



# Tommy's

Together, for every baby

**Impact Report**  
**2021/22**

# About us

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## **1 in 4 pregnancies end in loss during pregnancy or birth. We think that's unacceptable.**

Tommy's exists to save babies' lives by making pregnancy and birth safer for all.

We carry out pioneering research which leads to breakthroughs in tests and treatments to reduce miscarriage, stillbirth and premature birth.

We provide expert information which empowers families and improves care.

We support everyone who's experienced pregnancy complications or baby loss and break the silence to make vital change.

And it's supporters like you who make this happen.

Thank you for your passion, your incredible support and your ongoing commitment to save babies' lives.

“ We feel so lucky that we've had that support, that reassurance. I can't believe every family who has been through loss doesn't get that support because, my word, it's so needed.”

Anne was cared for by one of our Rainbow clinics, where she gave birth to her little boy Albert.

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**We research. We support. We care.**

# A year of saving babies' lives

**5,800  
people**

supported by  
Tommy's Midwives

**112,000  
employees**

supported by Pregnancy and  
Parenting at Work

**7 million  
people**

reached with our #WeSeeAMum  
Mother's Day campaign

**88,000  
people**

used our digital pregnancy tools

**105**  
research  
papers  
published



**20 million  
people**

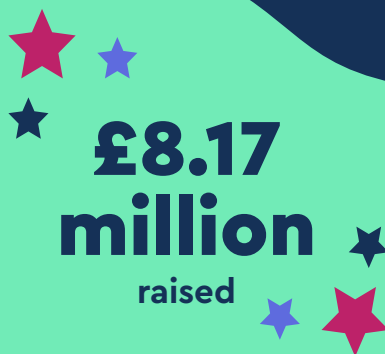
visited



Tommy's  
PregnancyHub



**£8.17  
million**  
raised



**1,022 runners  
68 cyclists**

took part in events for  
Team Tommy's



**1,500  
Team Tommy's  
runners**

in the London Landmarks  
Half Marathon

**18,000  
families**

cared for in our clinics

**4,291  
families**

took part in a clinical trial

**300,000  
people**

took part in the Baby Loss  
Awareness Week Wave of Light

# Welcome from our Chief Executive and Chair

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**Kath Abrahams**  
Tommy's Chief Executive



**Joe Chambers**  
Tommy's Chair

Right now, 1 in 4 pregnancies end in loss, but too often families are told it's 'just one of those things'. We know baby loss isn't inevitable and sadly, it is often preventable. That's why every day, Tommy's works to save babies' lives and make pregnancy and birth safer for everyone, no matter who you are or where you live.

And together, with your support, we can.

It's been a difficult 12 months for all of us, but especially for families who've experienced complications and loss. Thanks to supporters like you, we've been able to continue to make breakthroughs which improve care and save lives. You'll read about some of these in this report.

We've also been at the forefront of making sure vulnerable pregnant women and birthing people aren't forgotten as the Government tackle COVID-19. We quickly funded new research and campaigned on maternity safety, listening to our community about what's most important to you.

Families must currently experience 3 losses in a row before they're entitled to care and support. We're campaigning for the Government to change this. But we know there's still so much more we need to do.

Did you know that we're one of the top charity funders for pregnancy research in the UK\*, second only to the Wellcome Trust? And for every £1 we fund, our National Centres of Excellence are able to leverage a further £6 to fund their pioneering, lifesaving research. So, our funding allows the centres to make a really big difference.

We're also one of the main providers of pregnancy information and support, with over 20 million people a year accessing our PregnancyHub to help them navigate their pregnancy journey.

From research breakthroughs which save lives, to information and support which breaks silence and stigma, we're there for every family, every baby, no matter what their journey.

And it's thanks to supporters like you that together we can do this.

Together, we can continue pioneering research, support families throughout their pregnancy journeys and transform care across the UK.

**Together we can save babies' lives.**

# Together, we've been at the frontline in the pandemic

## *The impact of COVID-19 on research and maternity care has been substantial.*

Thanks to your support, we were able to fund vital research into the effects of COVID-19 on pregnant women as well as meeting increased demand for support services and information.

### Our discoveries

We have been making a substantial contribution to the global effort to find out whether COVID-19 infection can cause complications during pregnancy. With so little known about the virus, we used our research centres to collect information about thousands of women and their babies and funded ground-breaking research to inform care.

### Research highlight:

Our research has informed national guidance and saved lives. The COVID-19 in Pregnancy Scotland (COPS) study showed that women who catch COVID-19 within 28 days of labour are more likely to give birth prematurely or experience stillbirth or neonatal death. It also found that 98% of the pregnant women admitted to critical care due to COVID-19 had not received any form of vaccination.

“Our data adds to the evidence that vaccination in pregnancy does not increase the risk of complications in pregnancy, but COVID-19 does. COVID-19 vaccination in pregnancy is crucial to protect women and babies from preventable, life-threatening complications of the virus.”

**Dr Sarah Stock**  
The University of Edinburgh



### Tommy's PregnancyHub

Because of the change to maternity services during the pandemic and concerns about the effects of COVID-19 infection during pregnancy, demand for our midwife-led information and support increased dramatically.

We created a dedicated 'Coronavirus and pregnancy' section to our PregnancyHub, which provides a wealth of up-to-date information and guidance to help educate and reassure people. In May 2020, we were awarded a Government grant that enabled us to expand the support we provide to pregnant women in order to take pressure off the NHS.

"Thank you so much for taking the time to write such a supportive and helpful email... I would also just like to say how much I have leaned on and used the Tommy's website. It has been a source of information, comfort and support to me over the last few months. I think you do a fantastic job and I imagine many, many women find solace in reading the experiences of others."

### Demand for our services

**88%**  
increase in demand for Tommy's information and support services

**419**  
worried pregnant women supported by Tommy's Midwives



Over **800,000**  
views of the Covid-19 pregnancy information hub in a 6-month period

# Together, we can take research from labs to hospitals – transforming miscarriage care in the UK

*Right now, around 1 in 4 pregnancies end in miscarriage and families must go through 3 miscarriages in a row before they qualify for support. We have been working to highlight the devastating impact of miscarriage and to change the miscarriage story.*

## Our research

In April 2021, experts from our National Centre for Miscarriage Research published a series of 3 articles in The Lancet that laid bare the devastating impact of miscarriage and set out recommendations to improve treatment and care.

### A number of key findings emerged from the Miscarriage Matters series.

- Black women are **40%** more likely to have a miscarriage than White women
- The rate of miscarriage is highest in women **aged 40 and over**
- Miscarriage **doubled** the risk of depression and **quadrupled** the risk of suicide
- Women who had 3 or more miscarriages were **twice as likely** to have a premature birth

## Our campaign

We've been calling on the UK Government to improve miscarriage care.

1. Support should be available after every miscarriage, not just after 3.
2. Mental health support should be available after each loss.
3. An end to the postcode lottery: tests and treatments must be standardised across the UK.
4. Higher risk women must get better care from the start.
5. All miscarriages must be recorded, so we understand the scale of the problem.

Thousands of you signed our petition and contacted your local MP/MSP. Thanks to this momentum, Olivia Blake MP raised our petition in parliament. In response to Olivia's speech, the Health Minister announced our recommendations would be put forward for inclusion in the Women's Health Strategy.



## What's changing?

- The Royal College of Obstetricians and Gynaecologists (RCOG) updated their 'Green-top Guidelines' to include our recommendations to improve care.
- NICE adopted our recommendations on using progesterone.
- The Scottish Government committed to overhaul miscarriage support and implement our new model of care. We are supporting them to deliver this change.

## What's next?

We need to make sure miscarriage does not slip off the agenda. The Women's Health Strategy, published in summer 2022, fell short of their pledges. We're working tirelessly to hold the Government to account on their promises and to make sure good miscarriage care is available to all.

## An award-winning campaign

- Winner of the Big Impact category at the Third Sector Awards 2022
- Winner of the Campaigning and Advocacy category at the Charity Awards 2022
- Overall Award for Excellence winner at the Charity Awards 2022
- Best Not-For-Profit Campaign at the CIPR Excellence Awards 2022



## Research highlight:

### Preventing miscarriage with progesterone: saving 8,500 babies every year

Over the last few years, there has been a lot of debate around whether the hormone progesterone can be used to prevent miscarriage.

In 2019, researchers from our National Centre for Miscarriage Research published the results of the PRISM study, which included over 4,000 women. In this study, progesterone treatment increased the rate of live births for those with early pregnancy bleeding and a history of previous miscarriage. The benefit of progesterone was greatest in women with 3 or more previous miscarriages. As part of the Miscarriage Matters series, our researchers combined the results of PRISM with other relevant trials and came to the same conclusion.

**Because of our work, NICE guidelines now recommend that progesterone is given to women and birthing people with early pregnancy bleeding who previously had a miscarriage.**



### Percentage of clinics prescribing progesterone to those who could benefit:

2018

Before publication of the PRISM trial

Yes = 13%  
No = 87%



2022

After NICE guidelines change and Tommy's campaign

Yes = 86%  
No = 14%



Over  
**6,700**

people emailed their MP/MSP to demand action

Over  
**250,000**

people have signed our petition



Improve  
Miscarriage  
Care



“ We confirmed that a simple, relatively low-cost treatment, when given to the right women at the right time, can have an incredible impact and change thousands of families forever.

When parents show us photographs of their babies and tell us ‘they wouldn’t be here if it wasn’t for progesterone’ we see the enormous difference we’ve made together.”

**Professor Arri Coomarasamy**  
Director Tommy's National Centre for Miscarriage Research

# Together, we can find future tests and treatments – the vaginal microbiome and pregnancy complications

*Our researchers have been exploring how imbalances in the vaginal microbiome – the environment of micro-organisms that live inside the vagina – can increase the risk of miscarriage and help predict premature birth.*

## Understanding early miscarriage

Around half of early miscarriages happen because of chromosomal abnormalities in the baby. In the rest, something else must be going on. If we can find out what's going wrong, we can potentially stop a miscarriage happening.

## What did we find

A healthy vaginal microbiome is mainly made up of a type of bacteria called Lactobacillus, which helps maintain a healthy balance of microbes by preventing the growth of other potentially harmful bacteria. However, in a recent study of 167 women, our team found that lower levels of Lactobacillus in the vagina were connected to increased inflammation and a higher risk of miscarriage in pregnancies that were chromosomally normal.

Some women with low levels of Lactobacillus did have healthy pregnancies, but these women did not have as much inflammation in the vagina, perhaps because their immune systems did not react to the imbalance of bacteria.

## How might this research change clinical practice?

### A simple new way of detecting problems with the vaginal microbiome

Our researchers want to find a better way of detecting a bacterial imbalance in the vagina. Current tests are too slow and expensive, while other tests do not give enough detail to be useful. In collaboration with other researchers, our team have developed a technique called Desorption Electrospray Ionisation Mass Spectrometry (DESI-MS) and are now exploring whether it can be used to detect bacterial imbalance in the first trimester of pregnancy. In the future, we hope that this test can be used routinely to identify women and birthing people who are more likely to miscarry.

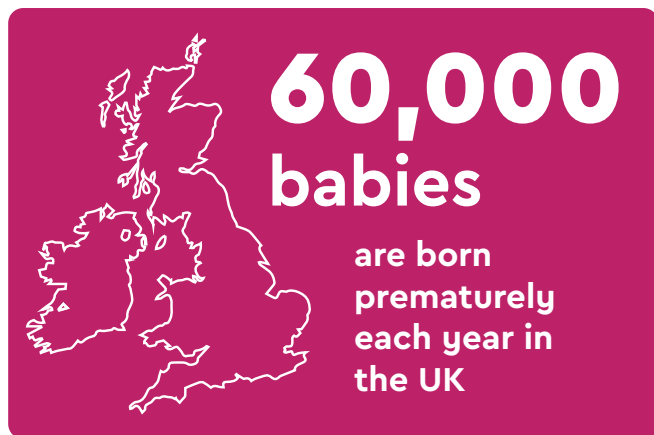
### A new treatment to prevent miscarriage

Our researchers have been finding out whether treatment with a probiotic called Lactin V can increase the amount of Lactobacillus bacteria in the vaginal microbiome. In a small study, the team found Lactin V treatment to be safe, and in most women, the amount of Lactobacillus in the vagina increased. This means that Lactin V has the potential to prevent miscarriage by correcting an imbalance in vaginal bacteria. Further research is now needed.





## Using the vaginal microbiome to predict premature birth



Premature birth is the leading cause of death in newborns and babies who survive are left vulnerable to lifelong health problems. The reason for premature birth is often unclear, and so it can be hard for doctors to predict and prevent it.

Scientists at our London Research Centre at St Thomas' Hospital have also been looking for clues in the vaginal microbiome and metabolome (small molecules naturally created by the body, like sugars and acids) of pregnant women. The team looked at samples of cervicovaginal fluid taken at 10–15 weeks and 16–23 weeks and found that:

- A combination of bacteria (*Lactobacillus crispatus* and *Lactobacillus acidophilus*) and other biochemicals were linked to birth at or before 34 weeks.
- Increased levels of the bacteria *Lactobacillus acidophilus* reduced the risk of premature birth.

**Crucially, these findings were equally significant in tests from both the first and second trimesters.**

## Hope for new tests and treatments

This research means that vulnerable women and birthing people could potentially be identified much sooner than current tests allow – and subsequently benefit from medical or surgical treatments that aren't possible in late pregnancy.

This research also revealed interesting ethnic differences in the vaginal microbiome: Black mothers were more likely to have high levels of certain antibacterial proteins linked to cervicovaginal inflammation and therefore premature birth. The researchers concluded that larger studies with stronger data are needed, and as well as continuing this work in the UK, they're currently running a more detailed project across 3 African countries to better understand these issues.



“Tests during early pregnancy could help those who need it get specialist care as soon as possible, and provide reassurance to find those who don't. After 5 years of work on this study, we're delighted to have this greater understanding of how the vaginal environment can influence preterm birth risk.”

**Professor Rachel Tribe**  
King's College London

# Tackling inequality and improving outcomes

## by standardising care – the Tommy's App: Clinical Decision Support Tool

*There is wide variation in the quality of care in different parts of the country, partly due to differences in how guidelines are followed and the availability of resources. We also have a system where some people, particularly those from minority ethnic backgrounds and more deprived communities, have poorer pregnancy outcomes. This is unacceptable and we're working to change this.*

### What needs to change?

We want every pregnant woman and birthing person to be offered the right care at the right time, no matter who they are or where they live. To make this happen, we are focused on 4 key areas of improvement:

1. A more accurate method of assessing risk during pregnancy
2. Continuity of healthcare information, throughout pregnancy
3. Support for doctors and midwives to apply best practice care in line with national clinical guidelines
4. Supporting women and pregnant people to make informed decisions about their care.

### What are we doing to make things better?

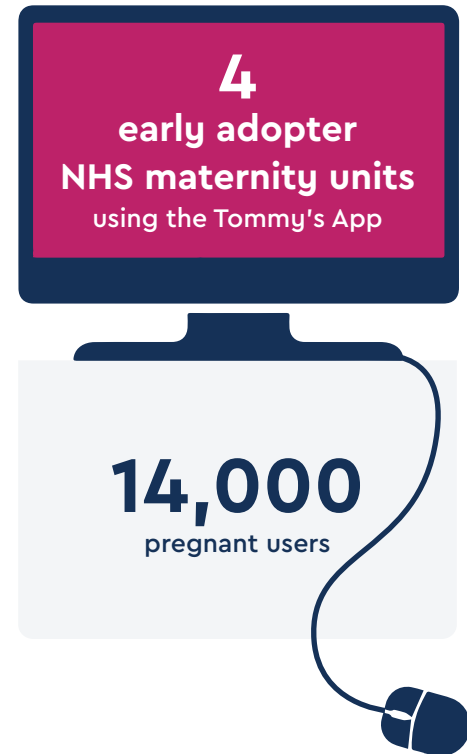
We have developed the Tommy's App: Clinical Decision Support Tool, a CE Marked medical device. The tool uses validated algorithms to more accurately assess the chance of preterm birth and of developing problems with the placenta which can show as pre-eclampsia or prevent a baby from growing.

Assessing the chance of these complications early, means maternity care professionals can offer the right care at the right time to help reduce the chance of these complications. It also means NHS resource is directed appropriately ensuring that each woman and pregnant person is offered the right care at the right time, no matter where they live.

### What are the next steps

We will carry out a 36-month project trialling the tool in 26 NHS maternity units around the UK to assess how well the Tommy's App works in practice. This trial, supported with £1.8 million from the National Institute for Health and Care Research, will help us investigate any barriers and uncover any hidden challenges before we look to move to a national roll out.

We are investigating opportunities internationally to trial the tool in different economic and healthcare settings.



We caught up with **Professor Basky Thilaganathan**, Clinical Director of Tommy's National Centre for Maternity Improvement and Consultant Obstetrician and Director of Fetal Medicine at St George's University Hospitals NHS Foundation Trust, to find out more.

**Q Why do we need new ways to assess risk early in pregnancy?**

The current method of assessing risk has remained unchanged since the 1970s, with midwives or doctors using a checklist to classify an individual as either 'high' or 'low' risk.

This system doesn't measure how high the risk is, nor does it investigate the relationship between different risk factors. This can result in inefficient allocation of resources, often meaning too much too soon for some and too little too late for others.

**Q How does the Tommy's App assess personalised risk and offer care recommendations?**

It processes the information gathered routinely during antenatal care by using artificial intelligence algorithms to assess risk more accurately and offer care recommendations in line with national clinical guidelines.

We've found a 4-fold improvement in accuracy compared to the current checklist. This means halving the number of women and pregnant people that the checklist would escalate to high risk whilst doubling the detection of adverse pregnancy outcomes.

**Q How will the Tommy's App support women and birthing people to make informed decisions about their care?**

It has a separate login for pregnant users, who can access their own profile and care information, share it with different hospitals if needed and access guidance specific to where they are in their pregnancy. The tool was co-designed with women who felt it was important to share information in accessible language and format which can be helpful before, during and after appointments. It's also designed to support women and birthing people to ask questions and to feel heard where they may have concerns.

## Tommy's

National Centre for  
Maternity Improvement



“ The Tommy's App uses scientifically validated AI algorithms to ensure each woman and pregnant person is offered the right care at the right time, no matter where they live. We believe this simple tool could help prevent up to 600 stillbirths and 12,000 premature births a year by enabling the standardisation and equitable delivery of care across the NHS.”

**Professor Basky Thilaganathan**  
Clinical Director of Tommy's National  
Centre for Maternity Improvement

# Together, we can transform clinical care – ground-breaking treatment of chronic histiocytic intervillitis

*Tommy's scientists have been carrying out pioneering research to find ways of preventing chronic histiocytic intervillitis – a rare condition in which the immune system rejects the placenta, potentially leading to stillbirth or miscarriage.*

## What is chronic histiocytic intervillitis?

Chronic histiocytic intervillitis – or CHI – is a rare and serious condition in which the immune system reacts abnormally to pregnancy, damaging the placenta in the womb. This can prevent the baby from growing properly, and in more severe cases, can cause miscarriage, stillbirth or neonatal death. CHI often comes back in subsequent pregnancies, putting affected women and birthing people at risk of losing multiple babies. It has no symptoms and can only be diagnosed by looking at the placenta after pregnancy; no treatment has been proven to cure it.



Professor Alex Heazell and team at the Tommy's Maternal and Fetal Health Research Centre in Manchester

## What research are we doing?

CHI is usually treated with drugs that prevent blood clotting – such as aspirin and heparin – as well as drugs that reduce inflammation – such as hydroxychloroquine and prednisolone – although there is very little evidence to show how well this works. These treatments are given because in CHI the immune system mistakes the placenta for an alien object, causing a build-up of immune cells in the placenta and creating blood clots where the parent's blood usually flows. It's still not fully known why this happens, but there are similarities with organ rejection following a transplant.

Researchers at the Tommy's Maternal and Fetal Health Research Centre in Manchester looked back at the medical records of 33 women who had pregnancies affected by CHI to find out more about their treatment. The team found that:

- Nearly 7 in 10 women who were pregnant again after CHI were treated with prednisolone and/or hydroxychloroquine, often in combination with aspirin and heparin;
- Treatment with prednisolone and/or hydroxychloroquine made CHI less severe and live birth 25% more likely, compared with aspirin and/or heparin or no treatment at all.

Affects  
**6** in  
**10,000**  
pregnancies

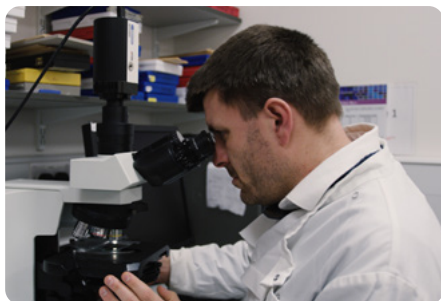
Around  
**50%**  
of cases result  
in death  
of the baby



## How is this work changing clinical practice?

Our researchers think that the combination of aspirin, heparin, prednisolone and hydroxychloroquine should be given as standard to all women and birthing people who are pregnant again after suffering from CHI.

Their recommendations are being used to create new CHI clinical care guidelines – known as the ‘Manchester Protocol’ – that will help clinicians at other centres provide the best possible care to women, birthing people and their families.



## Together, we can give families hope

*At a routine appointment, Srilata found out her baby's heart had stopped at 26 weeks and 1 day. She gave birth to her baby, Lalon Halfdan, 4 days later. Further tests revealed she had CHI.*

“I feel fortunate that I was being cared for by a team in London who referred me for tests and gave me a diagnosis – so many families are left without answers,” she said. “The not knowing was terrifying to me. So when the results came back I thought, ‘no, there are a lot of things we can and do know, if I can find more information I can understand more and be more prepared.”

Working in academia, Srilata used her research experience to find out everything she could about CHI and through this she discovered that Tommy's Professor Alex Heazell, was one of the few experts in the world. After reading journals and watching many of his lectures on YouTube she made an appointment with her consultant to ask for a referral to Prof Heazell's clinic.



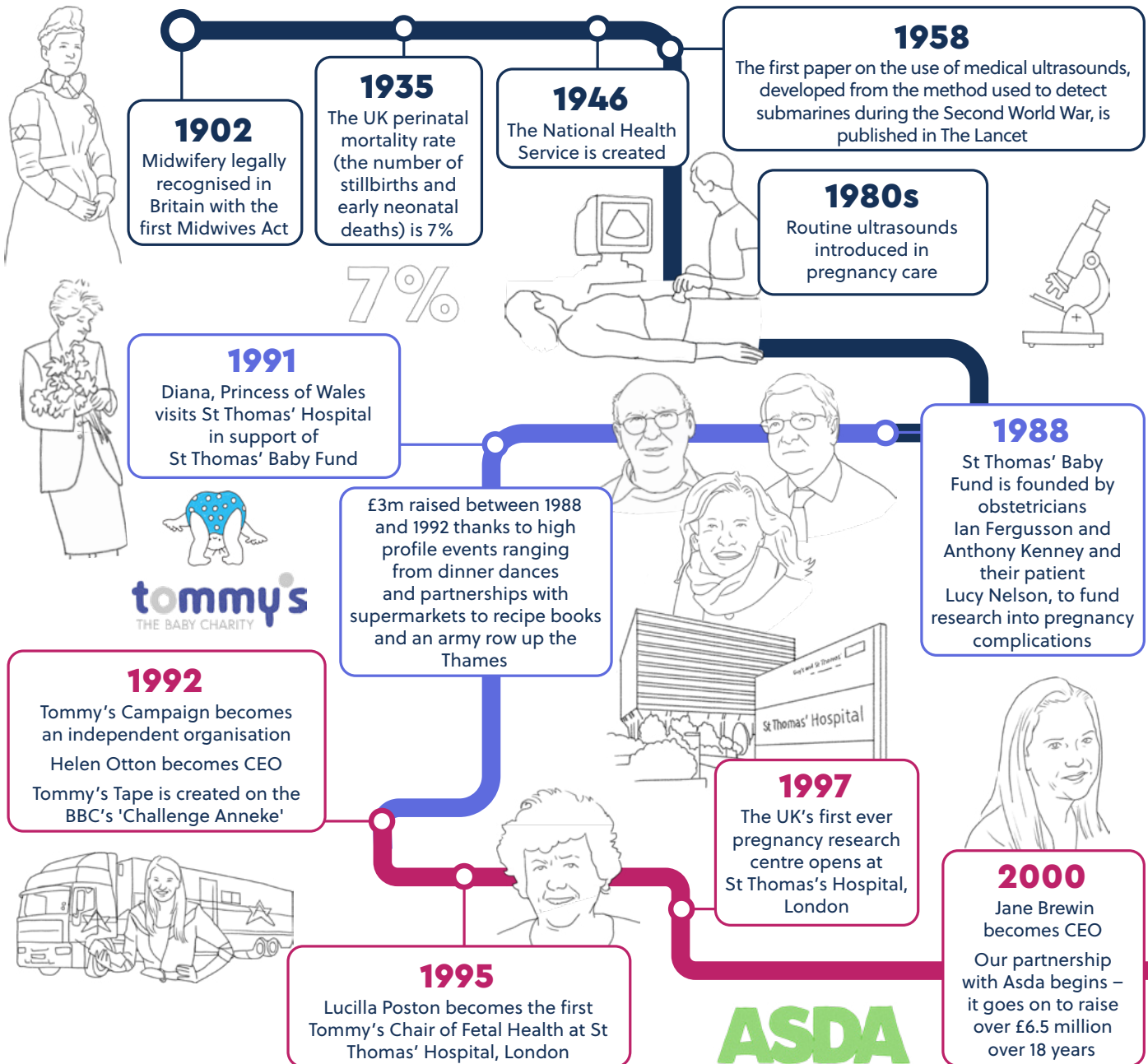
After doing her own research, Srilata's consultant agreed that Prof Heazell might be able to help her. “We've been referred for preconception counselling,” said Srilata. “Without the right care, another pregnancy could be disastrous for someone like me. Now I know I've got the right people around me when I feel ready.”

“I know not everyone is able to do what I did, and not everyone can access the care they need. That's why I'm passionate about raising awareness of rare conditions and the research being done. Not knowing is horrifying; if we can find some answers we have less self-inflicted guilt, and less shame. It helps you make a decision and to keep going forward.”

Srilata



# 30th anniversary timeline





# Poundland

**2018**

Tommy's holds the first London Landmarks Half Marathon



**2017**

The Government sets targets to reduce preterm birth from 8% to 6%

Tommy's campaign about the importance of sleeping on your side when pregnant reaches 1.5 million people

Poundland selects Tommy's as a charity partner - so far they have raised £1.6 million



**2015**

The Government pledges to halve the rate of stillbirths, neonatal and maternal deaths in England by 50% by 2030

**2016**

Tommy's opens the UK's first National Centre for Miscarriage Research

Our Movements Matter campaign (raising awareness about fetal movements) reaches 6 million people

**2013**

The first Rainbow Clinic opens in Manchester, helping parents through pregnancy after loss

The UK Preterm Birth Network formed

**2008**

Tommy's opens the Edinburgh Centre for Maternal and Fetal Health

**2002**

Tommy's PregnancyLine opens



**2019**

Tommy's opens the National Centre for Maternity Improvement

MAVRIC study shows that abdominal stitches can prevent preterm birth

**2020**

The stillbirth rate reaches its lowest level on record at 3.8 stillbirths per 1,000 – a decrease of 25% since 2010

THE LANCET

water babies

**2021**

Our ground-breaking 'Miscarriage Matters' series published in The Lancet

Launch of Tommy's and Sands' Joint Policy Unit  
£5m+ raised for Tommy's through Splashathon events with Water Babies, which have now been running for 20+ years

**2022**

Research published showing our Centre for Maternity Improvement could help eliminate health inequities for women from ethnic minority or more deprived backgrounds

Kath Abrahams becomes CEO



## Thanks to our supporters...

- The UK stillbirth rate has decreased by a third since 1992
- 40 Rainbow Clinics running and in development across the UK
- 20 million people visit Tommy's PregnancyHub every year
- 18,000 patients treated at Tommy's clinics in 2021/22
- More than 5,000 people are supported by Tommy's midwives every year
- London Landmarks has raised more than £31 million for charities including £14 million for Tommy's

**£31 million invested in pregnancy research**

# Together, we can give families the chance of a healthy pregnancy

## "You're not just a number at the Tommy's clinic, you're a person"

### Meet Sandeep, Steve and Maeva

Sandeep and Steve spent 7 years trying to get pregnant, facing unexplained fertility and losing 10 embryos through failed IVF. Along their IVF journey, the couple twice had positive pregnancy tests but these sadly both ended in miscarriage.



Sandeep's GP referred her to the Tommy's miscarriage clinic in Coventry, where she was seen by Professor Siobhan Quenby and her team. "I felt so listened to straight away," said Sandeep. "Prof Quenby was very knowledgeable and understanding. It felt so different to the 'one size fits all' approach of the IVF clinic. I felt really seen as an individual.

“There is such a difference when someone listens to you. I didn't feel heard by other medical practitioners I saw, but Professor Quenby was amazing.”

With a plan that considered Sandeep's medical history, including immune issues and ulcerative colitis, the couple started a new cycle of IVF. They were thrilled this resulted in pregnancy, although understandably previous experience made them feel nervous: "Naturally my anxiety was going through the roof, but the 7-week scan with Tommy's was a really positive experience," said Sandeep.

“Throughout my time at the Tommy's clinic they helped us feel reassured when we needed to be reassured, but also to celebrate the wins when they were there to be celebrated.”

Staying in close contact with Prof Quenby and her team meant that Sandeep's medical plan was shaped by how she was feeling: "I remember us talking through the merit of staying on blood thinners for the whole pregnancy and she really listened to me, adapting the plan based on our conversation."

The couple felt supported throughout the pregnancy on an emotional, as well as clinical, level – from the encouragement of Nat Morris, the clinic's Research Nurse Practitioner, to their understanding of the couple's need for additional reassurance and checks. "We felt like one team with the same goal," said Sandeep.

"Our final scan, like our first, was with Prof Quenby and Nat which felt really special for us – we'd come full circle from worrying there wouldn't be a heartbeat to planning our baby's imminent arrival."

Sandeep and Steve welcomed baby Maeva on 1 November at University Hospital Coventry.

# "I would love for the money we raised to help other families in similar situations"

## Meet Rachel, Matthew and Eli

Rachel had a healthy pregnancy without any risk factors for premature birth:

"I never even considered it as a factor," she said. When she was 30 weeks pregnant, she caught COVID-19 and became very unwell, eventually taking herself in for a check-up after noticing a change in the baby's movements. While everything looked fine, Rachel felt like something wasn't right. They kept her in for monitoring and, that night, she suddenly went into labour with their son, Eli, almost 10 weeks early.



When it became clear she was in labour, Rachel was given magnesium to protect Eli's brain and steroids to help develop his lungs. "Without research into treatments like this, Eli may have been born with much more serious health issues," she said. "Having known nothing about premature birth, I find it so reassuring to know there is an organisation like Tommy's who is there for us."

“ Tommy's is doing work that has a very real impact on our babies – the treatment Eli received came in part from your research.”

Eli spent several weeks in NICU at St Mary's in Paddington, with a spell in St Thomas' for surgery on his bowel. Having used the Tommy's website to track her pregnancy symptoms week by week, Rachel now found herself looking up resources on life in NICU.

“ Having a premature baby is a completely different type of parenting journey. It's not what anyone expects.”

While at St Mary's, Rachel and her husband Matthew became friends with another family – "Their baby, Tilly, was cot buddies with Eli!" – and they stayed in touch after their babies came home. A few months later Gemma, Tilly's mum, suggested they fundraise for Tommy's by doing a half marathon

together. With the Great North Run taking place on 11 September – a year to the day after Eli's original due date – it seemed a particularly special event to be part of.

The couple raised over £1,000, almost doubling their initial fundraising target, and they're proud to think it'll go some way into helping other families like theirs.



“ Almost everyone taking part in the Great North Run seemed to be doing it for something or someone else – it was a lovely atmosphere, like we were all there for the collective good.”

Rachel, Matthew and Gemma all ran together. "It's a long distance and I'm not a regular runner, but the Tommy's cheer stations really spurred me on!" she said. There was another thing that made the challenge a little easier – knowing Tilly and Eli were in the crowd cheering them on too.

# Together, we can provide information and support throughout the pregnancy journey

*Alongside our research and clinical trials, one of the ways we help to make pregnancy safer for all is by providing plenty of information for those who are planning to be or are currently pregnant. Through easy-to-understand information pages, tools and calculators we help pregnant women and birthing people feel confident in advocating for themselves.*

This year, we put a particular focus on raising awareness of premature birth, with the launch of our My Prem Baby App. Elsewhere on our site, 88,000 people used our digital healthcare tools – whether they were trying to conceive or calculating a healthy caffeine intake during their pregnancy. We also published a new page of pregnancy advice and information for trans and non-binary people and regularly reviewed and refreshed existing content – on topics ranging from pregnancy complications to types of birth – to make sure our information is always up to date.

## Meet the Tommy's Midwives

When people have more specific questions about their situation, need words of support or simply someone to listen, our team of lovely Tommy's midwives are on hand.

Combining clinical knowledge with empathy and understanding, they are there for families at every stage of their pregnancy journey. Each midwife is also trained in bereavement counselling, providing a source of support for those whose journeys have sadly ended in loss.

“In sad moments I have referred back to your lovely email and re-read your words and it really helps. Thank you so much.”

Over the past year, our midwives have supported over 5,800 people on calls and over email. They've hosted live streams on our social media accounts and visited other organisations to raise awareness of supporting colleagues through complications and loss in the workplace.

“I spoke to the Early Pregnancy Unit and asked them to check for an infection. They weren't going to do this had I not asked them, following the advice you gave me. I am now on antibiotics, and I am starting to feel better.”



**Amina**  
Tommy's midwife

“Guiding people through loss: why the support line matters

There's a lot of busy-ness around baby loss in the few days afterwards, from practical things to that really raw grief. The Tommy's helpline is there for those first few days after weeks of being busy, when it really hits that this is their reality. When other services drop off and medical care ends, that's when emotional support is really crucial. This is what we find a lot on our line, people calling us to ask: what now?

We get people calling up again for the first time after a year or 2 and saying 'today is a bad day'. We also have people calling up who experienced baby loss over 30 years ago and feel they never got the opportunity to grieve.

People often feel a sense of guilt over carrying grief with them for a long time. You get people contacting the line who are really holding it together for their families and just need to talk to someone who is unconnected to them, so they can let go.

There's never a day at Tommy's where you don't learn something new, but I always come away from my shift feeling sure that I went into my role for all the right reasons.”

# How we fund our work

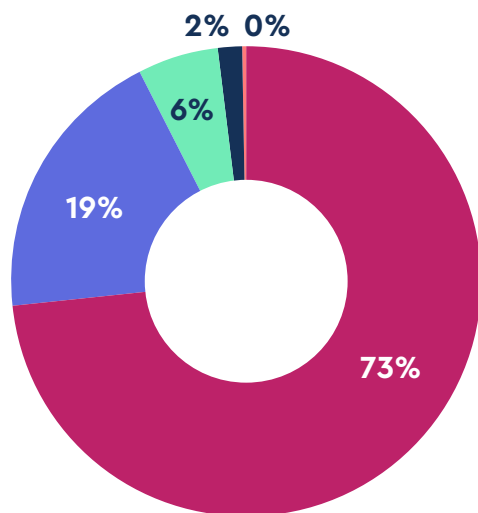
## How we generated funds in 2021/22

- Fundraising:**

We invested £2.2m in our fundraising which brought in £6.5m in donations and corporate sponsorship.

- London Landmarks:**

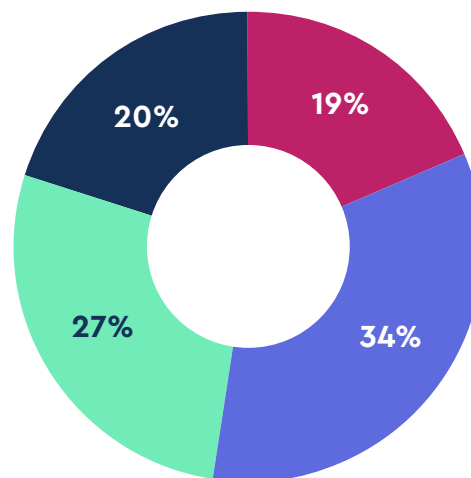
We invested £1.6m in delivering and growing our event business and raised £1.0m in donations for Tommy's reflected in our gifts total, £1.7m in income from the sale of race places and £3.6m for our charity partners.



**Income 2021/22**

Gifts	6,365,983
London Landmarks Half Marathon	1,657,549
Donated services	497,812
Corporate sponsorship and promos	148,533
Investments	2,940

**Total** **8,672,817**



**Expenditure 2021/22**

Medical research	1,455,654
Education, information, policy & campaigning	2,660,237
Cost of raising funds	2,151,757
London Landmarks Half Marathon Ltd.	1,565,095
<b>Total</b>	<b>7,832,743</b>



# Together, we are Team Tommy's

April

2021

## An incredible year of support

This year thanks to you, our fantastic supporters and partners, we raised an amazing **£8.17 million!**

Fundraising from individuals, sporting events, corporate partnerships and trusts and statutory grants delivered £5.5 million - beating our original budget by over £1 million. The major contributing factors for this growth were:

- A smashing return to sporting events in autumn 2021 following the pandemic with brilliant fundraising efforts across Team Tommy's - our runners, cyclists and cheerers did us proud!
- A spectacular Splashathon event for babies and children with our partner Water Babies
- Our supporters going above and beyond to raise money in many very creative and challenging ways
- An increase in digital gifts following the Miscarriage Matters campaign, which saw our existing supporters and new supporters signing up to make a difference

- The launch of our unique 'Pregnancy and Parenting at Work' corporate membership programme to upskill workplaces on managing employee's pregnancy journeys
- Winning new 6-figure charitable trust and statutory partnerships to further our charitable mission

We're continually in awe of our community and the many ways they support us. We had over 250 supporters taking on all sorts of activities from long-distance walks of up to 1,200 miles to bake sales and in-memory football matches. We had people giving in celebration at weddings and birthdays, and others recognising us at times of sadness with gifts in memory of loved ones. Some generous individuals recognised Tommy's in their wills by leaving a legacy for the future.

**We've shared some highlights from the year over the next few pages.**

Teams from our brilliant partner **Teneo** took on a series of challenges through the year, including an epic trek along the Thames Path and raising over £20,000 in the London Landmarks Half Marathon.



June

2021

We launched our new award-winning **Pregnancy and Parenting at Work** service, to help workplaces to support their employees through every pregnancy journey, from planning and parenting to complications and losses. We welcomed employers large and small to our programme - from high street names like Santander and healthcare provider Bupa, to publisher Bonnier Books and Birmingham Women's and Children's NHS Trust.

Pregnancy and Parenting at Work featured on both BBC and ITV, during a segment based on our survey results of the lack of support bereaved parents receive at work, and the need for greatly increased support from employers.

**Tommy's**  
Pregnancy and  
Parenting at Work

Tommy's research found **two-thirds (69%)** of parents that experienced pregnancy or loss in the workplace felt their manager wanted to support them but **only one-third (33%)** said they actually knew how to.



I'm so proud that at Bupa Global & UK we've partnered with Tommy's on their Pregnancy and Parenting at Work programme to support employees through all their life stages.

1 in 4 lose a baby during pregnancy or birth, leaving them isolated, grieving and often not feeling comfortable opening up to their employers about their experiences. Through partnerships like these we can break the stigma around baby loss and ensure our people are supported."

**Tom Hoosman-Webber,**  
Chief People & Procurement Officer,  
Bupa Global & UK

Tommy's was awarded £291,000 to work together with Sands and lead a consortium group as a member of the voluntary, community and social enterprise **Health and Wellbeing Alliance**. This is a partnership of organisations who work with the Department of Health and Social Care, NHS England and Improvement and Public Health England to bring the voice and expertise of our sector into national policy development and delivery. The groups include the Pregnancy and Baby Charities Network, National Maternity Voices and community-led organisations Five X More, Muslim Women's Network UK and LGBT Mummies Tribe. Tommy's is one of 16 members from across the voluntary sector.

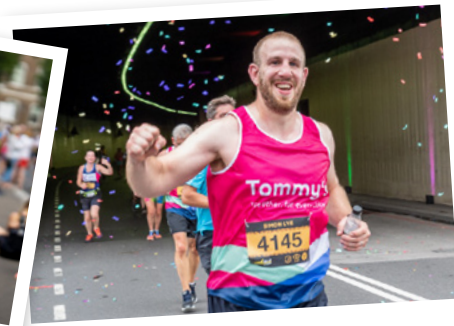
We were thrilled that the **London Landmarks Half Marathon**, an event organised by Tommy's, finally took place on 1 August 2021. Following a cancellation and 4 postponements, we were the UK's first major mass participation event to return post-pandemic. We were pleased to welcome 11,000 runners to the iconic course, against a backdrop of careful planning to incorporate COVID-19 safety measures.

**Over 1,500 people** ran for Team Tommy's, together raising an incredible **£1 million** to support our work.

**92% of Team Tommy's runners** had experienced baby loss or knew someone who has.

Combined with runners from other charities, the event raised **£2.7million for Tommy's** and a total of **£6.5 million** for the charity sector as a whole.

## Team Tommy's



We were delighted to hit the incredible **#Proudland** milestone of over £5 million raised since 2017 for our long-standing partnership with Poundland, Make-A-Wish UK and Whizz-Kidz, and celebrate the launch of the Poundland Foundation together.



1,022 people from **Team Tommy's** took part in runs throughout September and October, including the Great North Run, the London Marathon, the Manchester Marathon and the Royal Parks Half Marathon – each with a fantastic atmosphere. Our runners did us proud while volunteers at our cheer stations provided a huge boost at the miles it mattered most.



Together with Water Babies we delivered our ninth **Splashathon**, with 5,882 mini swimmers raising a whopping £856,570 overall.

“It was fun for my little boy to dress up and for me to teach him about fundraising - it was his first experience of this”



Our partner **Never Fully Dressed** donated £5 from each sale of their iconic 'Love Love Love' tees. They also ran the London Landmarks Half Marathon and raised an incredible £6,000 to help us fund more lifesaving work.

“I want to say a HUGE thanks to the volunteers who were on the route yesterday; the Tommy's bus was definitely the best stand, the supporters were loud and the cheerleaders had amazing energy. To see them at mile 3-4 and then the guys at mile 12 really helped me keep going.”

Gary

We relaunched our giving club **Tommy's 25** at a very special dinner in October, hosted by the Chair of our Fundraising Board Steve Edge. Ambassadors Will Greenwood and Caro Tasker shared the story of their premature son Freddie who sadly died 45 minutes after he was born in 2002. Guests also heard from Professor Basky Thilaganathan on why investing in Tommy's is so important.

As well as being a time to remember and reflect, many of our community used **Baby Loss Awareness Week** as a time to fundraise to support our work. We had supporters 'Stepping up for Stillbirth' across the week raising over £16,000, and the Tommy's Manchester Rainbow Clinic led the inaugural Rainbow Race. This family-friendly event raised £6,000, and it was wonderful to see rainbow babies from the clinic itself taking part.

For a second year, we partnered with **Plum & Ashby** who created a beautiful Wave of Light candle with all profits donated to Tommy's, raising £60,000 overall. On the Wave of Light itself, a global moment on 15 October, we saw hundreds of families lighting their candles – and our own candle graphic had a reach of over 200,000 across social platforms.



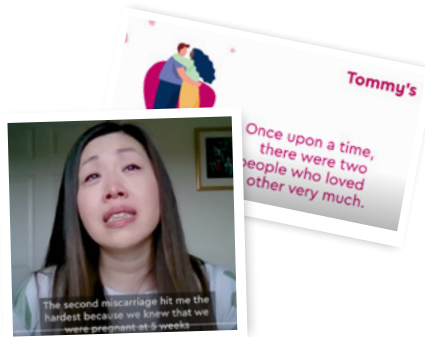
Former England rugby player Toby Flood hosted a testimonial dinner benefitting Tommy's. Toby and his wife Sally sadly lost their twins 18 weeks into their pregnancy in 2015. They now happily have 3 children but went through the pain of 2 further miscarriages to get there.



We were also awarded a grant of £383,798 from the Tampon Tax Fund, run by the Department for Digital, Culture, Media & Sport, which we used to develop a miscarriage support tool. This project is being delivered in partnership with our National Miscarriage and Maternity Improvement Research Centres and includes a specialist follow-on support and advice service for women from Black and mixed heritage backgrounds and low-income groups.



The **Miscarriage Matters** campaign had a digital reach of approximately 35 million, and we're so grateful to everyone in our community who made that happen through sharing social posts, articles and our petition. Thousands also went on to make one-off and regular donations to support our work.



“Wow I was so moved by that incredible event. I felt for many women it will make them feel much less alone and help lift the taboo of 'it's just one of those things'. I wish all women who have experienced miscarriage could hear some of the things we did this afternoon that the Tommy's Professors discussed. Elizabeth summarised the amazing work that Tommy's has been doing so beautifully and eloquently.”

Miscarriage Matters formed a core part of our Big Give Christmas Challenge. Thanks to the generosity of our supporters and a grant from our Champion funder the Reed Foundation, we raised over £107,000 to support the implementation of a Miscarriage Care Plan.

We held a 'Miscarriage Matters' online event hosted by author, broadcaster, and journalist Elizabeth Day, who interviewed 3 of the directors at our National Miscarriage Centre – Professor Arri Coomarasamy, Professor Siobhan Quenby and Professor Phillip Bennett.



Our ambassador Marina Fogle hosted another popular Tommy's Children's Carols event in London, bringing in an amazing £22,000.





We created a limited-edition **'Moment for Mama'** box to help pregnant and new mums look after themselves and their baby, in collaboration with Glossybox and Mama Mio. Each box contains expert information and support from our midwives and includes a donation to fund Tommy's work to ensure more babies are born safely.



The **Albert Gubay Charitable Foundation** awarded us £100,000 towards an important new pre-eclampsia study at our Tommy's Maternal and Fetal Health Research Centre in Manchester.



Long-standing supporter Gemma, aka **Mutha.Hood**, continued to donate to Tommy's for every special lilac edition of the Strong Girl's Club and Strong Little Girl's Club tees sold. Since she's started supporting us in 2018, Gemma has raised nearly £30,000.



We reached more than 7 million people through our **#WeSeeAMum Mother's Day campaign**, collectively changing preconceptions of what it means to be a mum.



Tommy's teamed up with **Peppa Pig and babyballet** to launch a new limited edition gift for good Dance with Peppa. Entertainment One, parent company of Peppa Pig, have been amazing partners with Tommy's since 2005, sharing the important goal of providing children with the best possible start in life.



McDermotts raised a fantastic £20,000, here's Tommy's Lead Research Midwife in Birmingham Oonagh Pickering collecting the cheque.

# Meet our new **30th Anniversary Ambassadors**

## **Katie Bonful**

"Tommy's is very dear to my heart as it has been so supportive in the years following my pregnancy losses and in my journey to becoming a mum to a living child. Understanding of baby loss has come a long way, however there is still so much ground that needs to be covered and Tommy's mission is to make sure that happens."



## **Will Greenwood MBE**

"Tommy's were there for my wife and I when our son died to help us through our darkest hours. Tommy's were and continue to be an invaluable research provider and a lifeline to those going through baby loss."



## **Myleene Klass**

"The key to change is research, data and information which Tommy's is trailblazing and that's why I'm proud to be an ambassador for this extremely important charity. Having experienced 4 miscarriages myself and called Tommy's helpline for advice and guidance, I will never forget how understanding and kind the voice on the end of the phone was. Miscarriage is the final taboo, the last big secret and I'm determined to finally turn the pain into power."



## **Dr Ria Clarke**

"As I've progressed in my career and unfortunately due to my own personal losses, I've recognised the importance of ground-breaking research which aims to reduce pregnancy complications. Knowing that Tommy's is at the heart of working to find out why so many of us go through losses so that we can spare others such heartache is a key part of my admiration for what they do."



## **Amanda Holden**

"The UK has one of the highest rates of stillbirth in the developed world and half of the tragedies are totally unexplained, as I learned when I lost my baby Theo. There is never a 'cure' for the pain of losing a baby, but you can be healed in a way that lets you get on with your life, and it helps to know that Tommy's amazing teams of researchers are working to prevent such heartache in the future."



## **Caro Tasker**

"Tommy's were the first people we reached out to when our son Freddie died. I will never forget the support that Tommy's offered to me and my husband at our most desperate and vulnerable and will remain grateful always."



## **Ben and Marina Fogle:**

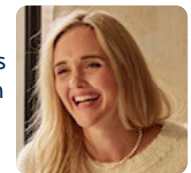
"Sometimes having children isn't as easy as it looks, for some people it's very difficult. I realised this when our third baby, Willem, died in pregnancy. We were devastated that we never got to meet the little boy who we thought would be a part of our gang. Having seen the tenacity and resilience of Tommy's researchers, and learned about the work they are doing, I'm pretty confident that by the time our children are having their own children, the heartbreak of losing a baby will be extremely rare."



**Marina Fogle**

## **Elle Wright**

"When our son died I was catapulted into a version of motherhood I never expected and wouldn't wish upon anyone. To me, it is so important that we not only look after families who experience loss, but that we all work towards a world where less parents have to live a life where their baby didn't get to come home with them. That's why Tommy's is a charity that is hugely close to my heart."



# Thank you

**Together,** we can continue to make a difference

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*We know that every penny counts when you're saving babies' lives. Thanks to generous supporters like you, we're able to continue to research breakthroughs, support families throughout their pregnancy journeys and make sure everyone who experiences pregnancy complications and baby loss is cared for. We are eternally grateful for the support of our Founders: The Hon Mrs Lucy Nelson, Dr Ian Fergusson, Dr Anthony Kenney and our Patrons: Ron Dennis CBE, Sally Tennant OBE. Their vision and commitment have enabled us to become the charity we are today.*

Our heartfelt thanks go to everyone who has helped Tommy's raise funds, including:

## **Companies:**

AbbVie Ltd, The Fertility Partnership, GSK, Glossybox, Hologic, MAM UK Ltd, McDermotts, Merck Serono Ltd, Pattie & Co., Philips, Poundland and The Poundland Foundation, Plum & Ashby and Mutha.Hood both in collaboration with Elle Wright of Feathering the Empty Nest, Never Fully Dressed, Water Babies and Teneo.

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## **Trusts & Foundations:**

The Albert Gubay Charitable Foundation, The Aurum Charitable Trust, the Bally's Foundation, Beehive Fund, The Boltini Trust, DreamChasing (The Dennis Foundation), Edith Murphy Foundation, Holbeck Charitable Trust, James Tudor Foundation, the John Armitage Charitable Trust, The Jon Moulton Charity Trust, Martin Charitable Trust, Peter Sowerby Foundation, PF Charitable Trust, The Reed Foundation, Sandra Charitable Trust, The Stanley Grundy Foundation, Teddy's Wish, The Webb Family Charitable Trust and The Zochonis Charitable Trust, The TUI Care Foundation.

## **Individuals:**

Paulo & Melinda Almeida, Kate & David Beck, Gerald Carroll & Sasha Wright, Joe & Claire Chambers, Kalpana Desai, Steve Edge & Jane Fogg, Dominic & Claire Freemantle, Nikki & Bruce Hodges (Metrow Foods), Oliver & Johanna Hudson, Chloe & Archie Hunter, Richard & Hannah Jeens, Stephen & Benetta Morant, Ioannis Papagiannakopoulos & Michaela Vergottis, Dominic & Lindsay Proctor, Julia Rosier, Bjorn Saven, Ian & Carol Sellars, Kassie Smith QC, and Robert Stirling.

Marina Fogle and her committee for organising the wonderful Tommy's Children's Carols.

Toby Flood and his committee for choosing Tommy's to benefit from his testimonial event.

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## **Statutory grants:**

Tampon Tax Fund – Department for Digital, Culture, Media & Sport, VSCE Health and Wellbeing Alliance – Department of Health and Social Care.

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Thank you to Mindshare UK for their pro bono support of our marketing activity.





“The next time, I asked my GP to prescribe me progesterone. I explained I’d been denied it last time but told her about the PRISM trial carried out by Tommy’s, and she agreed. Without their findings, I’m sure she wouldn’t have done so.

On 2 December 2021, I gave birth to a bonny healthy baby boy. He’ll never know how hard we fought for him, or how desperately we longed for him. When he’s older, we’ll tell him of the babies who came before him who didn’t get to stay.”

Debbie



After having her daughter in 2017, Debbie went through multiple miscarriages. In 2021 she gave birth to her rainbow baby boy, thanks to Tommy’s research and campaigning that led to changes in national guidelines.

## Patrons

Ron Dennis CBE

Sally Tennant OBE

## Trustees

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Resigned 29 October 2021

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Dominic Proctor  
Resigned 21 April 2022

Aedamar Comiskey

Stephen Edge  
Resigned 05 September 2022

Professor Anna David

David Logan

Bjorn Saven

Kate Smaje

**Chief Executive**  
Kath Abrahams

Robert Stirling



Together we can fund pioneering research, support families throughout their pregnancy journey and transform care.

**Together, we can save babies' lives.**

To support our work, please visit

[www.tommys.org/donate](http://www.tommys.org/donate)



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