



The Lullaby Trust
IMPACT REPORT
2021-22





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WHO WE ARE

The Lullaby Trust is a charity that saves babies' lives and supports bereaved families. Around 4 babies a week still die from sudden infant death syndrome (SIDS) and we are committed to bringing that number down to zero.

Through educating parents on how they can reduce the risk of SIDS and investing over £12million in research, we have played a key role in reducing the number of babies who die from SIDS by 80%, saving the lives of more than 29,000 babies.

Each year we train thousands of health professionals to support parents in sleeping their baby safely, and reach millions of families with our vital safer sleep advice. We campaign tirelessly to raise awareness of SIDS and ensure our life saving advice reaches all parents.

The Lullaby Trust supports bereaved families, through our helpline and befriending scheme. We work with local healthcare providers to deliver the Care of Next Infant Programme (CONI) which offers a lifeline to bereaved families expecting a new baby.



OUR YEAR *in numbers*

171,395

leaflets on safer sleep advice were sent out to parents, carers and professionals working with families



2,566 families
& 540

professionals contacted us for information on safer sleep

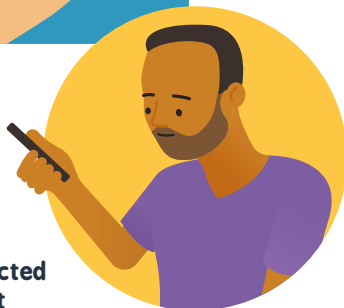
55

bereaved families were allocated a Befriender to offer peer-to-peer support during the year



885

bereaved families contacted us for direct support



458

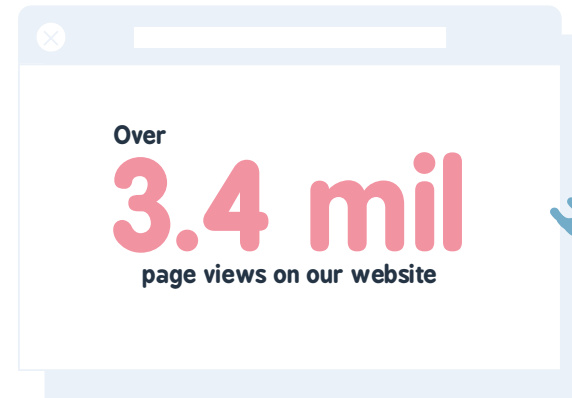
professionals contacted us for support on behalf of a family they are working with



Over

4 mil

people reached on social media during Safer Sleep Week



Over

3.4 mil

page views on our website



1,272

professionals provided with safer sleep training



Over

19.5 mil

social media impressions

3.4MIL
page views on
our website

80%
drop in the rate
of SIDS deaths
since 1991

SAVING LIVES THROUGH EXPERT ADVICE

Awareness of safer sleep advice has led to an over 80% drop in the rate of SIDS deaths since 1991. Throughout 2021-2022, we have continued to grow our profile and online following, allowing us to reach an increasing number of parents with our safer sleep advice.

Over the year, we had over 3.4 million page views on our website, with our safer sleep advice pages receiving the most visits. We increased our Instagram following by 58% to over 57,000 followers and our Facebook likes by 17% to over 79,000.

We trained 1,272 professionals in safer sleep advice that they can pass on directly to new and expectant parents.

We distributed over 54,000 guides for parents on safer sleep for babies and a further 41,000 easy-read cards.

At The Lullaby Trust, we aim to ensure our safer sleep advice reaches all families and have been working hard to ensure that our information is accessible to all. We have created a series of safer sleep animations in multiple languages. We collaborated with Shared Health to create a resource for families in emergency situations such as living in temporary accommodation and fleeing conflict, where creating a safer sleep environment for a baby can be challenging. We also created a version of this resource with minimal text using illustration to convey the messages for those with low literacy or for whom English is not their first language.

Based on learnings from Safer Sleep Week 2021, which showed dads and partners are not always given the same access to information as pregnant mums, we created an area of the website specifically for dads and partners where they can find all of our safer sleep advice.

In March 2022, we ran our eighth Safer Sleep Week campaign to raise awareness of SIDS and our safer sleep advice. We reached over 1.4 million people on Facebook and over 663,000 people on Instagram. The twitter hashtag #letskeepitclear was delivered to 2.1 million timelines, and over 49,000 visits were made to our website during the campaign.



SUPPORTING BEREAVED FAMILIES

The sudden and unexpected death of a baby or young child devastates families. Our support services are open to anyone affected by the sudden death of a baby or young child, and we offer support to all family members as well as professionals involved with families.

We provided
885
bereaved family
members with
bereavement
support

55 families
were
allocated
a Befriender to
offer peer-to-peer
support

We continue to see a decrease in the number of calls made to our helpline with the preferred method of contact for many families and professionals to be online. We have been engaging with more families this way and have held monthly Facebook Q&A sessions and several Instagram lives.

In response to the lower number of calls, we have reduced our helpline hours to 10am-2pm so we have more time to respond to online enquiries. We have also recently introduced a new bereavement service Griefchat, which provides emotional support for bereaved families via online live chat to a specially trained bereavement counsellor.

We were delighted to be able to hold our first Family Days 2022 after 3 years, and it has been wonderful to meet so many families at these events

face to face again. We know how important these days are to so many families and a lovely way for people to connect to the charity.

During the year, we provided 885 bereaved family members with bereavement support, 345 of whom contacted us for the first time. All bereaved families who contact us are offered support from a Befriender. Befrienders are trained volunteers who are themselves bereaved parents, grandparents and siblings. They offer personal support for as long as needed. This year, 55 families were allocated a Befriender to offer peer-to-peer support.

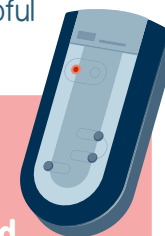
The Care of Next Infant (CONI) programme provides emotional and practical support to bereaved families during pregnancy and throughout the early months of their new baby's life, allowing them to enjoy this special time and helping parents gain confidence in looking after their baby.

CONI is unique as the support is provided by experienced health professionals, including midwives, doctors (GPs),

health visitors / health professionals and paediatricians (children's doctors) who have received additional training and support from The Lullaby Trust and deliver the programme locally.

The parents of a baby enrolled on the CONI programme are offered the use of a baby movement monitor. This is highly valued by parents. Parents of 92% of enrolled babies chose to use a monitor, 92% finding them helpful or very helpful.

Thanks to generous donations from trusts, individuals and organisations, 36 movement monitors and 17 electronic baby weighing scales were distributed, and in addition Nimans supplied 250 free SNUZA hero MD clip on movement monitors to families enrolled on the programme.





ANNIE'S STORY

When I lost Hazel, I wasn't given any information about where I could find support or a charity that could help following the loss of a child to SIDS. I was a young mum and no one around me had been through a bereavement like this. Many of the GPs I had seen didn't know about The Lullaby Trust and the support they could offer.

When my second child Ivy was born I was very lucky to eventually find a professional at the GP surgery who referred me to the CONI programme. It was brilliant because The Lullaby Trust reached out to me instead of me having to make the first move and they were a huge help in easing my anxieties with having Ivy following the loss of Hazel. CONI also gave me the confidence to advocate for myself, especially at healthcare appointments with Ivy and to challenge the perception of being a 'fussy first-time mum'.



I still feel like baby and child loss is a taboo subject and



The Lullaby Trust has helped me answer the question 'is Ivy your first child?' honestly. When I've explained to others that Hazel is my angel baby and Ivy is my rainbow baby, some have taken comfort in my response and it has allowed me to strike up friendships with those who have had similar experiences.

I never want anyone to be in that position of not knowing where to turn, which is why I've become dedicated to raising awareness of The Lullaby Trust, the support they provide and their CONI programme.

One of many things I've done to fundraise and raise awareness has been to take part in Big Steps for Small Feet in 2021 and climbing Ben Nevis at night. The trek to scale the mountain was demanding, as we ascended through the clouds, wind and even snow. Despite it being

very challenging, remembering what I was doing it for and being surrounded by good people motivated me to the end. The feeling of knowing you've done it is well worth it and to look back up at where you've been and what you've done is incredible.

At the beginning of the trek you gather in a tent with the supporters from the other charities taking part in Big Steps for Small Feet. I have no words for the feeling in that tent, being altogether with people sharing stories, memories, laughter and love. You could tell that each and every person knew exactly why they were there and what they were doing it for and this warmed your heart and broke it at the same time.



EMPOWERING YOUNG PARENTS

Babies born to mothers under the age of 20 are almost five times more likely to die from sudden infant death syndrome (ONS, 2020). Our mission is to stop all unexpected deaths of babies and toddlers born to young parents and to help them feel better informed about sleeping their babies safely.



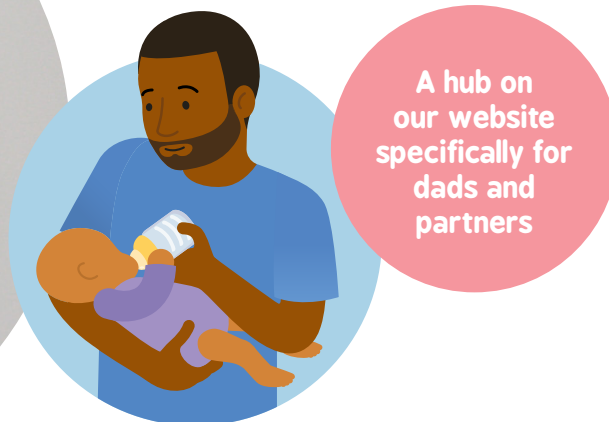
Little Lullaby advocates for young parents under 25, providing an inclusive space for them to share experiences and receive emotional and practical support.

We aim to challenge stereotypes, amplify young parents' voices and empower young parents to achieve their full potential by providing them with opportunities to take over our Instagram account and write blogs.

Little Lullaby has continued to grow, gaining many new young parent volunteers and building engagement with our audience. Little Lullaby also worked in partnership with Mental Health Foundation to create the Young Parent Guide to Loneliness, which was based on survey responses from over 350 young parents and a workshop with our Young Parent Panel. The guide was released during Mental Health Awareness Week 2022.

Follow @littlelullabyuk on Instagram to see our young parent takeovers





OUR FUTURE PLANS

Our newly released 4 year strategy will keep the charity's focus on our ultimate aims of ending SIDS deaths and ensuring all families whose baby or child has died get the support they need.

The latest statistics released by the Office for National Statistics showed the rate of unexplained deaths in infancy decreased by 17% in 2020 from 0.29 to 0.24 per thousand live births. However, these

figures came with a warning that delays caused by the pandemic mean the figures are likely to change and increase.

During this year, we have started to take a more targeted approach to different groups of parents. We will be placing content in the Bounty Baby Guide, which is given to expectant mums at their early antenatal appointments. We have also created a hub on our website specifically for dads and partners, as we are aware they can miss out on safer sleep advice given at appointments. We are continuing to create visual resources with minimal text to ensure they are accessible to all and resources translated into many different languages.

We are also keeping our information relevant and timely, with resources

aimed at families who are struggling with issues such as keeping their home warm during the cost of living crisis. Since the National Child Mortality Database report on Child Mortality and Social Deprivation highlighted deprivation as one clear area of risk, we are concerned about the impact of the current crisis and are working to reach families living in deprivation.

As well as working to secure consistent good quality support for bereaved parents, we are developing our own services and will be working in consultation with bereaved parents to ensure we are providing the services and support most needed.

We continue to develop our training to health professionals on safer sleep advice and on how to give bereavement support.



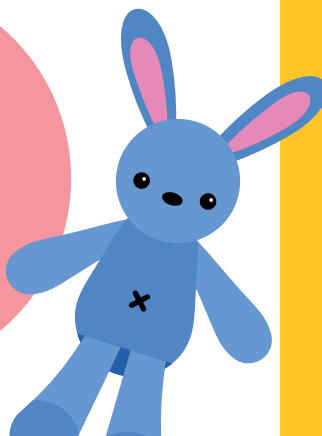
YOUR SUPPORT SAVES LIVES

We would like to say a **HUGE** thank you to the many individual supporters, who in the past year have given time and energy, taken part in an event, raised money or made a donation to support the vital and life-saving work of The Lullaby Trust.



It has been another difficult year for the charity and our supporters alike, we truly appreciate everyone's efforts to keep fundraising and to help keep our vital services running; we truly couldn't do this without you. While we're not able to list the many kind individuals and families who fundraise in support of our work, we'd like to extend our heartfelt thanks to you for all the time and effort that each of you put into helping us save babies' lives, particularly at this challenging time.

We truly appreciate you!



Here are some of the highlights from 2021/22:

£65k

The **Big Give Christmas Challenge** 2021, which saw our supporters generate over £65,000. The money raised has driven our work to reach more parents with life-saving safer sleep advice through the growth of our national awareness week, 'Safer Sleep Week', training sessions for professionals working with families, and increased digital content targeted at higher risk communities.

We were delighted to be able to cheer Team Lullaby runners on again at the 2021 **Great North Run, Virgin Money London Marathon and Royal Parks Half Marathon**. A huge thank you to everyone who took on a challenge during the year, whether virtually or in person. Our London Marathon training day was once again kindly supported by **David Lloyd Clubs**, who provided training and advice for our runners.



Our ambassador, the writer, performer and best-selling author **Adam Kay**, has so generously continued his support of The Lullaby Trust into 2021-22 through his post-show bucket collections at 'This is Going to Hurt Live' and 'Twas the Nightshift Before Christmas'. Audiences generously donated over £75,000 across 56 of Adam's shows. Our enormous thanks go to Adam and his team for making these incredible collections possible.

£75k

We have also continued receiving support from **Nimans**, who provided 250 Snuza HeroMD baby monitors during the year to support The Lullaby Trust's Care of Next Infant programme.

£35k

Simfest raised a heroic £35,000 from their simulated 24/7 round the world flight in 2021, meaning that the group have raised nearly £112,000 in the past 3 years.



MARIA'S STORY



In 2021, Maria completed a 100 mile running challenge in memory of her son Cole and raised over £1,300 for The Lullaby Trust.

When I lost my son, Cole, in 2015, The Lullaby Trust were there to support me. At first, I felt as though no one could fully understand my loss and I wondered how life could just go on for everyone else whilst my world seemed to have stopped turning. I contacted The Lullaby Trust and they were able to pair me up with

a volunteer who had lost her baby to SIDS like me. I could call her when I felt the need to talk and she would listen with an understanding ear and no judgement. Finally, I felt that someone understood my pain, loss, confusion and anger. If it wasn't for the charity being able to provide this service, I don't know how I would have coped. Although I don't often feel the need to talk to her now, I will never forget the impact she had on my life.

In time, I felt strong enough to try for my rainbow baby, Cade. The Lullaby Trust were there for me again - as my anxiety about the possibility of losing a second child was sometimes overwhelming. They were able to loan me an apnoea alarm and helped me to ensure that safe sleeping routines were in place. Although I still had wobbly days, I knew that there was someone on the other end of the phone to talk to who had gone on to have more children too after suffering a loss.

"Finally, I felt that someone understood my pain, loss, confusion and anger. If it wasn't for the charity being able to provide this service, I don't know how I would have coped."

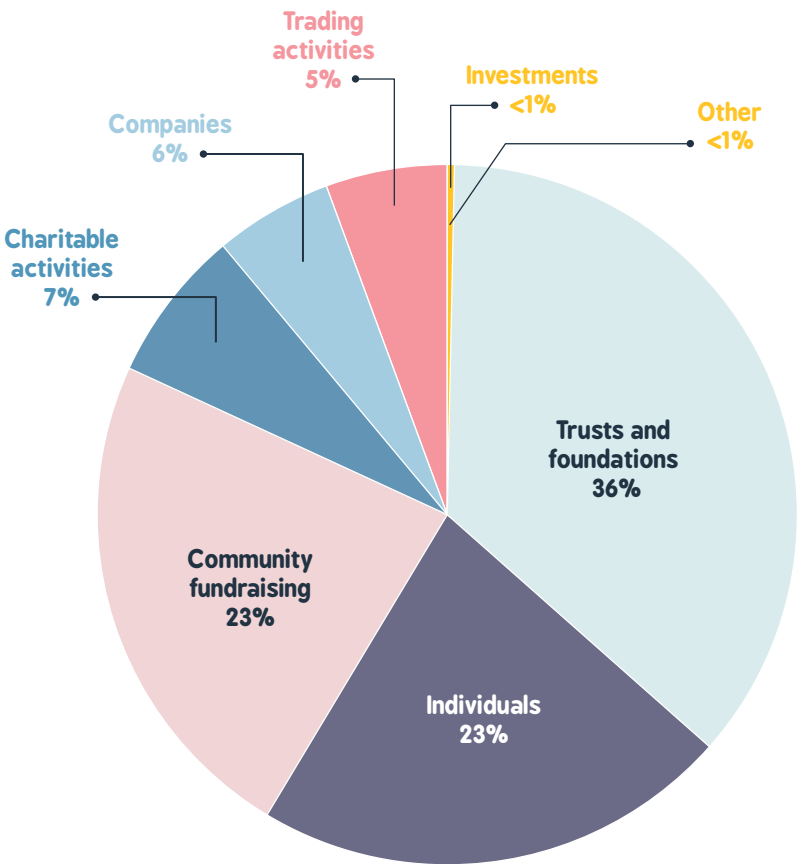


It's so important for The Lullaby Trust to be supported in order for them to continue to help people like me, and I know that the coronavirus pandemic must have prevented the usual fundraising events taking place that would have benefited the charity. That's why I decided to run my 100 miles – in memory of my son Cole and to support The Lullaby Trust to help others. My Year 3 class even got in on the action too and ran the last km round the school field with me.

INCOME

Where our money comes from

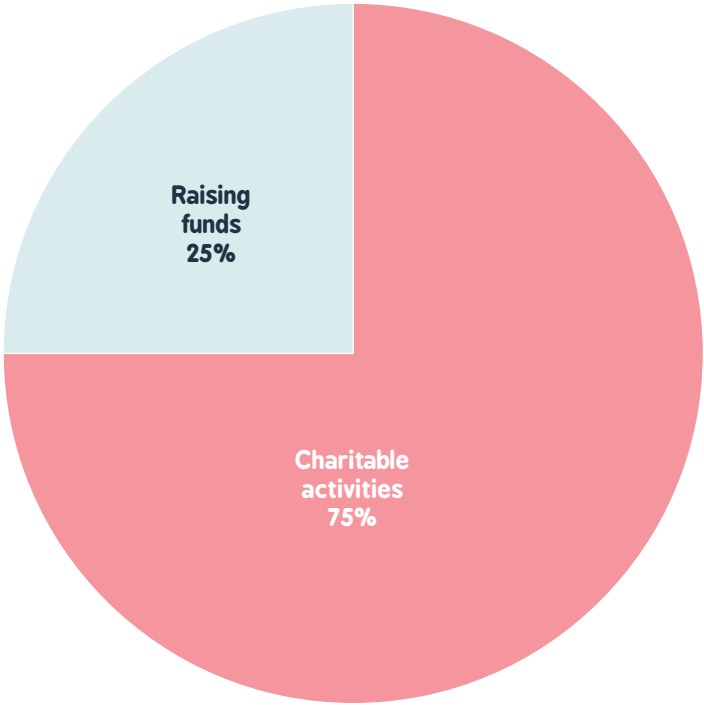
Thanks to the kindness of our loyal and generous supporters we generated net income of £1.8m in 2021/22.



EXPENDITURE

How we spent our money

This year we spent £1.4m (excluding the direct costs of our trading activities). For every pound we spent, 75 pence was spent on our charitable work and 25 pence was invested into raising funds to continue our work.



The overall result for the year was a net income of £0.4m, of which £0.35m relates to funds carried forward from a £0.5m restricted grant to deliver projects that will make a measurable difference to the NHS and its beneficiaries. We received the full grant in 2021/2022 although it will continue to fund activities in the next two financial years.

Financial information has been extracted from the full Annual Report and Consolidated Financial Statements which were approved by the Board of Trustees on 28 November 2022. These summary statements have not been separately audited.

THANK YOU

To our corporate partners who have helped to fund our work this year:

Halo, Snuzza and Nimans.



To all the staff and hundreds of volunteers across the country who worked so hard to help The Lullaby Trust achieve its aims. Companies, Trust and Foundations offering pro bono services or donating £5,000 or more in 2021/2022 include:

Aden and Anais (Halo)
Alan Edward Higgs Charity
Anne Diamond
Dandia Charitable Trust
David Lloyd Clubs
Eveson Charitable Trust

Glenn and Geraldine Earlam
Julia and Hans Rausing Trust
Moondance Foundation
Richard and Marelyn Aylmer
SimFest
Simon and Catherine Rees
Teddy's Wish
The James Tudor Foundation
The Sandhu Charitable Foundation
The Swire Charitable Trust
The W O Street Charitable Foundation
The Westfield Health Charitable Trust
Viking Cruises
White and Case
Williams Murray Hamm

A gift in a will is a special, lasting way of supporting The Lullaby Trust's work. We are grateful to the following supporters for leaving us a gift in their will:

Janet Mary Hathaway
Elsie Keates
George Martin
Michael Moorcroft
Robert Silverwood
David Michael Waine
Gladys Woodford

WE'RE HERE FOR YOU

For FREE safer sleep advice
call **0808 802 6869**

For FREE bereavement support
call **0808 802 6868**





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