

## **Headstart4Babies**

### **Strategic Report for the Year Ended 31 December 2022**

The trustees, who are directors for the purposes of company law, present their strategic report for the year ended 31 December 2022, in compliance with s414C of the Companies Act 2006.

#### **Achievements and performance**

During 2022, we saw an increase in the numbers of applications for funding from families who were struggling with the cost of living and the after effects of the Covid-19 pandemic. Despite a slower than normal year for fundraising, the trustees were therefore happy to continue providing support to a wide range of families across the UK, using the reserves built up over previous years in some cases. Awareness of the conditions continues to rise and we have developed even better relationships with all the clinics offering treatment. As a result, they are frequently directing families to us for advice and funding. To ensure that we can help as many families as possible the trustees remain committed to building and distributing the fund and to offering increased levels of support wherever possible. The charity acknowledges that our website and social media presence still need to be improved and this is an ongoing project which is nearing completion. While the area of fundraising remains a challenge, we did receive grant income from a number of charitable trusts and families continued to fundraise for their own treatment through Justgiving. As ever, we remain determined to spread the word about plagiocephaly and to assist as many families as possible to proceed with helmet treatment where it is needed.

#### **Principal risks and uncertainties**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error

The strategic report was approved by the trustees of the charity on ..... and signed on its behalf by:

.....  
Mr P Saich  
Chief Executive Officer and Trustee

## **Headstart4Babies**

### **Trustees' Report**

#### **Objectives and activities**

##### ***Objects and aims***

Headstart4Babies is a charitable organisation which aims to raise awareness of plagiocephaly and brachycephaly. As well as increasing the profile of both conditions, we offer support, advice and, where required, funding towards treatment to families whose babies are affected. We also aim to work with NHS professionals to educate parents about ways in which plagiocephaly and brachycephaly can be alleviated and to introduce both health workers and parents to the benefits of helmet therapy for babies with severe asymmetry. Our longer-term objective is to persuade the NHS to embrace and offer free treatment across the UK