



Annual report 2018/2019

Word format

Chairman's report

The last year has been transformative for River's Gift. When our Founders, Alex and Karl, set out on this journey eight years ago, they just wanted answers as to why their healthy and safely slept son had passed away suddenly at only 128 days of age. But over the years, their vision to make a profound and positive impact on the world of infant safety in sleep has evolved and developed monumentally.

At River's Gift, we are now Stamping out SIDS to ensure that no parent ever has to endure what Alex and Karl did.

The attainment of this aspirational goal involves education by empowering and informing parents and grandparents to sleep their children safely. Additionally, and just as importantly, we are informing health professionals, who advise new parents, on "how and why" safe sleeping practices are so integral.

In conjunction with LaTrobe University, Soteria Safe Sleep Advice and Safe Sleep Space, we conducted a research project on parents' knowledge of safe sleep practices. Significant gaps in knowledge and understanding were identified helping us to further refine our educational content. We delivered this education at seven Pregnancy, Babies and Children's expos through the "Advice Centre", having a touch point with over 100,000 visitors right across Australia.

Also, as a result of the Latrobe University study, we partnered with the Epworth and University hospitals in Geelong to pilot safe sleep education sessions with Soteria for new parents and health professionals. To provide ongoing support, we have produced a Safe Sleep brochure that can now be downloaded and distributed to new parents, grandparents and health professionals.

Our commitment to funding research never waivers and this year we have committed to funding a three-year genetics study with the University of South Australia. This is a world first and we hope it enables us to join together more pieces of the SIDS puzzle.

While assured prevention is still to come, we continue to offer our hand to parents who have lost an infant to SIDS. Our Unite program provides bereaved parents and families with a supported platform to fundraise for research and education in honour of their child and forge a legacy. During the year, events as part of the Unite program raised a combined \$85, 409.

None of our activities could be undertaken without people who are equally as dedicated to Stamping Out SIDS as we are. We would like to thank our Platinum Sponsor – Geelong Homes who continue to provide us with complimentary office and storage space, along with contributing significantly to our annual fundraising events, and our Corporate Partners and Event Partners who have donated both funds and in-kind services to River's Gift.

We would also like to take this opportunity to thank the educators, the researchers, the sponsors and donors, volunteers and the families who have joined the River's Gift family.

Thank you for truly believing in our mission of Stamping Out SIDS.

John (JT) Thomas – River's Gift Board Chair

Research

River's Gift began by searching for an explanation as to 'why', 'what', and 'how' healthy infants could die without any known cause. River's Gift is achieving this goal through collaborations and partnerships with leading universities, hospitals and medical research institutes.

Boston Children's Hospital: Harvard Medical School: Melbourne Florey Institute of Neuroscience and Mental Health

In 2014, we launched an International SIDS research collaboration between Boston Children's Hospital, Harvard Medical School, and the Melbourne Florey Institute of Neuroscience and Mental Health to send PhD student Fiona Bright to Harvard Medical School to work with world-leading neuropathologist Dr Hannah Kinney.

The initial research followed a breakthrough discovery that SIDS babies have abnormalities in neurochemicals in their brain stem, including low levels of serotonin, which controls breathing and sleep patterns. River's Gift continued to fund Fiona Bright on her return to the University of Adelaide in 2016 to complete her thesis and PhD qualification under the supervision of Professor Roger Byard.

Fiona's work was published in the journal Plos One.

<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0184958>

"While the exact cause of death in SIDS has not been identified, multiple studies have pointed to a subset of SIDS babies that are not entirely 'normal' before death. These infants all seem to have some form of underlying vulnerability, exposing them to increased risk. Our studies have now discovered a significant abnormality within key regions of the brainstem in SIDS babies, specifically in parts of the brainstem that control breathing and movements of the head and neck. This abnormality is directly linked to SIDS cases," Fiona says.

River's Gift continues to contribute US\$7,000 each year to support the scholarships for SIDS researchers within the Harvard laboratory.

Adelaide University and University of South Australia

More boys die from sudden and unexplained death in infancy (SIDS or SUDI) than girls. This suggests that there may be genetic reason placing boys at greater risk than girls, presumably with the responsible genes being linked to the female X chromosome.

2018-2019 saw River's Gift commit to funding a three-year genetics study with Adelaide University and the University of South Australia. Initial funds for the genetics study are to be dispersed in

November 2019, with total funding over the three years to be \$100,000 (Year 1: \$70,000, Year 2: \$15,000, Year 3: \$15,000).

This study will investigate the potential genetic link (X chromosome) with the demonstrated reduction in NK1 receptor (linked with chemical neurotransmitter Substance P) in SIDS cases. The study achieved ethics approval in the second half of the financial year and has since commenced.

Education

Latrobe University Study

In 2017/2018 River's Gift partnered with Latrobe University, Soteria Safe Sleep Advice and Safe Sleep Space to conduct a study to find out gaps on knowledge for expectant parents.

The following gaps in knowledge around safe sleep were identified:

- H1 That there is a difference in knowledge according to sex
- H2 That there is a difference in knowledge according to age
- H3 That there is a difference in knowledge according to level of education
- H4 That there is a difference in knowledge according to a person being a health professional

In addition

- there is no difference in agreement according to residential location
- we did not find any statistical difference on concordance based on locality (Metropolitan, Inner regional, outer regional). (p=.46)
- there is no difference in agreement regarding Victorian respondents compared with those living elsewhere in the country
- suggests that the Victorian recommendations do not differ significantly to other jurisdictions
- But there are differences in agreement with the recommendations according to estimated household gross income levels
- We found that there was a significant difference in concordance scores if the household estimated gross income was below \$71K per annum

As a result of this study, River's Gift put together a series of education sessions for parents, grandparents and the health professionals.

Safe Sleep Education program Geelong – Hospital based

River's Gift worked with both The Epworth Hospital Geelong and Barwon Health's University Hospital in Geelong to introduce Safe Sleep Education programs in May and June 2019.

At the Epworth Hospital, the Safe Sleep Education program was parent focused. 23 parents attended the first session and 53 attended the second. A further two-hour session with Epworth Maternity staff was held on 24 June.

A further five sessions will be held at University Hospital in 2019, attended by both Maternity and Paediatric staff.

Pregnancy, Babies, Children's and Newborns Expos

There were seven major 'Pregnancy, Babies, Children's and Newborns' related Expos in 2018/19 in Australia. River's Gift attended these expo's and, together with Soteria Safe Sleeping Advice and Safe Sleep Space, delivered Safe Sleep education talks each day on the River's Gift Education stand.

River's Gift were able to directly access over 100,000 of our target cohort with evidence-based Safe Sleep education.

In 2019/20, we plan to attend all nine Expos to be held in Australia and broaden the scope and delivery of our safe sleep messaging, with the expansion of an advice centre.

Safe Sleep Brochures

To complement the information provided at seminars and education sessions, and to provide ongoing support for parents and health professionals, River's Gift has published a six-page Safe Sleep brochure and it is now available online.

Parent support

In response to approaches from other SIDS parents, River's Gift established the 'Unite' program. This program provides bereaved parents and families with a supported platform to fundraise for research, education and awareness in honour of their own child.

In 2018/19, the River's Gift Unite program raised over \$85,000.

Unite Program

Matty Hillcoat's Truckies Day Out, Gympie

Matty Hillcoat was just 4 months old when he died from SIDS in 2011. Matty's family approached River's Gift as they wanted to hold an event to remember Matty while also raising funds to find a cure. They were inspired by River's Gift and driven to get involved to make a difference.

Matty Hillcoat's Truckies Day Out was first hosted in Gympie, Queensland, in 2017, where it attracted around 600 people and raised \$22,000 for River's Gift. The second Truckies Day Out occurred on 6 October 2018. 2,000 armbands were printed and sold and \$55,800 was raised for River's Gift.

Harry Parker Golf Day, Brisbane

The Harry Parker Golf Day was held on 30 November 2018 at the Keperra Golf Club in Brisbane, in honour of Harry Parker who lost his life to SIDS. The event had been held previously to raise funds for Red Nose and 2018 was the first time the event was held in conjunction with River's Gift as part of our Unite program. The event was highly successful, with more than 100 entrants raising \$25,000 profit on the day.

Flanagan Family Fundraiser, Victoria

The Flanagan family fundraised via their "Noah's Ark Project" and donated \$4,000 to River's Gift in April 2019, in honour of their son, Noah who sadly lost his life to SIDS.

Jasmyn's Secret Garden Gala Ball, Redcliffe, Queensland

Jasmyn passed to SIDS at five months of age in June 2017. The inaugural Jasmyn's Secret Garden Gala Ball was hosted in Redcliffe, Queensland on 22 June 2019 and was attended by more than 100 guests. The Willcox family raised just over \$4,000 for River's Gift from the event.

Uniting for Evan, Victoria

After his cousin lost their baby Evan in 2018 when he was just 3 months old, a fundraiser was set up by Troy Anderson. In conjunction with his local AFL football club in Victoria (Modewarre) Troy managed to raise \$7,126 for River's Gift via his online fundraising page. To complement his effort, Alex Hamilton was a guest speaker at the Modewarre Football Club's Ladies' Day Fundraiser on Saturday 13 July 2019, which raised an additional \$1,100 for River's Gift.

Bereavement Support

Throughout the River's Gift journey, bereavement support has been identified as a need for parents, even several years after their loss.

In a social media poll of 185 bereaved parents, the following areas were identified as their perceived top priorities.

1. Bereavement counselling in person
2. Retreats for bereaved parents
3. Support when having a rainbow baby (baby following the loss of a child).
4. Research - laboratory based
5. Education in hospitals for new parents
6. Bereavement counselling online

7. Bereavement counselling on the phone
8. Support with dealing with the coroner
9. Assistance creating fundraisers in your child's name
10. Connection with other SIDS parents

River's Gift have an aim to grow the Unite program to include some of these areas in 2020/2021.

At the core of River's Gift is the need to support bereaved families so we can breathe life back into SIDS research, education and awareness – ultimately saving the young lives of our future generation.

Corporate Partners

We have been very fortunate to have had the support of some extraordinary businesses from the Geelong region throughout our journey. Our Corporate partners provide ongoing financial and in-kind support to River's Gift and we would particularly like to thank our Corporate Partners over the past year:

- Geelong Homes, who continue to provide complimentary office and storage space for River's Gift
- Southern Star Group of Companies
- Gforce
- Harwood Andrews, who provide legal advice and consultation.
- Frank Lane, who provide ongoing branding and graphic design services

Fundraising Events and Appeals

Primary funding for River's Gift's education and research activities is derived from partnerships, corporate sponsorships, donations and fundraising events and appeals.

Piccadilly Market, Mt Duneed Estate

As a partner of this market for 8 years, on the 7 October 2018 \$2200 was raised from our volunteers collecting gold coins for parking assistance. This relationship is on-going.

Construction Cup Golf Day, Torquay

The River's Gift Construction Cup Golf Day was held on Friday 12 October 2018 at The Sands, Torquay. 102 players participated in the day just over \$32,000 was raised by way of sponsorship, golf

entry fees, charity auction and novelty hole competitions. Southern Star Group of Companies were our major sponsor of the day.

River's Gift Gala Ball, Geelong

The River's Gift Gala Ball was held at Glass House, Pivot City, Geelong on Saturday 15 June and raised \$118,500. This amounted to \$24,100 more than the Gala Ball held the previous year. More than 600 people attended the Ball, which transported guests to Neverland with a magical Peter Pan themed space and entertainment on the night. This event was the largest charity ball to be held in the Geelong region for the year.

Corporate sponsorship totalled \$56,900 in cash, and sponsors included:

- Gold sponsor – Xtreme Technology
- Silver sponsors – Harcourts, Gforce Employment Solutions, Harwood Andrews
- Bronze sponsors – Debonair Property Management, Kings Funerals, Owlet
- Event partners – Truffleduck, Igby Productions, Total Events, Bay 93.9, Geelong Advertiser GT Magazine, True South Film Company
- Support sponsors – Huntress Hair Religion, Hunter Barbershop, Kieser, Roderick Insurance Brokers.

River's Gift received \$84,000 in "in kind" support with integral partners such as Total Events (Audio Visual), Igby Productions (Theming) and Truffleduck (Catering).

On the night, funds of \$84,540 were raised through our live Auction and silent Auction.

Neverland Song

During the year, close friends of Alex and Karl, Nathan Plumridge and Gavin Chan wrote a song to commemorate what would have been River's eighth birthday in July 2019. The song, called Neverland, was launched at the River's Gift Gala Ball on 15 June and is now available for download on the River's Gift website for \$8.

Run Training programs to prepare for Great Ocean Road Running Festival

The Great Ocean Road Running Festival was held on 18 and 19 May 2019. For the 16 weeks leading up to the Running Festival, River's Gift ran Run Training programs in Geelong and Ballarat. Collectively between the two programs, River's Gift raised more than \$33,000 from these two Run Training programs, and over 60 participants wore their River's Gift sky-blue singlet on the weekend of the Running Festival.

Sports Club fundraising events and donations

- A Junior State of Origin football match between two Under 12 football sides – Collendina Cobras (Vic) and the Glebe Greyhounds (NSW) – was contested in Ocean Grove in July 2018. \$4,500 was raised between the two clubs.
- The annual Junior State of Origin football match between the Collendina Cobras and the Glebe Greyhounds was contested on 7 July 2019. \$18,000 was raised between the two teams, which included \$5,500 raised from a ‘Ladies Day’ hosted by the Ocean Grove football club.
- D2E Gym in Ballarat fundraised and donated \$2,800 to River’s Gift in January 2019.

Other donations

Several other notable donations were received during the year, including:

- A ‘7 in Heaven’ fundraising campaign, commemorating the seventh anniversary of River’s passing.
- \$1,000 from the Geelong Yacht Club in lieu of River’s Gift volunteers assisting with set-up and pack-down during the Festival of Sails in late January 2019.
- \$1500 from Carols by the Bay in lieu of River’s Gift volunteers assisting over the course of the afternoon and evening.
- \$3,000 from the Geelong Law Courts through their ‘low level offender scheme and
- \$6,500 from the East Geelong Rotary Club which represented half of the profits from their April 2019 Gala Dinner at the Geelong Yacht Club.

Fundraising events occurring after the end of the financial year or in planning

We are working hard to ensure that future years are even bigger than 2018/19:

- River’s Gift is hosting a Nepal Trek in October 2019. There is a total of 19 places on the trip, the majority of which have already been confirmed.
- The inaugural Brisbane Gala Ball is scheduled to be held at The Calile Hotel in New Farm, Brisbane on 16 November 2019. 150 guests are anticipated to attend the Ball, which will have an Aladdin theme. Venturing into a new demographic market will be an exciting time for our organisation.
- Geelong Homes have pledged to build another charity home in 2021. At this stage, Geelong Homes plans to build the home on Riverview Drive in the River’s Edge residential estate in Winchelsea, with the sale scheduled for Winter/Spring 2021.

Merchandise

River’s Gift retail a small selection of safe sleep related merchandise, as well as run t-shirts and singlets.

Owlet and Snuza breathing monitors continued to sell well, along with Hope the Elephant soft toys and Safe Sleep singlets.

Getting the word out

- Social media continues to play a major part in our marketing strategy and our Facebook and Instagram pages saw 6% to 8% growth in followers over the year. With national averages of social media engagement sitting at 0.13%, River's Gift are proud to have engagement in the exceptional 6.3% mark.
- Specific campaigns were undertaken to promote the Geelong and Brisbane Gala Balls, and the fun-runs. In addition, River's Gift sponsored a Geelong Chamber of Commerce After 5 networking event which allowed Alex and Karl to deliver a keynote presentation to more than 400 people. This resulted in significant corporate sponsorship of the 2019 Geelong Gala Ball, as well as interest in the 2019 Nepal Trek.
- During the year, River's Gift's ambassador, former AFL footballer and renowned Channel 7 commentator Cameron Ling, ran the New York Marathon in November in a River's Gift t-shirt.
- In a year of transformation, River's Gift also rebranded and launched its new website. The significant change in the new branding is the use of the word 'stamping' rather than 'stamp' in the tagline 'Stamping Out SIDS', which signifies our long-term commitment to supporting parents and grandparents of infants and the fact that we are already making inroads into our aspirational mission.

Our team

Management team

Karl Waddell – General Manager

Karl developed a career in healthcare recruitment in both Australia and the UK. As General Manager of River's Gift, Karl has an unwavering passion and drive to create a significant footprint in the world of SIDS research and Safe Sleep Education.

Karl experiences great satisfaction in his working day knowing that River's Gift are making significant inroads in the world of saving infant's lives.

Supported by a highly credentialed and experienced Board of Directors, Advisory Committee and team of employees. Karl is excited for the future direction of the organisation and the goal-oriented outcomes we strive for.

Karl regularly represents River's Gift and provides keynote deliveries at health industry seminars, corporate events and community fundraisers, representing his family's story and the organisation's mission to Stamp Out SIDS.

Alexandra Hamilton – National Events and Family Relationships Manager

With an extensive background in events, Alex combines this experience and knowledge with a sincere passion for raising funds for SIDS research.

Originally from the UK and with 18 years of experience within the events industry working for numerous blue-chip clients across the world, Alex has managed a variety of events from product launches, exhibitions and festivals to gala balls, conferences and business breakfasts. Having also worked in theatre and television, Alex's events often have theatrical elements that are fast becoming a trademark of the yearly River's Gift Gala Ball.

As a keynote speaker, Alex has travelled nationally, speaking to audiences and industry leaders, passionately sharing her story... her journey of courage, resilience and hope.

Alex is one of the founding members of River's Gift and most importantly is River's Mum.

Alex has built a loyal bond with families in similar situations and embraces the Unite to SOS (Stamp Out SIDS) initiative. Alex says "When people lose a baby, they often miss out on being acknowledged as that child's parent; the title often gets lost in the years that follow. I feel such gratitude that I am often introduced as River's Mum and I have the opportunity to do all I can, not only in his honour but for all of his little friends who have lost their lives to this devastating syndrome."

Alex is also Mum to two beautiful "rainbows born after the storm", daughter Shiloh and son Bodhi.

Susie Ward – Marketing & Sponsorship Manager

Susie is responsible for the vision and implementation of the marketing and sponsorship/fundraising efforts as it expands across the country. Susie has more than 20 years' experience in marketing, sponsorship and event management.

She graduated with a Bachelor of Business from the University of Sydney, and then started her career in corporate marketing. Soon after she followed her passion of sport into sports marketing and event/sponsorship management.

Susie has worked with major events and corporations such as The Australian Open & Davis Cup tennis, Westpac Bank, Horseland, Audi Sailing Week, Geelong Otway Tourism Bureau and Geelong's The Pier Festival.

Susie particularly enjoys developing relations with sponsors, working with key stakeholders and implementing new marketing initiatives.

Susie's thoroughly enjoys her role, and says, "I love coming into work and having the opportunity to work with such passionately driven individuals. I can't wait to see where we can take River's Gift in the future".

Susie's instilled her love of sport & the great outdoors in her own 3 children.

River's Gift Board

River's Gift are governed by a small cohesive Board of Directors who share a commitment to the goals and objectives of River's Gift.

John (JT) Thomas – River’s Gift Board Chairman

JT has been involved in banking, finance and funds management activities for 42 years. After his initial training with a major bank, a building society and then a credit union, JT joined the Howard Group in 1987, where he began managing the Howard Mortgage Trust. After 16 years, including a change in ownership, the assets had risen to a little under \$3billion, to become the largest and consistently performing trust of its kind in Australia.

JT continued his success within the mortgage fund sector, and in 2004 he launched the Mariner Mortgage Trust, which experienced enormous growth to become the best performing fund of its type in Australia within 4 years. JT is considered an expert within this space, and in 2010 he set up JT Consultancy and now advises fund managers in the mortgage and property trust space.

Aside of his work, JT also commits a large amount of his time to charity work. He is a member of a number of Boards and Trusts, with Chairman roles at leading not-for-profit organisations. In testament of his dedication to this work, in 2011 JT was awarded a Papal Knighthood, for his charitable work over 20 years for the Catholic Diocese of Parramatta.

JT enjoys a busy fulfilling life, and lives by three personal mantras. Firstly “Planning and organisation are the keys to success”, secondly “Always under promise and over deliver” in all that you do, and thirdly “Persistence and determination are omnipotent”. JT instils his mantras within the River’s Gift Board and is committed to seeing River’s Gift become a leading national charity. He feels connected with River’s Gift, having lived the experience of Alex & Karl.

Andrew McNeil

Andrew has over 27 years of diversified financial services experience across investment management, funds management, real estate advisory, corporate finance and banking. As Founder of the Yarmouth Group of companies, Yarmouth has advised on over AU\$300 million of debt and equity transactions since being formed in 2008. Andrew also provides governance advisory services and advises boards on corporate governance matters including risk management, regulatory compliance and investment mandates in accordance with corporate and trust law.

Career highlights for Andrew include working overseas with Lend Lease in San Francisco, Atlanta and New York; working with group companies including Lend Lease Real Estate Investments, Equitable Real Estate Yarmouth (ERE Yarmouth) and Yarmouth Property Management. Andrew currently represents Australian Financial Licensee fund managers that manage over \$3 billion of assets. He thrives on working with clients on creating investment products that help build and protect their wealth.

Outside of his professional career, Andrew’s passionate about sport and has been a foundation corporate partner and member of AFL team, the Greater Western Sydney Giants since 2010. He has also been a national team rowing coach on the United States, Norwegian and Swiss rowing teams.

“I’m a passionate member of the River’s Gift team, aiming to ‘Stamps out SIDS’, so that in the future, no family will ever have to experience the pain of what Karl and Alex and other SIDS families have gone through”.

Craig McGree

Craig graduated from Latrobe University with a Bachelor of Behavioural Science (Honours) and is a registered Psychologist with over 10 years' experience and is a member of the Australian Psychological Society. He has worked in a range of roles in that time, including public mental health, private practice, forensic services and crisis assessment and support to organisations and individuals. Craig is experienced in facilitating group-based interventions and has delivered programs targeting depression and anxiety, violence reduction, and drug and alcohol rehabilitation. Craig is an experienced trainer for individuals and organisations in areas such as Mental Health First Aid, Violence Risk Assessment, Autism Spectrum Disorders and Responding to At Risk Individuals.

Craig is the owner and Managing Director of Home Psychologist, a business providing psychological services to people in their own homes. Craig prides his business on providing affordable psychological services and support to vulnerable people that may not be able to access traditional services.

Craig also works for Deakin University providing counselling and supervision to students and facilitating training and promoting mental health awareness to fellow staff members.

Craig says "Through my personal friendship with Karl and Alex I shared in part both the joy surrounding River's birth, and the horrible pain of his loss. As a result, I have had a close personal connection with River's Gift since its inception. I have always had an interest in neuroscience and hope to share in the advancement of knowledge in this field that may ultimately prevent any other families from experiencing such an overwhelming loss". Craig has three young children, including a son of very similar age to River, and enjoys sharing his love of science, nature, and travel with them.

David Rose

David began his career in Melbourne and spent a number of years as legal counsel for a global financial services company as well as a litigation lawyer in a leading law firm, servicing clients including the Commonwealth Bank, NAB, AMP, TAL Life Insurance and the Bunnings Group. After gaining significant experience in the financial services sector, David made a career change to the health sector in recent years to take up management positions with the Primary Health Network, GMHBA Health Insurance, and currently with Medibank Private as Senior Hospital Contracts and Relationship Manager.

David has been an active Board member since early 2015 after meeting Karl and Alex and being inspired by their resilience and passion.

As well as spending time with family and friends, David enjoys racing motorbikes, participating in mountain bike endurance competitions, snow sports and being involved in community events.

Heath McCartney

Heath McCartney is one of three Directors of WMC Accounting, rapidly moving up the corporate ladder following his graduation from Deakin University with a Bachelor of Commerce in 2000. He has continued building his education and financial knowledge throughout his career and holds post-graduate qualifications with CPA Australia, and a Diploma of Financial Planning. Heath is a registered SMSF Auditor, Tax Agent and an Authorised Representative of SMSF Advisors Network.

Heath specialises in the complex capital gains tax issues arising from property, land developments and large-scale investments. He is proactive in tax minimisation and can be relied upon at the onset of business development to offer innovative advice to support effective strategic planning advice.

Heath and his team have major clients in trade and construction and provide support and advice to individuals looking to branch out on their own, through the development of business structures that provide asset protection and tax minimisation. This support continues throughout the business life, from start-up, business development and maintaining reporting obligations for taxation compliance.

Heath is a Director of River's Gift and has spent countless hours providing direction on fundraising efforts and advising on the intricate and very specific reporting requirements of running a not-for-profit registered charity, to fund research into SIDS prevention. Heavily involved with many sporting associations throughout his youth, Heath continues to be immersed in building strong community ties.

In 2019 we envisage our board to grow from 6 to 10 with recruitment of essential skillset and gender balance a priority.

CLOSING REMARKS

A message from our Founders

When we lost our son, we were heartbroken, believing life would never be the same again. How could we go on without him?

In discovering the lack of funding for research and education and the amount of families feeling alone, we believe River's gift to the world is to fight for answers and do all we can to ensure no other parent experiences this grief.

We are incredibly driven not only as the founders of River's Gift, but as the General Manager and Family Relationships Manager, and pledge to ensure our mission is achieved.

Our Mission...

River's Gift is dedicated to ensuring all babies are safe whilst they sleep and supporting bereaved families.

We do this by:

Educating parents, caregivers and health professionals in Safe Sleep practices and SIDS

Funding world leading pathological SIDS research

Creating a platform of support and action for families touched by a SIDS loss

With integrity, with hope and with passion, we strive for a world without SIDS.

Karl Waddell and Alexandra Hamilton