great way to increase your fundraising whilst raising awareness about Sands in the workplace. Check with your manager or HR department to see if your company takes part in a matched giving scheme and give your fundraising a boost.

STEP 4: FUNDRAISE ON THE DAY

As well as fundraising amongst family, friends and work colleagues in advance, if you are holding your walk in a public place you can also request a collection tin to shake along the way. The bolder and brighter your event, the more likely it will be to draw attention and extra donations so why not wear fancy dress or dye your hair Orange for the day!



MAKE A DIFFERENCE

The difference you can make to the lives of those devastated when a baby dies is immeasurable.

In 2014, over 5,500 babies died just before, during or soon after birth. That's around 107 babies every week.¹

Sands, the stillbirth and neonatal death charity, was established by bereaved parents in 1978. Sands supports anyone affected by the death of a baby; works in partnership with health professionals to improve the quality of care and services offered to bereaved families; and promotes and funds research and changes in practice that could help to save babies' lives.

Sands is a national organisation, with over 100 regional support groups across the UK.

www.uk-sands.org



WHERE YOUR MONEY GOES

Here are just some of the ways your fundraising will help support the work of Sands:



£5
A MONTH

For one year could pay for a Sands Helpline Advisor for a day, providing anyone affected by the death of a baby with vital emotional support and information from the early hours after a baby's death through to the weeks, months and years ahead.

£10
A MONTH

For one year could pay for the print and distribution of 300 essential Sands Bereavement Support booklets to hospitals and bereaved families throughout the UK in need of information and advice.

£25
A MONTH

For a one year could provide Sands memory boxes to hospitals in need to give to 20 bereaved parents. These memory boxes help parents to create memories and collect keepsakes in a very special way.

£50
A MONTH

Could help pay for a Sands local volunteer group to offer support to anyone affected by the death of a baby in their community. This support includes: trained volunteer 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.

£300
A MONTH

Could help pay for a day of volunteer befriender training to enable bereaved parents and families to develop their befriending skills and provide vital support to others bereaved in the community.

£1,000
A MONTH

Could help fund the costs of a medical research project to identify babies most at risk of stillbirth and neonatal death and to develop new treatments and better care to reduce the loss of babies' lives.



WHY I'M WALKING:



On the 13th April 2003 life changed forever, when our beautiful baby girl Ciara was born sleeping at the Princess Royal Maternity Hospital in Glasgow. In fact this was history repeating itself, as my parents had also suffered the pain of stillbirth when my younger brother Liam was also born sleeping.

As a family we were so fortunate that with the support and guidance of Sands, the medical profession were skilled to help us through the difficult first hours and indeed Sands supported us in the days, weeks and years that followed.

In 2005 our family was completed with the birth of Niamh, who joined Ciara's older brother Liam and we have continued to strive to raise money and awareness for all the great work that Sands do. In recent years we have even encouraged people to do one of Ciara's Miles, so it only seems right that as a family we will be taking part in *Walk a Mile in My Shoes*. More importantly we will be encouraging others to take part.

Losing a child is unbearable and watching your loved ones in such pain can make you feel helpless. Getting active has made us feel like we are doing something to support and honour Ciara and she is the "fuel" that drives us on.

We'll be doing our mile and raising a smile.

Sean and Sian Casey



NEXT STEPS

Please register your *Walk a Mile in My Shoes* event by contacting us at e: fundraising@uk-sands.org, or t: 0845 652 0448.

Once you have registered your walk, we will send you a fundraising pack to help you raise money and awareness. We have a great selection of resources for your walk – from posters, to t-shirts, sponsorship forms, social media profile pictures and balloons.

We'll also send you advice about setting up your own online donation page, as well as some top tips to help give your sponsorship an extra boost.

Once you've raised your money, it's easy to pay in your friends and family's generous donations using your 'money return form' from your fundraising pack to return your money to Sands. Full details of paying in your money are included in your fundraising pack.

THANKYOU

BY ORGANISING YOUR WALK A MILE IN MY SHOES EVENT AND FUNDRAISING THIS JUNE, YOU ARE ENABLING US TO PROVIDE MORE SUPPORT, IMPROVE BEREAVEMENT CARE AND FUND RESEARCH TO SAVE BABIES' LIVES.

FUNDRAISERS LIKE YOU ARE VITAL. THANK YOU SO MUCH FOR YOUR TREMENDOUS SUPPORT.

WWW.UK-SANDS.ORG
[@SANDSUK](http://WWW.FACEBOOK.COM/SANDS)