

Tiny Tickers Limited  
Annual report and accounts  
For the year ended 30 April 2021  
Charity registration number 1078114  
Company registration number 03758594



**tiny tickers**  
a better start for tiny hearts

# ANNUAL REPORT & ACCOUNTS 2020-21



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## CHIEF EXECUTIVE'S WELCOME



### AT A GLANCE

Our vision is that we want every baby with CHD to have the best chance of survival and the highest possible quality of life.

# A better start for tiny hearts

**Tiny Tickers exists to improve the early detection and care of babies with congenital heart disease (CHD), giving them a better start in life.**

Heart problems are the most common congenital birth defect – affecting around one in every 125 babies.

Every year in the UK more than 3,000 babies are born with a defect so serious it requires open heart surgery or other complex procedures during their first year of life. Early detection means babies

get the treatment they need from the first opportunity. This can save lives, improve post-surgery survival rates and lead to a better long-term quality of life.

We help babies with CHD by educating and supporting the health professionals who look after them; providing support, information and advice to newly diagnosed families; being a voice for patient families as we work with the NHS to improve services; and funding equipment that aids detection of CHD.

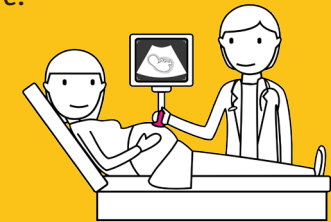
This report covers the 2020-21 financial year, which began in May 2020. This, of course, was an exceptionally challenging year due to the COVID-19 pandemic. Despite these pressures, our finances remained stable and we were able to adapt to help families and health professionals in new ways.

We are so grateful to all the donors, funders and volunteers, whose generosity and support at the most difficult of times meant we continued to make a real and positive impact for so many families.

**JON ARNOLD** CHIEF EXECUTIVE

## HOW WE HELP: OUR WORK AREAS

We want every baby with congenital heart disease in the UK to have equal access to the highest quality detection, diagnosis, treatment and care.



- 1** We train and support sonographers and other health professionals working to help patients with CHD.
- 2** We fund equipment and support new technologies to improve detection, diagnosis and treatment.
- 3** We influence service standards and are a voice for patients and families.
- 4** We provide families with information, advice and access to support.





## OUR GRATITUDE TO NHS WORKERS

During 2020-21 we witnessed first hand the unwavering dedication and professionalism of NHS staff.

From sonographers who continued to perform pregnancy screenings in very challenging circumstances; to the staff at heart units who adapted their services to continue treating young cardiac patients.

On behalf of the families Tiny Tickers supports, we'd like to say thank you to all the NHS key workers who kept services running; kept units operational; and who strove to support families through an already distressing experience that was made even harder due to the pandemic restrictions.

Their dedication to their work is remarkable, and we are proud to support the NHS through our charitable work. Thank you NHS.

# The impact of the pandemic

The Covid pandemic had a significant negative impact on the charity sector, and both our charitable activities and our finances were affected during the 2020/21 financial year.

We are proud of the way we responded – introducing new health professional training methods and resources, and responding to an increased demand for our support and advice services – all while working to ensure the continued financial viability of the charity.

Lockdown and the pressure the NHS was under meant that two of our core projects had to be paused – our in-hospital sonographer training, and our work to supply pulse oximetry testing machines. Instead, we created new projects – launching training webinars that were phenomenally well attended, and introducing a new cardiac resources hub for health professionals on our website.

Demand for our support and advice grew hugely – and we secured funding to introduce professionally-facilitated virtual support groups for parents affected by CHD.

Due to our having maintained a prudent level of reserves, we decided not to furlough staff – instead operating



## Why we're needed...

Arthur's transposition of the great arteries was detected at his mum Ellie's 20-week pregnancy scan during the pandemic. Ellie says: "Tiny Tickers and the resources they provide have been completely invaluable to us, especially throughout our pregnancy. A few months after our diagnosis, Tiny Tickers posted a photo on their Instagram of a team of sonographers they had recently trained and there was our sonographer! Without Tiny Tickers, our story could have been a lot different."

Below are photos of the team at King's Mill taken during that training, and a recent photo of Arthur, who is doing well following open heart surgery.

## AT A GLANCE

We remain financially stable despite the pandemic. Some services temporarily stopped, but we found new ways to help our beneficiaries.



with a full team. In the early weeks of lockdown, our income fell by 90%, but the rebound started with the 2.6 Challenge and continued from there. We ended a financial year that had started so worryingly with all our services resumed, our financial security intact, and a range

of new charitable projects underway. We'd like to place on record our huge thanks to our dedicated and tireless staff team and volunteers; and our extreme gratitude to all the funders, donors and fundraisers who rallied around to ensure we could continue our vital work.



## REFERENCE AND ADMINISTRATION DETAILS

**Charity name:**

Tiny Tickers Limited

**Company registration number:**

03758594

**Charity registration number:**

1078114

**Registered address:**

76 Chiswick Lane, London, W4 2LA

**Trustees:**

Paul Schofield (Chair)  
Dr Shuba Barwick (appointed 04/21)  
Julie Davison (appointed 04/21)  
Sonia Beard (appointed 04/21)  
Professor Alan Cameron  
Jane Fisher  
Nick Flanagan  
Sally Insley (appointed 04/21)  
Allan Jones  
Matthew Worrall

**Chief Executive Officer:**

Jon Arnold

**Company Secretary:**

Gwen Young

**Bankers:**

TSB, PO Box 1000,  
Andover, BX1 1LT

**Independent examiner:**

Peter Clark FCA FBIM cyf  
Milestones, 98 Woodside Road,  
Amersham, Bucks, HP6 6AP

## CHARITY & FINANCIAL INFORMATION

# Trustees' statement

### Structure and governance

Tiny Tickers is constituted as a company limited by guarantee, incorporated on April 23rd, 1999, and registered as a charity on November 8th, 1999.

The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association.

In the event of the company being wound up, members are required to contribute an amount not exceeding £10.

The directors of the company are also charity trustees for the purposes of charity law. The Articles of Association require that there are at least three trustees.

Trustees are appointed at the Annual General Meeting and are required to retire by rotation, with one third of the board of trustees retiring each year.

Trustees who retire at an AGM may, if willing, be reappointed. The board of trustees may appoint new trustees during the year, who will hold office until the next AGM, where they may be re-appointed.

New trustees are given a full induction. The trustees are responsible for our governance and for the use of funds.

Also, they are responsible for regulating our fundraising, and setting the charity's strategy and policies (and monitoring progress and fulfillment of these).

Day-to-day management of the charity's affairs is delegated to the Chief Executive.

### Charity objects

The charity's objects, as set out in our Memorandum of Association, are to improve the understanding, early detection and treatment of cardiovascular disease in babies and mothers, through research, training and education.

The trustees have referred to the Charity Commission's guidance on public benefit when reviewing aims and objectives and when planning future activities.

Since the charity's work aims to advance the life chances of approximately 3,000 babies born suffering from major CHD each year, the trustees are satisfied that the charity meets the Charity Commission's public benefit test.

Why we're needed...



Gabriela has hypoplastic left heart syndrome. Evita, her mum, says: "I'll always be grateful to those surgeons, doctors and nurses who saved our little princess - and so thankful for all the support from amazing groups like Tiny Tickers. Deep in my heart, I know she will grow up, despite the odds of having a 50% chance of reaching age five. There will be no day without her beautiful smile."



## AT A GLANCE

Our income went down by 10.5% in 2020/21 compared to the previous year. We raised £263,988.

We recorded a surplus of £60,608 - due to reduced services and prudent financial management. We have identified activities for these funds to be spent on in 2021/22.

Looking ahead, our aim is to continue growing the charity in a sustainable way, so we can keep spending more on charitable projects - and have an even greater impact.

The Covid pandemic may have stopped us doing some of our charitable work but congenital heart disease didn't stop, and families needed us more than ever. We responded by introducing new virtual and digital projects to offer the support they needed.

### Financial review 2020/21

Given the unprecedented difficulties of operating during the global Covid pandemic (the UK's first and second lockdowns both fell within this financial year), we were pleased with the overall financial performance.

After initial and significant falls in most income streams as Covid restrictions were imposed, we saw a strong and generous response driven by individual supporters and virtual events that left our income at £263,988. This was a 10.5% reduction year-on-year.

Due to a combination of services that we were unable to operate during lockdowns, and prudent financial management given

the uncertainty surrounding income, our expenditure was significantly reduced year-on-year. It fell by 12.7% to £203,608.

This restrained expenditure, combined with rebounding income as the year continued, led to a surplus of £60,380. The Trustees felt that, given the ongoing uncertainty about future financial and operating conditions, running this level of surplus was a prudent approach.

As of 30 April 2021, our total funds stood at £227,217 - of which £162,765 was unrestricted, and £64,452 restricted.

The Trustees' ambition remains to progress the organisation in a sustainable way, and our 2021/22 budget includes increased spending and a small budgeted

deficit as we ensure the operational team has sufficient resources to deliver both current and new charitable activities.

The Trustees believe the 2020/21 financial performance - despite the challenging circumstances - continues to provide a stable platform from which to deliver significant impact for our beneficiaries.

However, while the charity remains in a strong financial position, we are aware that the cloud of the pandemic will likely remain with us for some time and will, to some extent, guide our expenditure decisions into the next year.

It is the Trustees' policy to hold unrestricted reserves equivalent to six

to nine months' normal expenditure and our 2020/21 performance and 2021/22 budget continue to allow for the charity to operate within that policy once funds designated to planned charitable activities are taken into account.

### Declaration

The Trustees declare that they have approved this annual report document. Signed on behalf of the charity's Trustees:

Paul Schofield, Chair of Trustees  
Date: 04/01/2022



# Independent examiner's report

## Independent examiner's report to the Trustees of Tiny Tickers Limited

We report on the accounts of the company for the year ended 30 April 2021, which are set out on pages 7 to 12.

## Respective responsibilities of Trustees and Examiner

The Trustees (who are also the Directors of the Company for the purposes of company law) are responsible for the preparation of the accounts.

The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied ourselves that the charity is not subject to audit under company law and is eligible for independent examination, it is our responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- Follow the procedures laid down in the general Directions given by the Charity Commission under section 145 (5)(b) of the 2011 Act; and

- State whether particular matters have come to our attention.

## Basis of independent examiner's report

Our examination was carried out in accordance with the general Directions given by the Charity Commission.

An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records.

It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

## Independent examiner's statement

In connection with our examination, no matter has come to our attention:

(1) which gives us reasonable cause to

believe that in any material respect the requirements:

- To keep accounting records in accordance with section 386 of the Companies Act 2006: and
- To prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Charities Statement of Recommended Practice (Charities SORP (FRS 102))

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Peter Clark FCA FBIM cyf  
Milestones  
98 Woodside Road  
Amersham  
Buckinghamshire  
HP6 6AP

Date: 04/01/2022



Our supporters responded to the Covid pandemic by organising their own fundraising activities and taking part in virtual events like the 2.6 Challenge. We are so grateful to everyone who helped.

# Statement of financial activities

For the year ended 30 April 2021 (incorporating the Income and Expenditure Account)

All of the activities are continuing. There were no recognised gains or losses other than those stated above.

The notes on pages 9 to 12 form part of these financial statements.

	Notes	Unrestricted funds	Restricted funds	Total 2021	Total 2020
		£	£	£	£
<b>INCOMING RESOURCES</b>					
Incoming resources from generated funds:					
Voluntary income	3	211,046	8,991	220,037	207,042
Activities for generating funds		3,803	19,127	22,930	71,271
Investment income	4	846	-	846	943
Income resources from charitable activities:					
Training		235	19,940	20,175	15,787
Other income		-	-	-	-
Total incoming resources		215,930	48,058	263,988	295,043
<b>RESOURCES EXPENDED</b>					
Charitable activities					
Training		43,196	1,560	44,756	58,452
Influencing standards		13,282	10,615	23,897	46,073
Awareness		21,213	1,447	22,660	22,857
Research		-	-	-	-
Family support / collaborative working		8,926	4,288	13,214	12,393
Cost of generating funds:					
Cost of generating voluntary income		57,310	-	57,310	47,619
Fundraising event costs		4,295	-	4,295	7,666
Operating costs		32,622	-	32,622	35,041
Governance costs		4,854	-	4,854	3,077
Total resources expended	5	185,698	17,910	203,608	233,178
Net income (expenditure) for the year		30,232	30,148	60,380	61,865
Total funds brought forward May 2020		132,533	34,304	166,837	104,972
Total funds carried forward May 2021	10	162,765	64,452	227,217	166,837

# Balance sheet

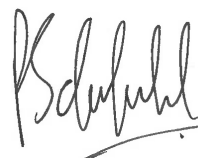
As at 30 April 2021

	Notes	Unrestricted funds	Restricted funds	Total 2021	Total 2020
		£	£	£	£
<b>Current assets</b>					
Debtors	8	-	-	-	1,311
Cash at bank and in hand		163,765	64,452	228,217	166,526
<b>Total current assets</b>		<b>163,765</b>	<b>64,452</b>	<b>228,217</b>	<b>167,837</b>
Creditors: amounts falling due with one year	9	1,000	-	1,000	1,000
<b>Net current assets</b>		<b>162,765</b>	<b>64,452</b>	<b>227,217</b>	<b>166,837</b>
<b>Net assets</b>		<b>162,765</b>	<b>64,452</b>	<b>227,217</b>	<b>166,837</b>
<b>Funds of the charity</b>					
Unrestricted funds		162,765	-	162,765	132,533
Restricted income funds		-	64,452	64,452	34,304
<b>Total funds</b>	10	<b>162,765</b>	<b>64,452</b>	<b>227,217</b>	<b>166,837</b>

For the year ended 30 April 2021, the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies' regime.

The financial statements on pages 7 to 12 were approved by the trustees on Tuesday, January 4th, 2022 and signed on their behalf by:



Paul Schofield, Chairman of the Trustees

Date: 04/01/2022

The notes on pages 9 to 12 form part of these financial statements.



# Notes to the accounts

For the year ended 30 April 2021

## 1. Basis of preparation

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### 1.1 Basis of preparation

The financial statements have been prepared under the Companies Act 2006 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102).

The financial statements are drawn up on the historical cost basis of accounting, as modified by the revaluation of investments. Tiny Tickers meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

### 1.2 Going concern

The Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and the company is well placed to manage its risks successfully. Accordingly, they adopt the going concern

basis in preparing the annual report and accounts.

## 2. Accounting policies

### 2.1 Incoming resources

Income is included in the Statement of Financial Activities (SoFA) when:

- The charity becomes entitled to the resources;
- The trustees are virtually certain they will receive the resources; and
- The monetary value can be measured with sufficient reliability.

Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Incoming resources from tax reclaims on donations are included in the SoFA at the same time as the gift to which they relate.

Contractual income and performance related grants are only included in the SoFA once the related goods or services have been delivered.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity. Gifts in

kind for use by the charity are included in the SoFA as incoming resources when receivable.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Donated services and facilities are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material.

The value placed on these resources is the estimated value to the charity of the service or facility received.

### 2.2 Expenditure and liabilities

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay our resources.

Where the charity gives a grant with conditions for its payment being a specific level of service or output to be provided, such grants are only recognised in the SoFA once the recipient of the grant has provided the specified service or output.

Grants payable without performance conditions are only recognised in the accounts when a commitment has been made and there are no conditions to be met relating to the grant which remain in the

control of the charity.

Governance costs include costs of the preparation and examination of statutory accounts, the costs of trustee meetings and cost of any legal advice to trustees on governance or constitutional matters.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources.

### 2.3 Assets

Tangible fixed assets for use by charity are capitalised if they can be used for more than one year, and cost at least £500. They are valued at cost or a reasonable value on receipt.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight-line basis over their expected useful economic lives as follows:

- Project and office equipment - over 4 years

Investments quoted on a recognised stock exchange are valued at market value at the year-end. Other investment assets are included at trustees' best estimate of market value.

Stocks and work in progress are valued at the lower of cost or market value.

# Notes to the accounts (cont.)

## 3. Analysis of voluntary income

	2021 £	2020 £
Donations from individuals	150,375	150,900
Corporate donations	21,575	16,932
Grants from trusts and foundations	48,087	39,210
	<hr/> 220,037	<hr/> 207,042

## 4. Analysis of investment income

	2021 £	2020 £
Bank interest receivable	846	943
	<hr/>	<hr/>

## 5. Analysis of resources expended

	Activities undertaken directly	Support costs	2021 £	2020 £
	£	£		
<b>Charitable activities</b>				
Training	3,406	41,350	44,756	58,452
Influencing standards	10,615	13,282	23,897	46,073
Awareness	1,669	20,991	22,660	22,857
Research	-	-	-	-
Family support / collaborative working	4,762	8,452	13,214	12,393
<b>Cost of generating funds</b>				
Cost of generating voluntary income	4,201	53,109	57,310	47,619
Fundraising event costs	4,295	-	4,295	7,666
<b>Operating costs</b>	6,324	26,298	32,622	35,041
<b>Governance costs</b>	4,854	-	4,854	3,077
	<hr/> 40,126	<hr/> 163,482	<hr/> 203,608	<hr/> 233,178

Included in governance costs is £950 in respect of fees for the independent examination of the accounts (2020: £950).



## Notes to the accounts (cont.)

### 6. Trustee remuneration and expenses

No remuneration or out-of-pocket expenses were paid to trustees during the year or the preceding year.

### 7. Staff costs

	2021 £	2020 £
Gross wages	155,230	158,603
Employer's national insurance contributions	9,635	10,851
Employer's pension contributions	3,661	3,468
	<hr/> 168,526	<hr/> 172,922

The charity has six employees, four of whom are employed on a part-time basis. In the prior year, there were five part-time and one full-time salaried employees.

There were no employees whose emoluments exceeded £60,000.

### 8. Debtors

	2021 £	2020 £
Trade debtors	-	1,311
Accrued income	-	-
	<hr/> -	<hr/> 1,311

### 9. Creditors: amounts falling due within one year

	2021 £	2020 £
Accruals	1,000	1,000
	<hr/> 1,000	<hr/> 1,000

# Notes to the accounts (cont.)

## 10. Funds analysis

	B/f at 1 May 2020 £	Incoming resources £	Outgoing resources £	Transfer from unrestricted £	C/f at 30 April 2021 £
<b>Unrestricted funds</b>	132,533	215,930	185,698	-	162,765
<b>Restricted funds</b>					
Training	4,247	19,940	-	-	24,187
Awareness	8,373	2,870	1,447	-	9,796
Family experience videos	-	4,687	38	-	4,649
Communicating unexpected news	-	1,734	-	-	1,734
Cardiac resources hub	-	2,000	1,560	-	440
Virtual support groups	-	4,250	4,250	-	-
Pulse oximetry	21,684	12,577	10,615	-	23,646
<b>Restricted funds total</b>	<b>34,304</b>	<b>48,058</b>	<b>17,910</b>	<b>-</b>	<b>64,452</b>
<b>Total funds</b>	<b>166,837</b>	<b>263,988</b>	<b>203,608</b>	<b>-</b>	<b>227,217</b>

## 11. Transactions with related parties

There were no transactions with related parties during the year.

Details of restricted funds are as follows:

### Training

A number of funders have requested their funds should be allocated to the delivery of our sonographer and health professional training services.

### Awareness

Our Think 20 and Think HEART awareness campaigns empower parents to better understand their baby's heart

development, their 20 week screening, and the signs a newborn baby could have an undetected heart condition.

### Family experience videos

Funding had been secured for a series of films to support families who have a diagnosis of CHD.

### Communicating unexpected news

We are developing training interventions and materials to assist sonographers with the very difficult task of communicating to parents that their baby may have CHD.

### Cardiac resources hub

During the pandemic we launched a new resources hub for health professionals containing a range of content related to CHD detection, diagnosis and treatment.

### Virtual support groups

Funding has been secured to continue a new project launched during lockdown - facilitating small virtual support groups to families affected by CHD.

### Pulse oximetry

We continue to place pulse oximetry testing machines in NHS Trusts, to aid with the detection of potential CHD.



# THANK YOU

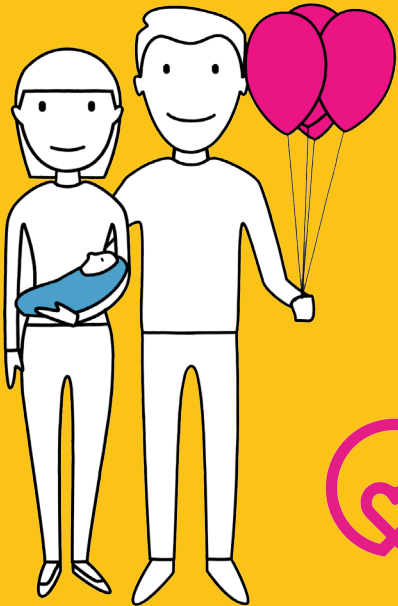
**We would like to thank all those who have supported our work - including the wonderful funders, fundraisers, donors and volunteers who make it possible for us to do what we do. Thank you all so much.**



**Facebook:** [www.facebook.com/tinytickers](http://www.facebook.com/tinytickers)

**Twitter:** @tinytickers

**Instagram:** @tinytickers



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[www.tinytickers.org](http://www.tinytickers.org)