

The For Baby's Sake Trust

England & Wales · Charity number 1126459

Details

Other names	THE STEFANOUE FOUNDATION
Status	Registered
Legal form	Charitable company
Company number	06713945
Registered	2008-10-28
Register	View on the Charity Commission register

Contact

Address	Unit 1B Meadway Court Rutherford Close Stevenage SG1 2EF
Phone	01438 873420
Email	welcome@forbabyssake.org.uk
Website	www.forbabyssake.org.uk

Activities

Objects: THE FURTHERANCE OF SUCH EXCLUSIVELY CHARITABLE PURPOSES AS THE TRUSTEES MAY IN THEIR ABSOLUTE DISCRETION DETERMINE.

Activities: Our resources are overwhelmingly committed to 'For Baby's Sake', our major and expanding programme to help parents to break the cycle of domestic abuse and give babies the best start in life. Our catalytic philanthropy addresses the root causes of complex problems. We inspire progress in policy and practice by sharing our pioneering learning and resources and through our partnership working.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE NATIONAL
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,987,657	£1,872,694	£1,122,444	30
2024-03-31	£2,027,127	£1,556,069	£1,007,481	26
2023-03-31	£1,672,979	£1,567,482	£536,423	24
2022-03-31	£1,362,211	£1,472,222	£430,926	23
2021-03-31	£3,126,197	£3,163,779	£540,937	20

Trustees

Name	Role	Appointed
ADAM EMMANUEL SHUTKEVER		
Dame Linda Margaret Homer		2017-10-02
Dr Gillian Rose		2024-05-15
Helen Christine Veale		2025-06-12
JONATHAN CHAPMAN		2023-11-13
LADY SALLY KNOWLES		2020-01-01
Sami Rahman		2024-08-19
Tracey-Joy Harrison		2025-06-12

The For Baby's Sake Trust

England & Wales - Charity number 1126459

Accounts

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

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THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2025**

Trustees	Dame Linda Homer, Chair Adam Shutkever, Vice-Chair Jon Chapman Philip Fellowes-Prynne Lady Sally Knowles Dr Gillian Rose (appointed 15 May 2024) Sami Rahman (appointed 19 August 2024) Tracey-Joy Harrison (appointed 12 June 2025) Helen Veale (appointed 12 June 2025)
Company registered number	06713945
Charity registered number	1126459
Registered office	Unit 1B Meadway Court Rutherford Close Stevenage Hertfordshire SG1 2EF
Company secretary	Adam Shutkever
Independent auditors	MHA Chartered Accountants Statutory Auditor 6th Floor 2 London Wall Place London, United Kingdom EC2Y 5AU
Senior Leadership Team	Lauren Seager-Smith, CEO Judith Rees, Director of Operations Amanda McIntyre, Deputy CEO (until 1 June 2024), Head of Impact and Evaluation thereafter Elaine Fulton, Director of Strategic Partnerships (to 24 May 2024)
As at 21 October 2024 the Senior Leadership Team became:	Lauren Seager-Smith, CEO Judith Rees, COO Owen Day, CFO (appointed 21 October 2024)

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The Trustees present their annual report together with the financial statements of The For Baby's Sake Trust for the year 1 April 2024 to 31 March 2025. The Trustees confirm that the Annual Report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Reference and administrative details

a. Name of Charity, registration numbers and address

The For Baby's Sake Trust is a registered Charity (1126459) and company limited by guarantee (6713945). Its principal and registered office address is: 1B Meadway Court, Rutherford Close, Stevenage, SG1 2EF.

b. Providers of banking services or professional advice

During the year covered by this report, the Charity bought in financial or legal services or advice to the Board from the individuals or organisations listed below and is grateful for their support.

Nature of support	Provider
Financial Controller	Tracy Snotra FCCA
Banking	Coutts Bank, 2nd Floor 440 Strand, London, WC2R 0QS
Investment Management	Cazenove Capital, 1 London Wall Place, London EC2Y 5AU
Legal advice, including review of policies	Quantrills Solicitors, Brackenwood, Hyams Lane, Ipswich, IP9 2QF
Auditors	MHA, 6th Floor, 2 London Wall Place, London, EC2Y

Objectives and Activities

Objects of the Charity

As set out in the Memorandum of Association, the objects for which the Charity was formed are for charitable activity in the furtherance of such exclusively charitable purposes as the Trustees may in their absolute discretion determine. In setting objectives and planning activities, the Trustees have given due consideration to the general guidance published by the Charity Commission regarding public benefit.

Vision and mission

Our vision is for a world where babies and children grow up free from the harm of domestic abuse.
Our mission is to provide and promote therapeutic, trauma-informed support that breaks cycles of domestic abuse and gives babies the best start in life.

Values

Our values are dignity and respect for all, efficiency and high performance, teamwork – we, not I, making a difference and doing the right thing.

Trauma-informed practice

As a charity, we aim to uphold the key principles of trauma-informed practice: safety, trust, choice, collaboration, empowerment, and cultural consideration.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Strategic objectives for 2024/2025

- 1) Deliver interventions that break cycles of domestic abuse and give babies the best start in life.
 - Expand the reach and impact *For Baby's Sake* to support more babies and parents in local areas throughout England, including preparation to fund and launch new practice sites, as well as deepening local partnerships.
 - Design and deliver new interventions to break cycles of domestic abuse and give babies the best start in life.
- 2) Strengthen understanding of what works to break cycles of domestic abuse and give babies the best start in life.
 - Enhance our data collection and analysis by investing in infrastructure and team capacity.
 - Invest in external evaluations to demonstrate impact and inform future development.
- 3) Influence policy and practice.
 - Advocate for trauma-informed, whole-family, and intersectional approaches to break cycles of domestic abuse and give babies the best start in life.
 - Share practice with a wide network of professionals to support the delivery of trauma-informed approaches across front-line services, nationwide.
- 4) Champion collaboration and co-production
 - Expand our partnerships with national and local public, charitable and community organisations, as well as with What Works Centres and research-based institutions and foundations, to fulfil our mission.
 - Embed the contributions of experts by experience into governance and programme design through initiatives like the Parent Advisory Group and the Advisory Board for 'My Future Me,' ensuring services reflect the voices of those they support.
- 5) Build organisational sustainability
 - Enhance governance, fundraising, and operational systems to support long-term growth and resilience, including leadership transitions and strategic planning tools.

Activities, achievements, and performance

1a) *For Baby's Sake*

Our flagship programme, *For Baby's Sake*, delivers intensive, trauma-informed support to parents who want to break the cycle of domestic abuse and give their baby the best start in life. The programme begins in pregnancy and supports both parents – together or apart – through the baby's early years, helping them understand and change harmful patterns of behaviour.

Each parent is paired with their own *For Baby's Sake* Therapeutic Practitioner. Therapeutic Practitioners work with each parent individually and at their own pace, supporting them to explore their own childhood trauma, learn emotional regulation skills, and co-parent more safely and constructively. The programme is modular and highly personalised, responding to the needs of each family with empathy and rigour.

In 2024–25, our teams supported 752 individuals in 215 families across all delivery sites. This included 205 mothers, 195 fathers, 219 babies, and 133 siblings.

Attrition rates remained low – an outcome we are proud of given that participation in *For Baby's Sake* is entirely voluntary. Average quarterly disengagement rates during the year (calculated as the percentage of those who disengaged within 12 months of signing up for the programme and moving into the modules) were just 18%, highlighting its relevance, impact, and the trust we build with families.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

We also reached a growing number of professionals through our training and public events. Through webinars, conferences and in-person training, we provided trauma-informed learning to 2400 professionals across sectors including health, social care, and education.

Outcomes for babies and parents

We track outcomes at key points in a baby's life, with a particular focus on the first year – a vital developmental period. We collect evidence to demonstrate that our programme is helping to reduce domestic abuse, help families overcome complex challenges and create safer, more nurturing environments for their babies. The outcomes for the 73 families supported during the year whose babies have reached age one demonstrates:

- Babies are meeting their developmental milestones. Assessed using validated 'Ages and Stages' Questionnaires (ASQ), 95% reached their six-month development milestones for communications and for emotional and social development. Equivalent national data is not available for babies aged six months but is available for toddlers aged around two and a half. The latest national annual data (2023/234) shows 86.6% of toddlers being at or above their expected level in communications development and 91.2% at or above the expected level in personal-social skills.
- Babies' safeguarding needs have reduced considerably. 96% of the babies had been supported by children's social care at some stage, reducing to 38% at exit or by end-June 2025 (three months after year-end) for families who were still participating at that point.
- Improved outcomes for babies with the highest safeguarding needs. 37% of the babies had been in care proceedings or the preparatory stage of Public Law Outline; reducing to 19% of babies at exit or by end-June 2025.
- Physical and emotional safety has improved. Levels of domestic abuse are measured using a standardised tool (Severity of Abuse Grid). The majority of families affected by each type of domestic abuse have seen reductions in the level of that abuse: physical abuse (72%); sexual abuse (80%); stalking and harassment (70%); and jealous and controlling behaviours (59%) (The numbers of families accounted for in these percentages vary, depending on the overall prevalence of each abuse type.)
- Reduction in police call-outs for domestic abuse. Measured each quarter during the year, on average 88% of families whose babies were aged one or over while engaging in *For Baby's Sake* did not have a domestic abuse police call-out in the previous six months. The comparative rate is 82% for all families supported during the year, including those most recently recruited.

Some of the most meaningful data about the impact of *For Baby's Sake* continues to be qualitative, through parents describing the deep changes they are achieving for themselves and their children and the specific aspects and change mechanisms within *For Baby's Sake* which equipped them.

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

How *For Baby's Sake* breaks cycles of domestic abuse, supports healing from trauma and gives babies the best start in life – in parents' own words

"I felt I could talk to my For Baby's Sake Therapeutic Practitioner and trust her right from the start. Her kindness and understanding as well as her interest in my culture and upbringing" – Mother (Therapeutic relationship between parent and practitioner, which unlocks all other change mechanisms)

'Self-talk; thinking about it before I say or do something negative. This has helped me recognise my own responses to situations.' - Father (Basic Tools module, including stabilisation strategies)

'Module has helped me to realise just how much your feelings and emotions affect others around you and how other people's behaviour is really about their feelings. It's important for us all to talk about our feelings more, the children are starting to do this more too' - Mother (Healthy Expressions of Feelings module)

I'd never looked at myself from such a perspective and the part I play. I've learned that my daughter doing well is a mirror of how I am interacting with her." - Father (Video Interaction Guidance intervention, the central change mechanism to support parent-infant bonding and interaction)

"Reviewing my childhood helped me to organize what has been good and the challenges in my childhood. I realised how my experience meant that I was very unaware of life, naïve, when I got married and came to the UK.... The Inner Child Work helped me to accept who I am, and I like me" - Mother (Inner Child module and the therapeutic core of the programme)

Our commitment to inclusion

We are committed to creating a service and workplace that is inclusive and equitable.

This year, we collected and reviewed our Equalities, Diversity, Inclusion and Equity (EDIE) data to better understand who we are reaching and how we can serve families more effectively.

The ethnic diversity of *For Baby's Sake* families supported during the year was broadly reflective of their local populations in each area. Below is a table of *For Baby's Sake* families' ethnicities compared with the England & Wales average (England and Wales 2021 Census).

Ethnicity	England & Wales Average	<i>For Baby's Sake</i> families
White British/English/Scottish/Welsh/Northern Irish	75%	71%
Black/Black British/Caribbean/African	4%	12%
Other White	7%	7%
Asian/Asian British	9%	4%
Other	2%	4%
Mixed or Multiple	3%	2%

The most diverse *For Baby's Sake* cohort is in the London Bi-Borough (The Royal Borough of Kensington & Chelsea and Westminster City Council), where 82% of the parents supported during the year had Global Majority Heritage or 'Other White' (i.e. excluding British/UK nations) ethnicities. This diversity included multiple Black, African, Caribbean, and Asian ethnicities, Gypsy and Irish Traveller ethnicities, other White backgrounds including parents from Eastern Europe and parents with mixed/multiple ethnic backgrounds.

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For Baby's Sake succeeds in reaching parents with complex needs including childhood trauma. Of the parents supported during the year, 78% had emotional health needs, while 56% of parents reported a diagnosed mental health condition or learning difficulty. 34% identified drug-related needs, 31% disclosed needs related to criminal activity past or present, 52% identified complex housing needs, 46% reported support needs related to finances, benefits, and debt, while 52% of parents identified needs for social and community support.

20% of parents reported that they were care-experienced, while 39% reported having been supported as children by Children's Social Care.

Exposure to four or more Adverse Childhood Experiences (ACEs) is associated with significantly increased long-term risks to physical, mental, and emotional health, wellbeing, and socio-economic and behavioural outcomes in adulthood, along with risks of intergenerational transmission of trauma once the adults become parents. In a UK study on ACEs (Bellis et al, 2014), 9% of the population were found to have four or more ACEs. By contrast 87% of our mothers and fathers who engaged with *For Baby's Sake* during the year experienced four or more adverse childhood experiences.

Equity and inclusion through trauma-informed intersectional practice

For Baby's Sake is empowering families with intersectional needs to transform life-chances for current and future generations. This is illustrated by the work with one family we supported from pregnancy, when their unborn baby was at risk of being taken into care. The mother was care-experienced in her own childhood and her previous four children had been taken into care. The father has learning difficulties and experienced severe bullying as a child. The holistic support from *For Baby's Sake* empowered the parents to understand and break cycles of domestic abuse and bond with their baby and attune to their baby's communication, while also being supported to heal from past trauma through the Inner Child module.

The programme was delivered flexibly to meet each parent's needs, including by carefully reviewing language, content, and pace to meet the father's needs. By the time of their exit, the family had been stepped down out of Children's Social Care and was receiving tailored support available to families with complex needs. As she was completing her programme, the mother said:

"I had no trust and did not want to let anyone new in, but the only way forward is accepting that I need to let people in for support, and that changed after For Baby's Sake."

We also took action to embed inclusion throughout our work:

- All teams received training from Proud2BParents on supporting LGBTQ+ parents, from GATE Herts on working with Gypsy, Roma, and Traveller families and from NeuroNatal to learn more about working with neurodivergent parents.
- We continue to review our programme delivery to ensure accessibility, including language support, literacy-friendly resources, and personalised, culturally attuned support for parents.
- Internally, we launched a dedicated EDIE drop-in group to support peer learning around inclusive practice.

Inclusion is a continuous journey, and we remain committed to listening, learning, and adapting as we grow.

1b) Piloting new interventions (plans towards *My Future Me*)

We officially launched our new pilot programme, *My Future Me*, to extend our therapeutic expertise to care-experienced young people. This programme will be co-designed by care experienced young people to help young people build resilience, offer validation and encouraging an understanding of the trauma they may have suffered, its impact on their sense of self and develop healthy, safe relationships – laying the foundation for stability and wellbeing in adulthood.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

We are pleased to announce that Hertfordshire County Council has agreed to serve as our host partner for My Future Me, further strengthening the collaboration established during the development of For Baby's Sake and continuing over the past decade of programme delivery within the county. Additionally, we are partnering with Rocket Science, which was selected through a competitive tender process, to implement an evaluation framework that will evaluate both the co-production process and a test and learn process throughout the project's development.

2) Strengthening understanding of what works

There is a nationally recognised gap in UK impact evidence on what works for children and families affected by domestic abuse. This is compounded by uncertainties about appropriate methodologies for conducting impact evaluations of complex, whole-family interventions for families with high safeguarding needs, such as *For Baby's Sake*. Foundations (the What Works Centre for Children and Families) is working with us and learning from the *For Baby's Sake* context to inform future design of such evaluations. Our partnership with Foundations reflects our commitment to contributing to the UK evidence base and Foundations' view of the national importance of *For Baby's Sake*.

We continue to develop our internal data collection and analysis, supported by our new case management system. The next phase of work includes developing the internal data collection and analysis to support My Future Me and to capture our activity, impact, and insights from wider practice work, including training. We also continue to contribute to nationally significant initiatives including the development of core outcome frameworks for children and families and the external evaluation of the Chrysalis Centre, where we are a delivery partner, supporting the Police and Crime Commissioners for Hertfordshire and Bedfordshire to deliver a pioneering trauma-informed approach to behaviour change support, funded through the Home Officer Perpetrator Programme.

3) Influencing policy and practice

This year, we played an active role in influencing the national response to domestic abuse. We contributed to government roundtables with the Home Office and Department of Health, met with MPs and ministers, and responded to multiple calls for evidence across the domestic abuse and early years sectors.

Ahead of the 2024 General Election, we published a set of policy calls for the new government:

- Prioritise the needs of babies and children in the response to domestic abuse: This includes ring-fenced funding for whole-family approaches, support for all parents who want help starting in pregnancy, a national framework for programmes that aim to reduce the impact of domestic abuse on babies and children and ensuring authentic voices of families impacted by domestic abuse shape policy and practice.
- Adopt trauma-informed approaches to break cycles of domestic abuse: We're calling on the government to prioritise understanding the root causes of abusive behaviours and implementing effective interventions for lasting change, exploring the link between mental ill health, childhood trauma and domestic abuse, and working to reduce stigma and other barriers to seeking help.
- Invest in evidence-based practice and evaluation of domestic abuse programmes: This means providing funding and support to build the evidence base of what works to reduce the impact of domestic abuse on babies and children. A Pro Bono Economics report showed that a failure to support children exposed to domestic violence in the UK may be costing taxpayers between £480 million and £1.4 billion. Investment in reducing the impact is crucial.

To strengthen our voice and impact, the Board approved plans to recruit a Policy and Public Affairs Officer who will lead the development of this important workstream.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Reaching new audiences

Our public-facing work reached more people than ever before:

- Our police Freedom of Information investigation revealed that over 187,000 babies are present at domestic abuse callouts each year. The findings were covered by *The Independent*, *Woman's Hour* and others.
- Our social care Freedom of Information showed that almost 50,000 babies are referred to children's social care annually with domestic abuse as a factor. The story reached *Channel 4 News*, *Metro*, and several other outlets.
- We partnered with the BBC to share the news of our *Foundations* evaluation, reaching thousands through broadcast and digital media.
- Our public campaigns – *Healing Starts Here*, *Children Keep the Score*, *Baby Steps*, *16 Days with The Sadie Centre* and *So This Is Christmas?* – challenged stigma and invited parents, professionals, and the public to see domestic abuse through a trauma-informed lens.
- We spoke at national events including the iHV Conference, AVIG UK Conference, Durham Safeguarding Week, and the University of Bradford.

4) Championing collaboration and co-production

Deepening local and national partnerships

- In Blackpool, we were delighted to secure a two-year extension to our partnership through the *Blackpool Better Start* initiative – a groundbreaking programme to transform children's outcomes from birth.
- We continued to work with the London Bi-Borough (Westminster and Kensington & Chelsea) and began building a relationship with Haringey Council, focused on expanding trauma-informed, whole-family support.
- Our training and events reached over 2000 professionals through joint webinars and workshops with organisations including SafeLives, ManKind, iHV, The Listening Place, Innovating Minds, Safer Places, Switchboard, and the White Ribbon Alliance.
- Thanks to our wonderful supporters at The Barratt Redrow Foundation, we joined forces with the Barratt London team to deliver Christmas baby boxes to families in need
- We also placed a team of runners in the London Landmarks Half Marathon to raise funds and awareness for our cause.

Launching our Parent Advisory Group

We launched our first Parent Advisory Group, enabling parents with experience of domestic abuse who have completed *For Baby's Sake* to influence our services and future planning. We have identified Participation Champions in each Operational team to support Therapeutic Practitioners in continuing to recruit parents interested in shaping the programme's development or sharing the positive effects of *For Baby's Sake* through social media and promotional activities.

5) Building organisational sustainability

Governance and Leadership

Our governance and leadership continued to evolve this year. We appointed two new Trustees – Dr Gillian Rose and Sami Rahman – whose expertise strengthens our board's strategic insight, with specialisms in child psychiatry and data analysis. We also expanded our ambassador network, welcoming Richard Spencer and Tallulah Bardens, who are helping raise awareness of our mission with authenticity and passion. Finally, we expanded our internal leadership team to support our growing portfolio of work. Owen Day joined as Chief Financial Officer and Becky Reynolds was appointed Deputy Director of Operations. Their appointments reflect our commitment to strong infrastructure and sustainability as we scale our impact.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Safeguarding

We enhanced our safeguarding practices by commissioning an external audit with ECP Safeguarding. The review covered key areas such as case management, record keeping, safeguarding leadership roles, staff training, policies, multi-agency work, recruitment, central records, and procedures for handling allegations. The audit produced helpful recommendations which have all been actioned, with the following summary statement:

'It is the conclusion of this audit that The For Baby's Sake Trust has staff with shared passions and values around support for families impacted by domestic abuse through a trauma-informed approach. The organisation has robust safeguarding systems and procedures which help keep service users safe.'

The safeguarding audit included a survey of parents who commented anonymously and provided insights into the strengths of the *For Baby's Sake* model, notably how parents felt supported to engage with statutory interventions from Children's Social Care.

For Baby's Sake supports families with significant child and adult safeguarding risks and strong multi-agency partnership working has always been central to our safeguarding model. The teamwork is vital, especially as our current cohort has the highest ever prevalence of families with the highest child safeguarding risks. This reflects the value that child safeguarding professionals such as social workers and independent Child Safeguarding Conference Chairs place on *For Baby's Sake*.

Trauma-informed accreditation

We began our journey to becoming a Trauma Accredited Organisation with One Small Thing. We aim for the trauma-informed principles of Safety, Trust, Choice, Collaboration, Empowerment, and Cultural Consideration to be embedded across all areas of our work, from service delivery to collaboration with partners and influence at policy level.

Case management and data analysis

We secured funding from an anonymous foundation to develop a new case management system (a key area of recommendation from the external safeguarding audit). This has a go-live date of July 2025 and will significantly improve our ability to record and analyse data to support effective delivery of our services.

Effective oversight in safeguarding is crucial in the context of working with vulnerable families impacted by domestic abuse. It ensures that safeguarding policies are not only in place but are also rigorously followed and continuously improved. This vigilance helps to identify and mitigate risks promptly, ensuring the safety and wellbeing of our families.

Additionally, the ability to produce a detailed chronology of events and interventions is an essential aspect of safeguarding. It allows for the accurate tracking of individual cases, ensuring that all actions taken are well-documented and can be reviewed for consistency and effectiveness.

The combination of vigilant oversight and meticulous chronological documentation creates a robust safeguarding framework. It demonstrates an organisation's commitment to transparency, accountability, and the highest standards of care for those it serves.

The new system will strengthen our capacity for data analysis, which will both inform our practice development and continuous improvement internally and enable us to make even greater contributions to the UK evidence base about breaking cycles of domestic abuse and giving babies the best start in life.

THE FOR BABY'S SAKE TRUST
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FOR THE YEAR ENDED 31 MARCH 2025

Fundraising

We continued to develop our fundraising strategy by diversifying income sources and securing numerous multi-year grants to support the long-term sustainability and growth of *For Baby's Sake* in regional areas. We are deeply grateful for the ongoing support from all our funders this year: to our founder Stelio Stefanou, who continues to provide vital support as we expand our services for babies and families across the UK; to local authorities taking action to implement whole-family, trauma-informed approaches to domestic abuse through commissioning *For Baby's Sake*; to the growing number of Trusts and Foundations, including those committing to multi-year grants to sustain and expand our work; to the increasingly strong relationships with corporates sharing responsibility to break cycles of domestic abuse; and to the increasing number of philanthropists and individual supporters standing with us in our mission to break cycles of domestic abuse and give babies the best start in life.

Financial review

The accounts for this financial year, April 2024 to March 2025, provide separate information on the Trust's three distinct areas of charitable activity: *For Baby's Sake* (the Charity's flagship programme); Policy and Practice and *My Future Me* (the Charity's new pilot programme). The accounts also clearly identify how restricted funding is used.

The Charity recorded income of £1,987,657 in the year and spent £1,872,694. These totals included recognition of £679,874 of restricted income in the year, which was spent in full. In the previous year, the Charity had received income of £2,027,127 and spent £1,556,069. Expenditure in both years related mostly to the delivery, oversight, leadership, and development of *For Baby's Sake*. Expenditure on fundraising grew from £81,016 in 2023/24 to £158,830 in 2024/25 which reflects the investment in a fundraising team whose aim is to increase and diversify the Charity's income streams. The Charity had brought forward reserves of £1,007,481 at the beginning of the financial year and carried forward £1,122,444 at year-end, which the Trustees see as underpinning the Charity's growth plan.

The Charity is enormously grateful to all its funders and supporters and excited by the early progress in the key strategic aim of growing and diversifying income.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources and a strategy to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. The Charity's strategic plan to sustain and expand *For Baby's Sake* and the new pilot Care Experienced programme, and to continue contributing to Policy and Practice, hinges on attracting external funds from public sector, charitable and philanthropic sources. Income diversification is a priority for the Charity, demonstrated in investment in expertise and capacity in income generation, which is already yielding promising results.

While competition for funding remains intense, the *For Baby's Sake* model is aligned to public policy priorities to provide trauma-informed, whole-family responses to domestic abuse, address safeguarding needs and risks for babies and unborn babies and support the emotional wellbeing of all family members. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

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FOR THE YEAR ENDED 31 MARCH 2025

Reserves policy

The Trustees have adopted a reserves policy to ensure that the Charity remains a going concern. The reserves policy agreed by the Trustees is to aim to maintain reserves to cover three to six months' worth of the Trust's expenditure. This reflects requirements to mitigate against short-term dips in income, have sufficient working capital and, should a major event occur, be able to wind down in an orderly fashion. Free reserves, those reserves which are unrestricted as to use, easily realisable and not committed or invested in tangible fixed assets held by the Charity, were £1,122,444 (including £58,000 designated for IT Equipment) at the year-end (2024 - £1,007,481 (including £58,000 designated for IT Equipment)). Trustees have set a budget for the year ending 31 March 2026 with expenditure of £2,306,000 creating a reserves target of £576,500 - £1,153,000, meaning that actual reserves were within the target and considered by the Trustees to be at an acceptable level, which is adequate to cover possible additional growth of the organisation into the next financial year. This level of reserves is deemed appropriate for a growing organisation in the current economic environment, considering increased inflation and cost pressures. The Board will continue to review the reserves policy in light of the Charity's growth strategy.

Plans for the future

Our 10-Year Goal

Our 10-Year goal is that every UK family can access support to break cycles of domestic abuse and give their baby the best start in life. We also aspire for the UK to be the global lead in whole-family, trauma-informed, intersectional approaches to domestic abuse.

To achieve this goal, we have identified the following enablers:

- Growth in public understanding of the high risk of domestic abuse in pregnancy and the critical impact on babies and children.
- Government commitment and endorsement of what works to break cycles of domestic abuse - whole-family, trauma-informed, intersectional approaches.
- Joined-up approaches across health, justice, social care, and education (locally and nationally).
- *For Baby's Sake* to become business as usual in the response to domestic abuse in every local area
- Widescale funding for delivery of *For Baby's Sake* – at a regional/ local level - either through funding for the Trust to deliver through regional teams and/or funding for local areas to license delivery of the programme
- Further development of the *For Baby's Sake* evidence base, focusing on:
 - a) impact
 - b) cost-effectiveness

In the next year, we will develop our strategic plan for the following three years, prioritising activities that bring us closer to our goal. Key activities will include:

- Public awareness campaigns and collaborations to raise awareness of the impact of domestic abuse in pregnancy and the early years
 - Developing our policy and public affairs strategy to support local and national government to commit to what works to break cycles of domestic abuse
 - Expansion of *For Baby's Sake* across regional areas, including launch of the North East team in 2025.
 - Continuing our journey with Foundations: What Works Centre for Children and Families towards a large-scale impact evaluation of *For Baby's Sake*; cost-benefit analysis of *For Baby's Sake*
 - Early evaluation of *My Future Me*, and development of plans to scale the programme; potential for new pilot projects in the areas of education and criminal justice.
 - Continuing to widen our funding base, with an emphasis on multi-year grants, public sector commissioning and traded services to support long-term financial growth.
-

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Structure, Governance and Management

Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 October 2008 and registered as a Charity on 28 October 2008. The Charity's change of name from The Stefanou Foundation to The For Baby's Sake Trust took effect on 8 August 2020 and, through updating the Memorandum and Articles of Association in September 2022, all Trustees are now Members of the Charity.

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

Organisational structure and decision making

The Trustees were recruited to provide the Charity with the necessary Charity governance, commercial and management experience to meet its core objectives. Trustees were asked to be responsible for the strategic direction of the Charity, ensuring that it is well-run, achieves its goals and is adequately resourced. The organisation has an investment management policy which sets out the aims and parameters for investments kept by the Charity. This includes ensuring legal compliance and ensuring the Charity delivers the charitable outcomes for which it has been established. They are required to define the Charity's vision and goals and approve major programmes. Trustees are required to meet at least three times a year and bring commitments of time, energy, and networking to help fulfil the Charity's mission. Key policies of the Charity include:

- Appointment of Trustees
- Compliments, Comments and Complaints
- Conflicts of Interest
- Data Protection, Information Security and Confidentiality
- Equity, Diversity, Inclusion and Equality
- Financial Procedures Manual
- Donations and Gift Acceptance
- Investment Management
- Reserves
- Staff Handbook
- Domestic Abuse
- Trauma-Informed
- Safeguarding

Policies and procedures for recruitment, induction, and training of Trustees

The Board of Trustees has fully undertaken its governance responsibilities throughout the year, including by thoroughly scrutinising the data and operational progress of *For Baby's Sake*. The Trustees are actively involved in the strategic development of the Charity, notably the development and expansion of *For Baby's Sake*, deepening its evidence base and extending its contribution to policy and practice.

In Spring 2024, the Trustees undertook a skills audit to assess gaps in knowledge and expertise. This led to working with Nurole to recruit a Trustee with data experience and conducting an open search for a Trustee with clinical expertise. These initiatives successfully recruited two new Trustees, who joined in summer 2024.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Trustee induction, training and CEO briefings equip Trustees with the knowledge and understanding to fulfil these responsibilities, including through opportunities to meet *For Baby's Sake* practitioners and briefings on the evidence for the Charity's approach. We have an active membership with NCVO and opportunities for on-going learning and development are shared with the trustees where applicable. Safeguarding adults, babies, and children is at the heart of the Trust's work.

Trustees' Indemnities

Trustees benefit from indemnity insurance to protect the trustees against personal liability arising from the proper discharge of their duties. This insurance is considered appropriate and proportionate to the charity's activities and risk profile, and is reviewed annually to ensure continued suitability. The cost of this insurance in the year has been included within total insurance costs.

Arrangements for settling pay and remuneration of Key Management Personnel

The Board, working with the CEO, has developed a pay structure for the Charity, providing a consistent framework for determining and reviewing salary levels across the entire organisation, including for key management personnel. Annual increases are subject to Board approval. Decisions on pay are taken in light of benchmark data about annual pay awards across the voluntary and public sector and reviews of comparative salaries, to ensure that salaries are competitive and reflective of the demanding nature of the Charity's work and the high calibre required for staff at all levels.

Review and management of risk

Domestic abuse is an area of significant risk – to adults, children, and babies. Our programmes are designed to mitigate and reduce risk of harm for those who use our services, while also mitigating risk of harm to our staff and volunteers. We undertake operational activity that is informed by best practice, subject to high standards of training and supervision, robust data management and case management procedures, regular partnership overview and external audit and learning opportunities.

A risk register is maintained and reviewed quarterly by the Board, covering the most significant risks and an explanation of the corresponding mitigating actions. The categories of risk and mitigating actions and approaches are summarised below:

- Operational: for example, safeguarding the risks to babies, children and adults related to domestic abuse or abuse or neglect of children as well as risk to staff members. Robust safeguarding policies and procedures and regular safeguarding audits maintain high standards. Our staff undertake regular safeguarding training and have clear processes for reporting and monitoring.
- Financial Sustainability: ensuring that the organisation has the appropriate level of income and diversity of income sources to maintain financial sustainability. The organisation manages this risk through strategic planning, multi-year financial forecasting, active fundraising, and close stewardship of donor relationships. Regular financial review and external audits further strengthen financial controls.
- Other risks: including data protection breaches & IT and cyber security threats. The trust addresses these through strong data governance, achievement of Cyber Essential Plus, disaster recovery planning and due diligence processes.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The Board works closely with the Senior Leadership Team to ensure that robust policies, procedures, systems, and training are in place to mitigate risks, identify potential issues, and respond appropriately to incidents that threaten the charity. The organisation continuously monitors these risks and updates its mitigation strategies to maintain resilience and compliance with regulatory standards.

Fundraising standards information

The Charity is thankful to all those who have donated or awarded grants or contracts to the Charity. Every donation, grant and contract contribute to enabling the Charity to empower parents to break cycles of domestic abuse and give their baby the best start.

The Charity has been registered with the Fundraising Regulator with effect from 10 April 2019. Members of the public can donate through the facility on the Charity's website to donate via the Charity's CAF account. The Donation and Gift Acceptance Policy supports the Board and Senior Leadership Team to ensure that only appropriate gifts are accepted. The Charity complies with the Code of Fundraising Practice. We have procedures in place to protect people in vulnerable situations and we give our supporters the opportunity to opt out of communications. There have been no complaints to the Charity or the Regulator and no failures to comply with a scheme or fundraising standard.

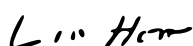
Auditors

The Charity's independent auditors, MHA have indicated their willingness to continue in office.

Preparation of the Report

This report of the Board has been prepared taking advantage of the small companies' exemption of Section 415A of the Companies Act 2006.

This report was approved by the Trustees and signed on their behalf by:



.....
Dame Lin Homer

Chair

Date: 18th September 2025

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2025

The Trustees (who are also the Directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by order of the Members of the Board of Trustees and signed on its behalf by:



.....
Dame Lin Homer

Chair

Date: 18th September 2025

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST

Opinion

We have audited the financial statements of The For Baby's Sake Trust (the 'Charity') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Use of our report

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members, as a body, for our audit work, for this report, or for the opinions we have formed.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA

Statutory Auditor

London, United Kingdom

Date: 19/09/2025

MHA is the trading name of MHA Audit Services LLP, a limited liability partnership in England and Wales (registered number OC455542).

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2025

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income from:					
Donations and grants	4	1,268,736	114,892	1,383,628	1,666,645
Charitable activities	5	3,248	564,982	568,230	346,999
Investments	6	35,799	-	35,799	13,483
		<u>1,307,783</u>	<u>679,874</u>	<u>1,987,657</u>	<u>2,027,127</u>
Total income					
Expenditure on:					
Raising funds	7	158,680	150	158,830	81,016
Charitable activities	8,9	1,034,140	679,724	1,713,864	1,475,053
		<u>1,192,820</u>	<u>679,874</u>	<u>1,872,694</u>	<u>1,556,069</u>
Total expenditure					
		<u>114,963</u>	<u>-</u>	<u>114,963</u>	<u>471,058</u>
Net movement in funds					
Reconciliation of funds:					
Total funds brought forward		1,007,481	-	1,007,481	536,423
Net movement in funds		114,963	-	114,963	471,058
		<u>1,122,444</u>	<u>-</u>	<u>1,122,444</u>	<u>1,007,481</u>
Total funds carried forward					

All income and expenditure derives from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 23 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)
REGISTERED NUMBER: 06713945

BALANCE SHEET
AS AT 31 MARCH 2025

	Note	2025 £	2025 £	2024 £	2024 £
Current assets					
Debtors: Amounts falling due within one year	13	134,371		84,242	
Cash at bank and in hand	18	1,077,753		1,000,393	
		<u>1,212,124</u>		<u>1,084,635</u>	
Creditors: Amounts falling due within one year	14	(89,680)		(77,154)	
Net current assets			<u>1,122,444</u>		<u>1,007,481</u>
Total net assets			<u><u>1,122,444</u></u>		<u><u>1,007,481</u></u>
Charity funds					
Restricted funds	15	-		-	
Unrestricted funds	15	1,122,444		1,007,481	
Total funds			<u><u>1,122,444</u></u>		<u><u>1,007,481</u></u>

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....
Dame Lin Homer

Chair

Date: 18th September 2025



.....
Adam Shutkever

Trustee

The notes on pages 23 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025

	Note	2025 £	2024 £
Cash flows from operating activities			
Net cash used in operating activities	17	41,561	493,719
Cash flows from investing activities			
Investment income	6	35,799	13,483
Net cash provided by investing activities		35,799	13,483
Change in cash and cash equivalents in the year		77,360	507,202
Cash and cash equivalents at the beginning of the year		1,000,393	493,191
Cash and cash equivalents at the end of the year	18	1,077,753	1,000,393

The notes on pages 23 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

1. General information

The For Baby's Sake Trust is a private charitable company limited by guarantee and is registered with the Charity Commission (Charity Registered Number: 1126459) and Registrar of Companies (Company Registration Number: 06713945) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The For Baby's Sake Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling which is the functional and presentational currency of the Charity and rounded to the nearest pound.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Grants are recognised on this basis. Donations are recognised once the donation has been received.

The Charity's Gift Acceptance Policy is to accept gifts from legally acquired sources that are in line with its values. Any gift with a value of £10,000 or more will require a greater level of due diligence to ensure any potential donor is supporting The For Baby's Sake Trust in line with the policy. The Charity uses the Annual Report and Accounts, including the Trustees' Report, as the main donor recognition tool.

Donated services that are consumed immediately are recognised in the accounts as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The Charity recognises donated services, which are given for its own use and which otherwise would have to be purchased. They are recognised when they are received, provided the value of the gift can be measured reliably. Donated services are measured and included in the accounts on the basis of the value of the gift to the Charity. This is the amount that the Charity would be willing to pay in the open market for an alternative item. It can be lower than, but not exceed, the open market price for the item.

The Charity receives government grants in respect of furthering its charitable objectives. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

2.4 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.5 Support costs allocation

Support costs are those that assist the work of the Charity in fulfilling its charitable activities and include central support costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include elements of project management and administration carried out centrally. (These costs have previously included the costs of the central office accommodation, though in July 2024 the central office was vacated when the lease expired and the whole organisation moved to working from home.) Where support costs cannot be directly attributed to particular headings they have been allocated to expenditure on charitable activities (and, if incurred, to cost of raising funds) on a basis consistent with use of the resources. Governance costs are those incurred in connection with the running of the Charity and compliance with constitutional and statutory requirements

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

2. Accounting policies (continued)

2.11 Financial instruments

The Charity holds basic financial instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 13. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at cost.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 14. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.12 Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

2.13 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.14 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

- Allocation of support costs
- Depreciation rates for tangible fixed assets
- Useful economic lives of assets
- Valuation of donated services

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4. Income from donations and grants

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Donated services - advertising support	80,691	-	80,691
Donated services - licences for Kim database	42,000	-	42,000
Donated services - System Change	1,333	-	1,333
Donated services - general support	800	-	800
Donations and sponsorships	50,142	1,150	51,292
Grants	1,093,770	113,742	1,207,512
Total 2025	1,268,736	114,892	1,383,628

Donated services from Kim Technologies enable the charity to use its Kim system as a For Baby's Sake data platform. The Charity places a value of £42,000 (2024 - £42,000) on this donated service from Kim Technologies. Other donated services totalling £82,824 (2024 - £5,020) included £80,691 (2024 - £20) for Google advertising support, the provision of meeting rooms for Board meetings by DWF and The Dulverton Trust and volunteer support.

The Charity is extremely grateful to all those individuals and organisations who provided grant funding, donations or gifts in kind during the year.

	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Donated services - licences for Kim database	42,000	-	42,000
Donated services - general support	5,020	-	5,020
Donations and sponsorships	149,800	-	149,800
Grants	1,427,200	42,625	1,469,825
Total 2024	1,624,020	42,625	1,666,645

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4. Income from donations and grants - analysis

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Stefanou Foundation	900,000	-	900,000
Esmée Fairbairn Foundation	65,000	3,950	68,950
The EQ Foundation	50,000	4,800	54,800
Kering Foundation	40,769	-	40,769
John Armitage Charitable Trust	30,000	-	30,000
The Hollyhock Charitable Foundation	-	21,209	21,209
The Barratt Redrow Foundation	20,000	-	20,000
Help for Children UK Ltd	-	15,000	15,000
The Dulverton Trust	-	14,583	14,583
The Sanger Foundation	5,000	-	5,000
Shanly Foundation	-	5,000	5,000
M&G FA Ltd	-	4,200	4,200
Palca Stevenson Giving CIO	-	4,000	4,000
Souter Charitable Trust	3,000	-	3,000
Individual Giving	14,446	-	14,446
Community Events	14,172	150	14,322
Other donations	1,525	42,000	43,525
Donated services	124,824	-	124,824
	1,268,736	114,892	1,383,628
	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Stefanou Foundation	1,300,000	-	1,300,000
Esmée Fairbairn Foundation	70,000	-	70,000
The EQ Foundation	25,000	-	25,000
The Hollyhock Charitable Foundation	-	21,209	21,209
The Dulverton Trust	-	10,417	10,417
Palca Stevenson Giving CIO	-	2,000	2,000
Souter Charitable Trust	3,000	-	3,000
Other donations	-	3,000	3,000
Donated services	226,020	5,999	232,019
	1,624,020	42,625	1,666,645

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5. Income from charitable activities

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Income from charitable activities - For Baby's Sake Programme	-	564,982	564,982
Policy and Practice - Contractual income	3,248	-	3,248
Total 2025	3,248	564,982	568,230

	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Income from charitable activities - For Baby's Sake Programme	-	338,895	338,895
Policy and Practice - Contractual income	8,104	-	8,104
<i>Total 2024</i>	<i>8,104</i>	<i>338,895</i>	<i>346,999</i>

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5. Income from charitable activities - analysis

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
Income from charitable activities - For Baby's Sake:			
Foundations (What Works Centre for Children & Families)	-	227,982	227,982
Police and Crime Commissioner for Hertfordshire	-	196,500	196,500
Westminster City Council	-	48,000	48,000
Royal Borough of Kensington and Chelsea	-	48,000	48,000
Haringey Council	-	22,000	22,000
Police, Fire and Crime Commissioner for Essex	-	15,000	15,000
Essex County Council	-	7,500	7,500
	-	564,982	564,982
Income from Policy and Practice - Contractual income:			
Training, Consultancy and other contractual income	3,248	-	-
	3,248	564,982	568,230
	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Income from charitable activities - For Baby's Sake:			
Foundations (What Works Centre for Children & Families)	-	57,933	57,933
Police and Crime Commissioner for Hertfordshire	-	166,500	166,500
Westminster City Council	-	48,000	48,000
Royal Borough of Kensington and Chelsea	-	48,000	48,000
Haringey Council	-	18,462	18,462
	-	338,895	338,895
Income from Policy and Practice - Contractual income:			
Training, Consultancy and other contractual income	8,104	-	-
	8,104	338,895	346,999

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6. Income from investments

	Unrestricted funds 2025 £	Total funds 2025 £
Bank interest receivable	35,799	35,799

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Bank interest receivable	13,483	13,483

7. Expenditure on raising funds

	Unrestricted funds 2025 £	Total funds 2025 £
Direct fundraising costs	158,830	158,830

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Direct fundraising costs	81,016	81,016

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8. Analysis of expenditure on charitable activities - by fund

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £
For Baby's Sake Programme	815,572	665,774	1,481,346
Policy and Practice	218,568	3,950	222,518
My Future Me Programme	-	10,000	10,000
Total 2025	1,034,140	679,724	1,713,864
	<i>Unrestricted funds 2024 £</i>	<i>Restricted funds 2024 £</i>	<i>Total funds 2024 £</i>
For Baby's Sake Programme	940,610	341,349	1,281,959
Policy and Practice	152,923	40,171	193,094
<i>Total 2024</i>	<i>1,093,533</i>	<i>381,520</i>	<i>1,475,053</i>

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9. Analysis of expenditure on charitable activities - by type

	Activities undertaken directly or collaboratively 2025 £	Support costs 2025 £	Total funds 2025 £
For Baby's Sake Programme	1,276,885	204,461	1,481,346
Policy and Practice	199,888	22,630	222,518
My Future Me Programme	10,000	-	10,000
Total 2025	1,486,773	227,091	1,713,864

	Activities undertaken directly or collaboratively 2024 £	Support costs 2024 £	Total funds 2024 £
For Baby's Sake Programme	1,101,924	180,035	1,281,959
Policy and Practice	173,089	20,005	193,094
Total 2024	1,275,013	200,040	1,475,053

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs

	For Baby's Sake Programme 2025 £	Policy and Practice 2025 £	My Future Me Programme 2025 £	Total funds 2025 £
Staff costs	1,100,854	187,385	9,779	1,298,018
Consultants' fees and charges	12,290	-	198	12,488
Travel, hospitality and other staff	15,745	2,474	-	18,219
Training and conferences	6,962	82	-	7,044
Memberships and subscriptions	1,602	-	-	1,602
Marketing and communications	2,405	-	-	2,405
Recruitment	1,895	1,138	-	3,033
Project or operational resources	3,872	-	-	3,872
IT and telecoms and mobile phones	7,629	7,192	-	14,821
Administration office and accommodation	940	284	23	1,247
Donated services - For Baby's Sake (advisory)	122,691	1,333	-	124,024
Total 2025	1,276,885	199,888	10,000	1,486,773

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs (continued)

	<i>For Baby's Sake Programme 2024 £</i>	<i>Policy and Practice 2024 £</i>	<i>My Future Me Programme 2024 £</i>	<i>Total funds 2024 £</i>
Staff costs	982,900	161,517	-	1,144,417
Depreciation	905	519	-	1,424
Consultants' fees and charges	16,200	2,583	-	18,783
Travel, hospitality and other staff	13,476	3,037	-	16,513
Training and conferences	15,824	3,386	-	19,210
Memberships and subscriptions	3,235	-	-	3,235
Marketing and communications	-	900	-	900
Recruitment	816	-	-	816
Project or operational resources	1,991	-	-	1,991
IT and telecoms and mobile phones	19,413	894	-	20,307
Administration office and accommodation	1,045	-	-	1,045
Donated services - For Baby's Sake (advisory)	45,768	52	-	45,820
Loss on fixed asset disposals	351	201	-	552
<i>Total 2024</i>	<u>1,101,924</u>	<u>173,089</u>	<u>-</u>	<u>1,275,013</u>

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs

	For Baby's Sake Programme 2025 £	Policy and Practice 2025 £	Total funds 2025 £
Staff costs	43,859	4,873	48,732
Consultants' fees and charges	46,004	5,112	51,116
Travel, hospitality and other staff	3,199	355	3,554
Training and conferences	11,210	1,246	12,456
Memberships and subscriptions	11,147	1,239	12,386
Marketing and communications	5,083	565	5,648
Recruitment	2,468	274	2,742
Project - operational resources	11	1	12
IT and telecoms and mobile phones	36,807	4,090	40,897
Administration office and accommodation	12,328	1,370	13,698
Professional fees	13,084	1,454	14,538
Bank interest and charges	749	83	832
Governance costs	17,712	1,968	19,680
Donated services - general support	800	-	800
Total 2025	204,461	22,630	227,091

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs (continued)

	<i>For Baby's Sake Programme 2024 £</i>	<i>Policy and Practice 2024 £</i>	<i>Total funds 2024 £</i>
Staff costs	61,974	6,886	68,860
Depreciation	226	25	251
Consultants' fees and charges	41,983	4,665	46,648
Travel, hospitality and other staff	393	44	437
Training and conferences	1,216	135	1,351
Memberships and subscriptions	6,701	745	7,446
IT and telecoms and mobile phones	27,458	3,051	30,509
Administration office and accommodation	15,533	1,726	17,259
Professional fees	3,986	443	4,429
Bank interest and charges	660	73	733
Governance costs	18,738	2,082	20,820
Donated services - general support	1,080	120	1,200
Loss on fixed asset disposals	87	10	97
<i>Total 2024</i>	<u>180,035</u>	<u>20,005</u>	<u>200,040</u>

10. Governance costs

	2025 £	2024 £
Auditors' remuneration - Audit of the financial statements	15,000	14,340
Auditors' remuneration - Other services	4,680	4,500
Under-accrual of prior year audit fees	-	1,980
	<u>19,680</u>	<u>20,820</u>

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11. Staff costs

	2025	2024
	£	£
Wages and salaries	1,295,621	1,114,175
Social security costs	139,606	117,379
Pension costs	67,015	58,158
	1,502,242	1,289,712

In the financial period, the Charity made redundancy and termination payments totalling £19,785 (2024 - £NIL) which was for payment in lieu of notice to departing staff.

The average number of persons employed by the Charity during the year was as follows:

	2025	2024
	No.	No.
For Baby's Sake	19	17
Policy and Practice	11	9
	30	26

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2025	2024
	No.	No.
In the band £60,001 - £70,000	1	-
In the band £70,001 - £80,000	1	3
In the band £80,001 - £90,000	1	1
In the band £90,001 - £100,000	1	-

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12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2024 - £NIL).

During the year ended 31 March 2025, expenses totalling £386 were reimbursed or paid directly to 2 Trustees (2024 - £NIL to no Trustees). In respect of travel and hotel expenses.

The total amount of employee benefits, including employer national insurance and pension contributions, received by Key Management Personnel was £298,185 (2024 - £376,954). As detailed within the Trustees' Report, the Charity considers its Key Management personnel to comprise;

- Trustees
- Senior Leadership Team

13. Debtors

	2025 £	2024 £
Due within one year		
Other debtors	81,462	80,504
Prepayments and accrued income	52,909	3,738
	<u>134,371</u>	<u>84,242</u>

14. Creditors: Amounts falling due within one year

	2025 £	2024 £
Accruals and deferred income	89,680	77,154
	<u>89,680</u>	<u>77,154</u>
	2025 £	2024 £
Deferred income at 1 April	58,314	-
Resources deferred during the year	70,000	58,314
Amounts released from previous periods	(58,314)	-
Deferred income at 31 March	<u>70,000</u>	<u>58,314</u>

The deferred income balance relates to income received for projects taking place in the next financial year.

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15. Statement of funds

Statement of funds - current year

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2025 £
Unrestricted funds					
Designated funds					
Designated Fund for IT equipment	58,000	-	(10,576)	10,576	58,000
General funds					
General Fund	949,481	1,307,783	(1,182,244)	(10,576)	1,064,444
Total Unrestricted funds	1,007,481	1,307,783	(1,192,820)	-	1,122,444
Restricted funds					
Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire	-	196,500	(196,500)	-	-
London Boroughs	-	140,500	(140,500)	-	-
Foundations	-	227,982	(227,982)	-	-
The Hollyhock Charitable Foundation	-	29,159	(29,159)	-	-
The Dulverton Trust	-	29,583	(29,583)	-	-
Others (including First Give, Palca Stevenson Giving CIO, The Souter Charitable Trust and The Wixamtree Trust)	-	35,150	(35,150)	-	-
Case Manager Project	-	21,000	(21,000)	-	-
	-	679,874	(679,874)	-	-
Total of funds	1,007,481	1,987,657	(1,872,694)	-	1,122,444

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15. Statement of funds (continued)

The General Fund is unrestricted for use in any of the Charity's activities, including all costs associated with For Baby's Sake and all costs of contributing to Policy and Practice, through sharing and embedding the transferrable practice from For Baby's Sake, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence. The unrestricted General Fund can also be used to finance the costs of fundraising.

Activity-based accounting has continued into the current year, providing ongoing visibility of the major investment in For Baby's Sake, the Charity's innovative programme to support expectant parents to break the cycle of domestic abuse and give their baby the best start in life, alongside the growth in wider Policy and Practice activity and the development of a new programme called My Future Me.

The Designated Fund for IT equipment, established to maintain funding to replace IT hardware (notably laptops and mobile phones) as required, had a value of £58,000 at 31 March 2025.

The Fixed Asset fund represented the Charity's holding of fixed asset. This fund was closed on 31 March 2024 after moving out of our office premises.

As income diversified during the year, the number of restricted funds has grown. Most funds are restricted to supporting For Baby's Sake. The restricted funds are set out below.

Offices of the Police and Crime Commissioners for Hertfordshire & Bedfordshire (OPCC)

This restricted fund holds the grant received from the Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire. This originated from the Home Office Perpetrator Project fund for domestic abuse services. The grant to the Charity recognises the value of working with those who use abusive behaviour and integrating support for the whole family, notably during pregnancy and postnatally.

London Bi-Borough

The London Bi-Borough restricted fund received grants from the London Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea to contribute to the costs of delivering For Baby's Sake in these local authority areas.

We also received funding from Haringey Council, Essex County Council & Police, Fire and Crime Commissioner for Essex which is restricted to the delivery of For Baby's Sake in those local authority areas.

Foundations

Foundations (the national What Works Centre for Children and Families) awarded a multi-year grant to support a pilot evaluation of For Baby's Sake and the associated delivery of the programme. In 2024/25, this restricted fund held the proportion of the grant received and relating to the work undertaken up to 31 March 2025.

The Hollyhock Charitable Trust

This is a restricted fund for the delivery of For Baby's Sake in the North East of England.

NOTES TO THE FINANCIAL STATEMENTS
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15. Statement of funds (continued)

The Dulverton Trust

This is a multi-year fund restricted to be spend on Core Funding relating to the For Baby's Sake programme.

Others - Trusts and Foundations supporting For Baby's Sake

The Charity holds a number of restricted funds related to grants received to support For Baby's Sake, including Esmée Fairbairn Foundation, The EQ Foundation, Help For Children UK Ltd, Shanly Foundation, M&G FA Ltd, Palca Stevenson Giving CIO (2023/24 and 2024/25) and others.

Case Manager Project

This is an anonymous grant related to the design and implementation of a new case management software system and mobile device management system. The new software is called Case Manager and will replace the Kim system.

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NOTES TO THE FINANCIAL STATEMENTS
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15. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2023 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 March 2024 £</i>
Unrestricted funds					
Designated funds					
Fixed Asset Fund	4,392	-	(1,675)	(2,717)	-
Designated Fund for IT equipment	-	-	-	58,000	58,000
	<u>4,392</u>	<u>-</u>	<u>(1,675)</u>	<u>55,283</u>	<u>58,000</u>
General funds					
General Fund	532,031	1,645,607	(1,172,874)	(55,283)	949,481
	<u>532,031</u>	<u>1,645,607</u>	<u>(1,172,874)</u>	<u>(55,283)</u>	<u>949,481</u>
Total Unrestricted funds	<u>536,423</u>	<u>1,645,607</u>	<u>(1,174,549)</u>	<u>-</u>	<u>1,007,481</u>
Restricted funds					
London Bi-Borough	-	96,000	(96,000)	-	-
Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire	-	166,500	(166,500)	-	-
London Boroughs	-	18,462	(18,462)	-	-
Foundations	-	57,933	(57,933)	-	-
The Hollyhock Charitable Foundation	-	21,209	(21,209)	-	-
The Dulverton Trust	-	10,416	(10,416)	-	-
Others (including First Give, Palca Stevenson Giving CIO, The Souter Charitable Trust and The Wixamtree Trust)	-	11,000	(11,000)	-	-
	<u>-</u>	<u>381,520</u>	<u>(381,520)</u>	<u>-</u>	<u>-</u>
Total of funds	<u>536,423</u>	<u>2,027,127</u>	<u>(1,556,069)</u>	<u>-</u>	<u>1,007,481</u>

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16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2025 £	Total funds 2025 £
Current assets	1,212,124	1,212,124
Creditors due within one year	(89,680)	(89,680)
Total	1,122,444	1,122,444

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>
Current assets	1,084,635	1,084,635
Creditors due within one year	(77,154)	(77,154)
Total	1,007,481	1,007,481

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £	2024 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	114,963	471,058
Adjustments for:		
Depreciation charges	-	1,675
Investment income	6 (35,799)	(13,483)
Loss on the disposal of fixed assets	-	2,717
Increase in debtors	13 (50,129)	(28,962)
Increase in creditors	14 12,526	60,714
Net cash provided by operating activities	41,561	493,719

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18. Analysis of cash and cash equivalents

	2025	2024
	£	£
Cash in hand	1,077,753	1,000,393
Total cash and cash equivalents	1,077,753	1,000,393

19. Analysis of changes in net debt

	At 1 April	Cash flows	At 31 March
	2024	£	2025
	£		£
Cash at bank and in hand	1,000,393	77,360	1,077,753
	1,000,393	77,360	1,077,753

20. Pension commitments

The Charity offers to match each employee's pension contribution, up to 5% of their salary, into the defined contributions pension scheme of their choice, including but not limited to the workplace pension scheme. It also offers a salary sacrifice arrangement. Over the course of the year, twenty-three employees benefited from the matched employer contribution to their salaries and six employees additionally took up the salary sacrifice offer. In all cases, the assets of the schemes chosen by the employees are held separately from the Charity in independently administered funds.

The Charity contributes to defined contribution pension schemes for its employees. The amount recognised as an expense in the year was £67,051 (2024 - £58,159). Contributions totalling £NIL (2024 - £NIL) were payable to the fund at the Balance Sheet date.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

21. Operating lease commitments

At 31 March 2025 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2025	2024
	£	£
Operating lease rentals	-	8,052
	<u> </u>	<u> </u>

22. Related party transactions

Lady Sally Knowles, a Trustee of the Charity, is the spouse of Sir Nigel Knowles, who is the Chairman of Kim Technologies, the company continuing to provide a gift in kind to the Charity in the form of use of its Kim system as a For Baby's Sake data platform. The Charity places a value on this donated service from Kim Technologies of £42,000 (2024 - £42,000). Sir Nigel Knowles is also the CEO of DWF, which provides meeting rooms for the Charity's Board meetings. The Charity places a value of £400 (2024 - £1,200) on this gift in kind from DWF.

Unrestricted donations were received from 3 Trustees in the year totalling £288 (2024 - £NIL) as part of community fundraising events.

Trustee and Key Management Personnel transactions are detailed otherwise in Note 12.

The For Baby's Sake Trust

England & Wales - Charity number 1126459

Accounts

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

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THE FOR BABY'S SAKE TRUST
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2024**

Trustees	Jon Chapman (appointed 13 November 2023) Philip Fellowes-Prynn Dame Linda Homer, Chair Lady Sally Knowles Sami Rahman (appointed 19 August 2024) Dr Gillian Rose (appointed 15 May 2024) Adam Shutkever, Vice-Chair
Company registered number	06713945
Charity registered number	1126459
Registered office	Unit 1B Meadway Court Rutherford Close Stevenage Hertfordshire SG1 2EF
Company secretary	Adam Shutkever
Independent auditors	MHA Chartered Accountants Statutory Auditor 6th Floor 2 London Wall Place London, United Kingdom EC2Y 5AU
Senior Leadership Team	Tony Collins, Interim CEO, external consultant (1 February to 30 April 2023) Lauren Seager-Smith, CEO (appointed 8 May 2023) Judith Rees, Director of Operations Amanda McIntyre, Deputy CEO (until 1 June 2024), Head of Impact and Evaluation thereafter Elaine Fulton, Director of Strategic Partnerships (to 24 May 2024)
As at 21 October 2024 the Senior Leadership Team became:	Lauren Seager-Smith, CEO Judith Rees, Director of Operations Owen Day, Director of Finance & Business Development (appointed 21 October 2024)

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The Trustees present their annual report together with the financial statements of The For Baby's Sake Trust for the year 1 April 2023 to 31 March 2024. The Trustees confirm that the Annual Report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Reference and administrative details

a. Name of Charity, registration numbers and address

The For Baby's Sake Trust is a registered Charity (1126459) and company limited by guarantee (6713945). Its principal and registered office address is: 1B Meadway Court, Rutherford Close, Stevenage, SG1 2EF.

b. Providers of banking services or professional advice

During the year covered by this report, the Charity bought in financial or legal services or advice to the Board from the individuals or organisations listed below and is grateful for their support.

Nature of support	Provider
Independent Safeguarding Advisor to the Trustees until 14 September 2023 (contract and remuneration ceased, ahead of appointment as Trustee and Board Lead for Safeguarding)	Jon Chapman, PS3 Safeguarding Ltd
Financial Controller	Tracy Snotra FCCA
Interim CEO (three days per week in April 2023)	North Yorkshire Hospice Care: part-time secondment of their CEO, Tony Collins
Banking	Coutts Bank, 2nd Floor 440 Strand, London, WC2R 0QS
Investment Management	Cazenove Capital, 1 London Wall Place, London EC2Y 5AU
Legal advice, including review of policies	Quantrills Solicitors, Brackenwood, Hyams Lane, Ipswich, IP9 2QF
Auditors	MHA, 6th Floor, 2 London Wall Place, London, EC2Y

Objectives and Activities

a. Purposes of the Charity

As set out in the Memorandum of Association, the objects for which the Charity was formed are for charitable activity in the furtherance of such exclusively charitable purposes as the Trustees may in their absolute discretion determine. In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The Charity was established with a vision to improve the wellbeing and long-term life-chances of babies who are at risk and unable to tell others. Evidence about the scale of domestic abuse, affecting one in five children, and about how babies are particularly affected, led the Charity to its mission of providing and promoting trauma-informed support that breaks cycles of domestic abuse and gives babies the best start in life.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The Charity's two areas of activity are: *For Baby's Sake*, the innovative programme for families; and policy and practice work, including sharing and embedding lessons from *For Baby's Sake* and its evidence base.

b. Strategic objectives for 2023-24

These accounts cover the financial year from April 2023 to March 2024. Strategic objectives focused on capacity-building, income diversification, expanded communications activity and continuing to build and share evidence for the Charity's approach and impact. Dame Lin Homer, a Trustee since 2017, had become Chair of Trustees in December 2022, succeeding Stelio Stefanou, the Charity's visionary founder and Chair since the Charity's establishment in 2008. The Board has since expanded with the recruitment of Dr Gillian Rose, bringing clinical expertise in child and family mental health, and Sami Rahman, providing expertise in data and technology.

Lauren Seager-Smith joined the Charity as CEO in May 2023, bringing expertise in charity leadership and growth and a passion for working with children and families. Two Fundraising Manager positions were created in 2023 and a Communications Manager joined in early 2024. Following year-end, Elaine Fulton, the Charity's longstanding Director of Strategic Partnerships, moved on and the Trustees record their thanks to her. The Therapeutic Lead role expanded into a full-time position. The Director of Finance and Business Development and Deputy Director of Operations joined in autumn 2024 to fill these new positions within the leadership team. The Charity continues to invest in training, developing staff and especially to support therapeutic working. Feedback from parents, stakeholders and staff themselves underlines the value of this investment.

The *For Baby's Sake* programme already had a well-developed Theory of Change and work took place during the year to make this even stronger. Work also began on developing a theory of change for the Charity as a whole, launched with an away-day for all staff and trustees in March 2024. This exercise has confirmed the Charity's mission and drew out its distinctive ways of working to achieve impact. Trauma-informed principles underpin all activity, including recognising the impact of the past on present behaviours, asking 'what does someone need,' not 'what is wrong with them' and creating emotional safety in every environment, whether working with a parent or collaborating with stakeholders to influence policy or practice. The Charity's values continue to provide an anchor and guide: *treating people with dignity and respect; efficiency and high performance; being a team ('we, not I'); making a difference; and doing the right thing.*

Activities, achievements and performance

a. *For Baby's Sake*

For Baby's Sake works therapeutically over a sustained period, empowering parents to address cycles of domestic abuse and to give their baby the best start in life, especially when the parents did not have that themselves. Both parents join the programme in pregnancy, whether or not they are together as a couple. They each have their own *For Baby's Sake* Therapeutic Practitioner and delivery of the programme is tailored to each parent's and family's needs and circumstances. We continue working with one parent if the other parent disengages or completes their programme first. The programme's design and delivery methods are evidence-based. During the year, the Charity refined the *For Baby's Sake* outcomes framework and clarified three categories (each assessed with quantitative and qualitative data), covering:

- Scale of delivery, including quality of engagement with parents and attrition levels.
- Outcomes for families, notably babies' early development and reduced safeguarding needs and reductions in domestic abuse.
- Equity, Diversity, Inclusion and Equality (EDIE) outcomes, notably success in reaching families with intersectional complex needs including those who experienced traumatic childhood adversities.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Scale of delivery and quality of engagement

During the year, *For Baby's Sake* teams worked with 774 individuals in 205 families, including 199 mothers, 196 fathers, 207 babies and 172 siblings in the family. Of this total, 444 individuals in 123 families were already engaging by the start of the year and a further 310 individuals in 82 families joined during the year.

Attrition levels are low for a domestic abuse programme, in particular for working with fathers. Average disengagement rates during the year (calculated as the percentage of those who disengaged within 12 months of signing up for the programme and moving into the modules) were just 14.5% for all parents, 13.5% for mothers and 16.25% for fathers.

Outcomes for babies, parents, families and across generations

The Charity tracks parents', babies and families' progress at key points along the baby's timeline, including outcomes once the baby has reached age one. Of the 205 families supported at some stage during the year, 98 have reached age one and examining the outcomes for these 98 families shows the programme's current success:

- Babies develop well and their outcomes are in line with the population as a whole, indicating success in overcoming risks to infant development associated with domestic abuse. At age one, 90% of the babies were at or above their expected levels for age-related communications and emotional and social development, assessed using validated 'Ages and Stages Questionnaire' (ASQ) tools. Equivalent national data is not available for babies aged one but is available for toddlers aged around two and a half. The latest published national annual data (2023/24) shows 86.6% of toddlers being at or above their expected level in communications development and 91.2% at or above the expected level in personal-social skills.
- Babies' safeguarding needs reduce considerably. 88% of the babies had been supported by children's social care at some stage, reducing to 30% at exit or by end-June 2024 (three months after year-end) for families who were still participating at that point.
- Outcomes for babies with the highest safeguarding needs are particularly promising. 30% of the babies had been in care proceedings or the preparatory stage of Public Law Outline; reducing to 12% of babies at exit or by end-June 2024.
- Physical and emotional safety has improved. Levels of domestic abuse are measured using a standardised tool (Severity of Abuse Grid). The majority of families affected by each type of domestic abuse have seen reductions in the level of that abuse: physical abuse (84%), sexual abuse (100%); stalking and harassment (73%) and jealous and controlling behaviours (60%). (The numbers of families accounted for in these percentages vary, depending on the overall prevalence of each abuse type.)
- Families where the domestic abuse had been high at some stage especially achieved reductions: physical abuse reduced in 93% of these families, while jealous and controlling behaviour reduced in 74% of families where it had been high at some point.
- Police call-outs for domestic abuse are low and improve as families receive sustained support. Measured each quarter during the year, on average 90% of families whose babies were aged one or over while engaging in *For Baby's Sake* did not have a domestic abuse police call-out in the previous six months. The comparative rate is 85% for all families supported during the year, including those most recently recruited.

Qualitative data provides a fuller picture of parents' and babies' emotional health outcomes, including how parents are enabled to regulate their own emotions and support their babies with their emotional regulation. The parents are held emotionally, through their relationship with their consistent *For Baby's Sake* Therapeutic Practitioner, and this empowers them to make deep changes in their lives, for themselves and for their baby.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The *For Baby's Sake* Inner Child module is at the core of the recovery framework. Parents are supported to discover the roots of their fears, insecurities and sabotaging life patterns, start to heal their inner child, develop a more secure sense of self and be the person and parent they want to be. The anonymised change stories about 'Joe' and 'Lydia', two parents in different families, illustrate the impact.

'Joe' has made changes in his behaviour, grown to understand his past, is giving his children a better start in life and has prevented his second baby from experiencing domestic abuse

When Joe and his co-parent joined *For Baby's Sake*, Children's Social Care had begun preparations for care proceedings, due to domestic abuse-related risks to the co-parent and their unborn baby. The parents' progress meant that their baby was not taken into care, the family was stepped down from Children's Social Care and has remained so. They have since had a second baby who has been protected from the impact of domestic abuse. The Inner Child module unlocked Joe's capabilities to express his feelings, regulate his emotions and give his children the sensitive care they need. He said,

'I realised for the first time in my life, my childhood was not my fault. I have always blamed myself for my behaviours and feelings when things went wrong. I thought back - why was I so bad as a child? I know now it wasn't my fault. Being able to look back, it's such a relief.'

'Understanding where my feelings come from and not needing to do things because of my childhood. I can make adult choices.....Sad that my childhood impacted on my children. I am stopping this.'

'Lydia' experienced childhood trauma and served a prison sentence before joining *For Baby's Sake* when her unborn baby and children were at serious risk of being taken into care.

Safeguarding risks including emotional neglect and domestic abuse meant that Lydia's children were at high risk of being taken into care when she became pregnant and she and her co-parent joined *For Baby's Sake*. Following both parents' progress, the family was stepped down to Child in Need and Lydia developed a good bond with all four of her children. Lydia embraced the Inner Child module, despite finding it emotionally challenging. She allowed herself to be vulnerable when quite often she has had to be defensive to herself. She said:

*"Discussing my childhood was hard, as I experienced so much that I shouldn't have done. Trusting my *For Baby's Sake* Therapeutic Practitioner has been nice - to be able to discuss the trauma that I have held in for years. My *For Baby's Sake* Therapeutic Practitioner has never judged me and has always had time for me'*

*'I wish *For Baby's Sake* had have been around for my parents'*

Equity, Diversity, Inclusion and Equality: trauma-informed intersectional reach to families

The ethnic diversity of *For Baby's Sake* families supported during the year was broadly reflective of their local populations in each area. The most diverse *For Baby's Sake* cohort is in the London Bi-Borough, where 83% of the parents supported during the year have ethnicities other than White British or White English, Scottish, Welsh or Northern Irish. This diversity includes multiple Black, African, Caribbean and Asian ethnicities, Gypsy and Irish Traveller ethnicities, other White backgrounds including parents from Eastern Europe and parents with mixed/multiple ethnic backgrounds.

For Baby's Sake succeeds in reaching the parents for whom it is most tailored. The programme is designed to overcome the barriers to support-seeking that are often faced by parents who have complex needs and who experienced trauma in childhood. Of the parents supported during the year, 79% had mental health needs, 36% identified drug-related needs, 35% disclosed needs related to criminal activity past or present, 54% identified complex housing needs and 52% of parents described needs for social and community support.

Exposure to four or more Adverse Childhood Experiences (ACEs) is associated with significantly increased long-term risks to physical, mental and emotional health, wellbeing and socio-economic and behavioural outcomes in adulthood, along with risks of intergenerational transmission of trauma once the adults become parents. In a UK study on ACEs (Bellis et al, 2014), 9% of the population were found to have four or more ACEs.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

By contrast, 88% of mothers and 83% of fathers who engaged with *For Baby's Sake* during the year experienced four or more adverse childhood experiences. During their childhoods, 81% of parents experienced emotional neglect, 77% experienced verbal abuse and 62% experienced physical abuse. Other adversities included: parental mental ill health (54%); exposure to domestic abuse by their father/male carer towards their mother/female carer (66%) and by their mother/female carer towards their father/male carer (31%). 44% of parents disclosed having been involved in physical fights as children and 38% disclosed having been bullied.

Programme delivery: geographical reach and local partnerships

During the year, the Charity made the strategic decision to move to a regional hub model. Plans include expanding the geographical coverage of the current East of England and London and South East teams, sustaining the success of the Blackpool partnership and, in Spring 2025, launching a fourth team in the North East of England. The regional hub model aims to build relationships and strategic partnerships at a local level, supports the embedding of whole-family, trauma-informed approaches through delivery and training, responds to the need for place-based knowledge and understanding, and maximises opportunities for national and regional funding for areas in high need.

East of England team

The grant-funded provision of *For Baby's Sake* expanded in the East of England. The Charity was thrilled to be appointed as a delivery partner for the Chrysalis Centre, created jointly by the Police and Crime Commissioners for Hertfordshire and Bedfordshire, with funding support for two years through the Home Office Perpetrator Projects Fund. The grant provided funding to recruit 17 additional families across Hertfordshire and the three Bedfordshire unitary authorities of Luton, Bedford and Central Bedfordshire, which the Charity achieved ahead of schedule. The Charity provided match funding to continue to support the Hertfordshire families who had been recruited through the previous 2021-23 Home Office Perpetrator Pilot Project grant from the Hertfordshire PCC and were still engaged by April 2023, so that they could complete their programmes.

The Charity is contributing learning from its innovative ways of working to support the strategic priorities of the two PCCs, their ambitions for the Chrysalis Centre and their reporting to the Home Office. The Hertfordshire and Bedfordshire Police and Crime Commissioners are aiming for the Chrysalis Centre to become a national centre of best practice and innovation, adopting holistic, trauma-informed models to bring about behaviour change by those who use abusive behaviour. Data provided by the Charity illustrates the rationale for this model. The data also demonstrates the distinctive strength of *For Baby's Sake* in harnessing the motivations of mothers and fathers to give their baby a better start, as illustrated by these quotes from parents:

'My dad needed to do For Baby's Sake for me...I'm determined and motivated my girls won't feel how I did around my dad. I want my girls not to worry about my response and to feel comfortable to approach me about anything.'
- Father

'I love For Baby's Sake and it's the best thing that has ever happened to me. I am becoming a better parent and a better person. I want the boys to see me more present and have a different experience to my own' - Mother

Feedback within the dataset illustrates the value of *For Baby's Sake* to Children's Services and other agencies. As one family worker said, they wished the *'regular, positive and life-changing input'* of *For Baby's Sake* could be provided *'for all our families with struggles'*.

London and South East team

The London Bi-Borough *For Baby's Sake* service plays a key role in multi-agency working, through convening an operational group that meets quarterly and co-locating weekly with specialist domestic abuse services in Children's Services offices. Prominent themes within partnership discussions have included cultural competency to meet the intersectional needs of families and overcoming parents' barriers of shame or suspicion of services.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

The qualitative data reported to the Bi-Borough authorities and Operational Group has explained how *For Baby's Sake* empowers parents to build their self-esteem and agency and nurture their baby's early development:

'I was always able to express my feelings but not always to sort them out. I think I have learned how to manage more about the complex feelings such as guilt. I look back and I should have left when he was aggressive early on. I'm not questioning if the abuse is my fault anymore. I always thought 'I wasn't a good enough wife or something', not anymore.' - Mother

'I feel so much more stable and confident. I feel like I've recovered from alcohol, but building the relationship with my daughter is the best prize in my recovery.' - Father

The Charity aims to expand in London. Haringey Council came on board through a grant that began in March 2023 to support a small caseload of families. Work during the year included building relationships and referral pathways, focused around family hubs. Partnership working developed through sessions for multi-agency professionals to gain *For Baby's Sake* resources and insights on engaging parents with unresolved trauma.

The London and the South East team can also support referrals from local areas in the South East of England, and are working to build strategic relationships and partnerships with other local authorities.

Blackpool

For Baby's Sake Blackpool is delivered in partnership with Blackpool Council and the Centre for Early Child Development, as part of the Blackpool Better Start initiative, funded by the National Lottery Community Fund. *For Baby's Sake* reaches Blackpool families with high children's safeguarding risks and multiple complex needs. The *For Baby's Sake* team contributes to local and national initiatives aiming to reduce the numbers of babies born into care and to support parents who have experienced this or were care-experienced as children. Programme delivery is embedded with Blackpool Children's Services and locally tailored, including to meet parents' especially high levels of need for social and community connection. Trauma-informed work empowers parents to strengthen their emotional regulation, improve their emotional wellbeing and develop new capacities to care for their babies and children. As one parent said during the year:

'Today has given me a great sense of purpose and it's something I've never really experienced. The work you have done with me has made me realise I don't need to be ashamed of the past and that I can do better in relationships and life in general.'

Evaluation

The Charity's commitment to robust external evaluation is longstanding, having commissioned the major four-year mixed-methods evaluation of *For Baby's Sake* by King's College London, which reported in 2020 and confirmed the programme's efficacy, acceptability and globally significant innovation.

In December 2023, the Charity received formal confirmation of the success of its bid to Foundations to continue the *For Baby's Sake* evaluation journey. Foundations was launched in June 2023 as the new national What Works Centre for Children and Families, created through the merger of What Works for Children's Social Care and the Early Intervention Foundation. They had launched a competition to appoint four domestic abuse programmes working with children and families, to enable the testing of pilot impact evaluation methodologies. The choice of *For Baby's Sake* reflects recognition of the programme's promising signs of impact and the strength of the Charity as a partner with whom to work and develop learning of national significance.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

b. Policy and Practice

The Charity's appointment to work with Foundations on the pilot impact evaluation initiative has built on a previous collaboration. In June 2023, within days of launching as the new national What Works Centre for Children and Families, Foundations published three reports, all featuring *For Baby's Sake*. This constituted a major step forward in the Charity's contribution to the national evidence base for children and family-focused responses to domestic abuse.

One report, *"Improving Outcomes for Children With Child Protection Concerns Who Have Been Exposed to Domestic Abuse"* was a rapid review of existing UK and international evidence. *For Baby's Sake* was one of only six whole-family interventions identified for its promising model of working, with positive changes including reductions in domestic abuse, improved parental mental health, babies reaching expected levels of development and reduced children's safeguarding.

The other two reports are *"Domestic Abuse Programmes for Children and Families: Programme Promise and Evaluation Feasibility"* and *"Understanding Service User Data Processes Within a Domestic Abuse Intervention Context"*. These reports were the output of six months of work, with Foundations (and its predecessor bodies) working with The For Baby's Sake Trust (and similarly with two other services), to inform how to build the UK evidence base. *For Baby's Sake* had been chosen to contribute to this research through a competitive process, based on its promising model, delivery and evidence-based approach. The report findings are being used to inform national research priorities and methodologies. The Charity is using the findings to inform next steps in its own evaluation journey.

The Charity's input to these reports included people from across all teams participating in a theory of change workshop about *For Baby's Sake* plus focus groups and interviews. The Charity provided qualitative and quantitative data and the Foundations team met some parents participating in *For Baby's Sake*. Alongside the published report, Foundations provided direct feedback to the Charity on their insights about *For Baby's Sake*. This includes the importance of parents' emotional regulation as a '*gateway to all other outcomes*', the flexible delivery of *For Baby's Sake* which tailors each parent's programme to their individual needs and the skills of *For Baby's Sake* Therapeutic Practitioners, including their '*patience, creativity, sensitivity and intuition*'.

Other examples of the Charity's contribution to public policy and national understanding during the year included presenting written and oral evidence to the All Party Parliamentary Group for the Prevention of Childhood Trauma. The Hertfordshire Children's Safeguarding Partnership annual report recognised the Charity's co-production role in strengthening fathers' engagement in safeguarding and family support services, including by bringing in fathers who had participated in *For Baby's Sake* to contribute to the design of new services for fathers in the county.

The Charity expanded its provision of training, including through being commissioned by Essex County Council, Westminster City Council and Henley College to provide training covering: trauma insights; supporting adults and children with unresolved childhood trauma; understanding domestic abuse and parental conflict (and differentiating between these); and using the Charity's emotional safety plan tools. Learning gains identified by training participants included understanding, confidence and how they could use *For Baby's Sake* tools in their own work. As one participant said:

'I will be more reflective in my approach when working with clients who present with trauma. I have received some helpful strategies and approaches to take which will support with confidence when supporting clients.'

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The appointment of a Communications Manager in January 2024 and the development of a communications strategy, has led to a rapid rise in the Charity's profile, including the social media presence. The Trust led a public awareness campaign, 'Maternal Health Matters' which was launched on Mothering Sunday (10 March) and ran until World Health Day (17 April). The campaign increased awareness around maternal mortality and maternal healthcare issues, whilst showcasing the Trust's resources and fostering collective action across the sector. In particular, the campaign promoted use of the Charity's Emotional Safety Plans, which help to equip parents, family and friends and perinatal health care professionals to care for their emotional wellbeing before, during and after birth. The campaign encompassed PR activity, organic social media, a webinar, public engagement exercises and engaged many of the Charity's key partners in campaigns to support babies and families, such as the Institute of Health Visiting.

Financial review

a. Results for the year

The accounts for this financial year, April 2023 to March 2024, provide separate information on the Trust's two distinct areas of charitable activity: *For Baby's Sake* (the Charity's flagship programme); and Policy and Practice (previously termed 'system change' and encompassing work to embed transferrable lessons on practice and shaping decision-making frameworks such as policy and public understanding). The accounts also clearly identify how restricted funding is used.

The Charity recorded income of £2,027,127 in the year and spent £1,556,069. These totals included recognition of £381,520 of restricted income in the year, which was spent in full. In the previous year, the Charity had received income of £1,672,979 and spent £1,567,482. Expenditure in both years related mostly to the delivery, oversight, leadership and development of *For Baby's Sake*. Expenditure on fundraising grew from £50,180 in 2022/23 to £81,016 in 2023/24. The appointment of two fundraising managers, who joined in July and August 2023, strengthened expertise, took over some aspects of fundraising from colleagues, alleviated pressure on their roles, and boosted overall fundraising capacity. The Charity had brought forward reserves of £536,423 at the beginning of the financial year and carried forward £1,007,481 at year-end, which the Trustees see as underpinning the Charity's growth plan.

The Charity received four restricted grants from the public sector during the year. The largest was the two-year grant from the Offices of the Police and Crime Commissioners (PCCs) for Hertfordshire and Bedfordshire, worth £166,500 in 2023/24, which originated from a grant under the Home Office Perpetrator Fund to the two PCCs. This was the successor fund to the Home Office Perpetrator Pilot Project, through which the PCC for Hertfordshire had funded *For Baby's Sake* from July 2021 – March 2023. Two other significant grants, worth £96,000 in total, were from Westminster City Council and the Royal Borough of Kensington & Chelsea to support the delivery of *For Baby's Sake* across the Bi-Borough authorities. Haringey Council had awarded the Charity a grant that began in March 2023, shortly before the previous year-end, of which the vast majority (£18,462) applied to the current year, ending 31 March 2024.

Foundations is a registered charity whose funding comes mostly from Government. The element of the grant from Foundations covering the period to 31 March 2024 was worth £57,933. Contractual income of just over £8,000 was received, the majority of which related to contracts for the provision of training to Essex County Council, Haringey Council, Westminster City Council and Henley College.

Early fundraising success has been promising. New funding partnerships with Trusts and Foundations include the Charity securing its first major multi-year grant from Esmée Fairbairn Foundation (£200,000 in total over three years). This unrestricted grant was inspired by the innovation within *For Baby's Sake* and the learning for wider practice and systems, particularly about supporting the emotional regulation of babies, children and parents.

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Other welcome grants from first-time funders include The Hollyhock Charitable Foundation and The Dulverton Trust (both having awarded grants straddling two years, with the 2023/24 proportions being £21,209 and £10,417 respectively.) Further restricted grants totalling £14,000 were received from The Souter Charitable Trust, The Wixamtree Trust, Palca Stevenson Giving CIO and First Give.

The Charity was delighted to sustain its funding partnership with EQ Foundation and to be commended by them through their Giving is Great website. Their unrestricted grant of £25,000 this year was routed via Helping Herts, a Hertfordshire-based charity which supports children's charities and matches their fundraising.

Through matching the EQ Foundation grant and through fundraising by Helping Herts and the Charity, a further £34,792 donation in total was received from Helping Herts. This included fundraising by Hertfordshire Junior Lawyers Division for the Charity (as they chose The For Baby's Sake Trust as their charity of the year), which was also matched by Helping Herts. The Charity is grateful to Gordon Morrison and Stort Valley Rotary Club for establishing Helping Herts and for the opportunity to be part of this innovative fundraising initiative.

An unrestricted grant of £1,300,000 from the Stefanou Foundation was received in the year. Half of this year's grant was routed through UBS Optimus Foundation, who supplemented the Stefanou Foundation funding with a matching grant of £65,000. UBS Optimus Foundation awarded a further grant of £34,200, which matched a very generous donation of £34,200 from UBS Global Markets team who chose The For Baby's Sake Trust as their charity to benefit from their Christmas charity fundraiser.

The Charity places a value of £42,000 (2023 - £42,000) on the donated service from Kim Technologies for the use of its Kim system as a *For Baby's Sake* data platform. Other donated services totalling £5,020 included support towards Cyber Security Accreditation, the provision of meeting rooms for Board meetings by DWF, support with business planning from Andrew Ludlum and the provision of Google Ads.

The Charity established its first corporate fundraising partnership during the year when the Wembley branch of the Estadio Lounge chain of restaurants chose The For Baby's Sake Trust to benefit from community fundraising. Individual giving to the Charity has increased, notably since the growth in the Charity's social media presence.

The Charity is enormously grateful to all its funders and supporters and excited by the early progress in the key strategic aim of growing and diversifying income.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources and a strategy to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. The Charity's strategic plan to sustain and expand *For Baby's Sake*, and to continue contributing to Policy and Practice, hinges on attracting external funds from public sector, charitable and philanthropic sources. Income diversification is a priority for the Charity, demonstrated in investment in expertise and capacity in income generation, which is already yielding promising results.

While competition for funding remains intense, the *For Baby's Sake* model is aligned to public policy priorities to provide trauma-informed, whole-family responses to domestic abuse, address safeguarding needs and risks for babies and unborn babies and support the emotional wellbeing of all family members. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

b. Reserves policy

The Trustees have adopted a reserves policy to ensure that the Charity remains a going concern. The reserves policy agreed by the Trustees is to aim to maintain reserves to cover three to six months' worth of the Trust's expenditure. This reflects requirements to mitigate against short-term dips in income, have sufficient working capital and, should a major event occur, be able to wind down in an orderly fashion. Free reserves, those reserves which are unrestricted as to use, easily realisable and not committed or invested in tangible fixed assets held by the Charity, were £949,481 at the year end (2023 - £532,031). Trustees have set a budget for the year ending 31 March 2025 with expenditure of £1,927,000 creating a reserves target of £481,750 - £963,500, meaning that actual reserves were within the target and considered by the Trustees to be at an acceptable level, which is adequate to cover possible additional growth of the organisation into the next financial year. This level of reserves is deemed appropriate for a growing organisation in the current economic environment, considering increased inflation and cost pressures. The Board will continue to review the reserves policy in light of the Charity's growth strategy.

Plans for the future

Since year-end, work has continued to finalise the Theory of Change for the whole Charity. *For Baby's Sake* continues to be the flagship programme. Progressing with the regional scale-up model, the East of England Team has begun expanding into Essex, with funding for a small caseload from the Police and Crime Commissioner for Essex and Essex County Council. This builds on the relationship which began with the Charity providing training to Essex County Council to support trauma-informed practice across domestic abuse and children and family services professional workforces. The forthcoming launch of a *For Baby's Sake* team in the North East, centred in County Durham, builds on partnership working with Durham County Council which began during COVID-19 and a more recent relationship with Darlington Borough Council.

The pilot impact evaluation research with Foundations is taking a 'test and learn' approach, to inform future design of evaluations of complex, whole-family interventions for families with high levels of safeguarding needs, such as *For Baby's Sake*. Foundations have identified this phase of work with the Charity as a key step towards filling an important gap in the UK evidence base on what works for children and families affected by domestic abuse.

The Charity is exploring the development of further programmes for particular cohorts, notably a programme for care-experienced young people, which they would join as individuals and typically before they became expectant parents, to equip them for life ahead and, if relevant and desired at that time, for parenthood. Expansion of the Charity's training offer is also under active consideration, building on the success to date of commissioned training and a series of webinars which began with the Maternal Health Matters campaign webinar.

The Charity is delighted to be establishing a Parents' Advisory Panel, who will advise on the continuing development of services and be involved in advocacy to promote the kind of support that parents, babies, children and families want and need to break cycles of domestic abuse and build resilience, starting pre-birth. This will build on the longstanding involvement in the Charity's work of those with lived experience of domestic abuse and especially of parents who have participated in *For Baby's Sake*.

Progress on generating and diversifying the Charity's income continues to be encouraging. Alongside continuation of multi-year grants, new funding partnerships have been formed, including with The Barratt Foundation and The Big Give Trust Ltd. Alongside continued unrestricted funding, The EQ Foundation generously contributed funding towards a timely and insightful fundraising review, conducted by external experts. This has recognised the Charity's strengths and identified actions to harness these and to prioritise fundraising activities that appear to be most promising in the current fundraising landscape.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Development of external communications

The Charity's refreshed communications strategy and its proactive implementation are yielding demonstrable benefits. Recent press releases have garnered significant national coverage, with millions of accumulated views. Two highlights are worth noting. Firstly, in May 2024, the Charity played a central role in the public communications to launch Foundations' programme of work to strengthen the evidence of what works to support children and families affected by domestic abuse. Parents who had participated in *For Baby's Sake* generously agreed to be interviewed for BBC TV news and this feature attracted extensive coverage, alongside the Charity's CEO and Director of Operations conducting TV and radio interviews and the story being picked up in national press.

The BBC headline, *'I was quite controlling, things needed to change'* quoting one of the fathers interviewed, illustrates the interest in the success of *For Baby's Sake* in working with fathers. The coverage was an opportunity to explain the importance of supporting parents with emotional regulation.

Secondly, the Charity released findings from its Freedom of Information request to police forces across England. The responses indicate that over 185,000 babies are present at police call outs for domestic abuse incidents each year in England. The Charity used the data to make an evidence-based call for urgency and action to meet the needs of babies as victims of domestic abuse. Nicole Jacobs, Domestic Abuse Commissioner for England and Wales, supported this call in response to the data, stating:

'Too many babies, children and young people are experiencing the trauma of domestic abuse at a young age. We know that the impact of this can be life altering. The Domestic Abuse Act 2021 established children as victims of domestic abuse in their own right, but three years on, this is not translating into practice. All babies, children and young people deserve a domestic abuse response that meets their specific needs, alongside support for the non-abusive parent. Statutory agencies must prioritise building strong multi-agency partnerships and collaboration with specialist services. Underpinning this, agencies must receive specialist training on the impact of domestic abuse, including coercive control, on victims of all ages, so that no-one is left behind.' - Nicole Jacobs, Domestic Abuse Commissioner for England and Wales

Structure, governance and management

Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 October 2008 and registered as a Charity on 28 October 2008. The Charity's change of name from The Stefanou Foundation to The For Baby's Sake Trust took effect on 8 August 2020 and, through updating the Memorandum and Articles of Association in September 2022, all Trustees are now Members of the Charity.

a. Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

b. Organisational structure and decision making

The Trustees were recruited to provide the Charity with the necessary Charity governance, commercial and management experience to meet its core objectives. In particular, Trustees were asked to be responsible for the strategic direction of the Charity, ensuring that it is well-run, achieves its goals and is adequately resourced. This includes ensuring legal compliance and ensuring the Charity delivers the charitable outcomes for which it has been established. They are required to define the Charity's vision and goals and approve major programmes.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Trustees are required to meet at least three times a year and bring commitments of time, energy and networking to help fulfil the Charity's mission. Key policies of the Charity include:

- Application of Funds
- Appointment of Trustees
- Compliments, Comments and Complaints
- Conflicts of Interest
- Data Protection, Information Security and Confidentiality
- Equity, Diversity, Inclusion and Equality
- Financial Procedures Manual
- Gift Acceptance
- Investment Management
- Reserves
- Staff Handbook
- Safeguarding

c. Policies and procedures for recruitment, induction and training of Trustees

The Board of Trustees has fully undertaken its governance responsibilities throughout the year, including by thoroughly scrutinising the data and operational progress of *For Baby's Sake*. The Trustees are actively involved in the strategic development of the Charity, notably the development and expansion of *For Baby's Sake*, deepening its evidence base and extending its contribution to policy and practice.

In Spring 2024, the Trustees undertook a skills audit to assess gaps in knowledge and expertise. This led to working with Nurole to recruit a Trustee with data experience and conducting an open search for a Trustee with clinical expertise. These initiatives successfully recruited two new Trustees, who joined in summer 2024.

Trustee induction, training and CEO briefings equip Trustees with the knowledge and understanding to fulfil these responsibilities, including through opportunities to meet *For Baby's Sake* practitioners and briefings on the evidence for the Charity's approach. We have an active membership with NCVO and opportunities for learning are shared with the trustees where applicable. Safeguarding adults, babies and children is at the heart of the Trust's work. Jon Chapman, a highly respected safeguarding expert, was the Board's Independent Safeguarding Advisor until September 2023, when he accepted an invitation to become a Trustee, which took effect in November 2023. He is now the Lead Trustee for Safeguarding, working closely with the Trust's Director of Operations who is the Designated Safeguarding Lead, and providing support including safeguarding training for Trustees.

Trustees' Indemnities

Trustees benefit from indemnity insurance to cover the liability of the Trustees which by virtue of any rule of law would otherwise attach to them in respect of any negligence, default or breach of trust or breach of duty of which they may be guilty in relation to the Charity. The cost of this insurance in the year has been included within total insurance costs.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Arrangements for settling pay and remuneration of Key Management Personnel

The Board, working with the CEO, has developed a pay structure for the Charity, providing a consistent framework for determining and reviewing salary levels across the entire organisation, including for key management personnel. This has been timely in the context of recent and anticipated future growth. Annual increases are subject to Board approval. Decisions on pay are taken in light of benchmark data about annual pay awards across the voluntary and public sector and reviews of comparative salaries, to ensure that salaries are competitive and reflective of the demanding nature of the Charity's work and the high calibre required for staff at all levels.

d. Review and management of risk

A risk register is maintained, covering the most significant risks and an explanation of the corresponding mitigating actions. The categories of risk and mitigating actions and approaches are summarised below:

- Operational: for example, safeguarding risks to babies, children and adults related to domestic abuse or abuse or neglect of children; risks to staff; sensitive personal data breaches. Robust safeguarding policies and procedures and regular safeguarding audits maintain high standards and the forthcoming new case management system will bring further benefits. Various *For Baby's Sake* features have distinct safeguarding benefits, including its whole-family approach and multi-agency partnership working. Information sharing consent processes are kept under review as part of the Charity's protection of personal data. The Charity continues to assess risks and benefits associated with remote and hybrid models of working therapeutically with families and to support employee wellbeing and effective teamworking as staff are now home-based.
- Strategic: for example, failure to maximise the impact of *For Baby's Sake* for current and future generations, for reasons such as insufficient funding to scale up the programme or a loss of fidelity to the programme's model as it expands. Strategic priorities include: continuing to develop the scale-up strategy for the *For Baby's Sake* programme and the system change work; growing and diversifying the Charity's income; and continuing to build and deepen the evidence base regarding how *For Baby's Sake* empowers parents with what it takes to break intergenerational cycles of domestic abuse and childhood trauma.
- Reputational: for example, problems with the operational delivery of *For Baby's Sake* or failure to deliver on commitments or to achieve wider strategic influence. The Charity's careful communication and partnership working with multi-agency partners contribute significantly to ensuring robust safeguarding and clear understanding of the *For Baby's Sake* model.

The register is reviewed at each Board meeting and updated in the light of latest actions and discussions at the Board meeting.

Fundraising standards information

The Charity is thankful to all those who have donated or awarded grants or contracts to the Charity. Every donation, grant and contract contributes to enabling the Charity to empower parents to break cycles of domestic abuse and give their baby the best start.

The Charity has been registered with the Fundraising Regulator with effect from 10 April 2019. Members of the public can donate through the facility on the Charity's website to donate via the Charity's CAF account. There was an increase in fundraising at a community level during the year through the Charity's inclusion in the Helping Herts initiative. The Gift Acceptance Policy supports the Board and Senior Leadership Team to ensure that only appropriate gifts are accepted. The Charity complies with the Code of Fundraising Practice. We have procedures in place to protect people in vulnerable services and we give our supporters the opportunity to opt out of communications. There have been no complaints to the Charity or the Regulator and no failures to comply with a scheme or fundraising standard.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

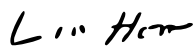
Auditors

The Charity's independent auditors, MHA have indicated their willingness to continue in office.

Preparation of the Report

This report of the Board has been prepared taking advantage of the small companies' exemption of Section 415A of the Companies Act 2006.

This report was approved by the Trustees and signed on their behalf by:



.....
Dame Lin Homer
Chair

Date: 5th December 2024

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2024

The Trustees (who are also the Directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

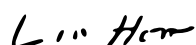
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by order of the Members of the Board of Trustees and signed on its behalf by:



.....
Dame Linda Homer

Chair

Date: 5th December 2024

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST

Opinion

We have audited the financial statements of The For Baby's Sake Trust (the 'Charity') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Use of our report

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members, as a body, for our audit work, for this report, or for the opinions we have formed.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA

Statutory Auditor
London, United Kingdom

Date: 13/12/2024

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313).

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2024**

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	As restated Total funds 2023 £
	Note				
Income from:					
Donations and grants	4	1,624,020	42,625	1,666,645	966,414
Charitable activities	5	8,104	338,895	346,999	704,203
Investments	6	13,483	-	13,483	2,362
		<u>1,645,607</u>	<u>381,520</u>	<u>2,027,127</u>	<u>1,672,979</u>
Total income					
Expenditure on:					
Raising funds	7	81,016	-	81,016	50,180
Charitable activities	8,9	1,093,533	381,520	1,475,053	1,517,302
		<u>1,174,549</u>	<u>381,520</u>	<u>1,556,069</u>	<u>1,567,482</u>
Total expenditure					
		<u>471,058</u>	<u>-</u>	<u>471,058</u>	<u>105,497</u>
Net movement in funds					
Reconciliation of funds:					
Total funds brought forward		536,423	-	536,423	430,926
Net movement in funds		471,058	-	471,058	105,497
		<u>1,007,481</u>	<u>-</u>	<u>1,007,481</u>	<u>536,423</u>
Total funds carried forward					

All income and expenditure derives from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 24 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)
REGISTERED NUMBER: 06713945

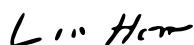
BALANCE SHEET
AS AT 31 MARCH 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	13		-		4,392
			<u>-</u>		<u>4,392</u>
Current assets					
Debtors: Amounts falling due within one year	14	84,242		55,280	
Cash at bank and in hand	19	1,000,393		493,191	
		<u>1,084,635</u>		<u>548,471</u>	
Creditors: Amounts falling due within one year	15	(77,154)		(16,440)	
Net current assets			<u>1,007,481</u>		<u>532,031</u>
Total net assets			<u><u>1,007,481</u></u>		<u><u>536,423</u></u>
Charity funds					
Restricted funds	16		-		-
Unrestricted funds	16		1,007,481		536,423
Total funds			<u><u>1,007,481</u></u>		<u><u>536,423</u></u>

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....
Dame Linda Homer
Chair
Date: 5th December 2024



.....
Adam Shutkever
Trustee

The notes on pages 24 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	18	493,719	203,096
Cash flows from investing activities			
Investment income	6	13,483	2,362
Net cash provided by investing activities		13,483	2,362
Change in cash and cash equivalents in the year		507,202	205,458
Cash and cash equivalents at the beginning of the year		493,191	287,733
Cash and cash equivalents at the end of the year	19	1,000,393	493,191

The notes on pages 24 to 47 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

1. General information

The For Baby's Sake Trust is a private charitable company limited by guarantee and is registered with the Charity Commission (Charity Registered Number: 1126459) and Registrar of Companies (Company Registration Number: 06713945) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The For Baby's Sake Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling which is the functional and presentational currency of the Charity and rounded to the nearest pound.

2.2 Prior year restatement of activities

The Charity has reclassified £696,851 of income from 'Grants and donations - Grants' to 'Income from charitable activities - For Baby's Sake Programme' to better reflect the nature of the income. This reclassification has increased income from 'Charitable activities' on the Statement of Financial Activities and 'Income from charitable activities - For Baby's Sake Programme' in Note 5 by £696,851. This comparative reclassification had no impact on the net result for the year nor total reserves held as at 31 March 2023.

2.3 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

2. Accounting policies (continued)

2.4 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Grants are recognised on this basis. Donations are recognised once the donation has been received.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

The Charity's Gift Acceptance Policy is to accept gifts from legally acquired sources that are in line with its values. Any gift with a value of £10,000 or more will require a greater level of due diligence to ensure any potential donor is supporting The For Baby's Sake Trust in line with the policy. The Charity uses the Annual Report and Accounts, including the Trustees' Report, as the main donor recognition tool.

Donated services that are consumed immediately are recognised in the accounts as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The Charity recognises donated services, which are given for its own use and which otherwise would have to be purchased. They are recognised when they are received, provided the value of the gift can be measured reliably. Donated services are measured and included in the accounts on the basis of the value of the gift to the Charity. This is the amount that the Charity would be willing to pay in the open market for an alternative item. It can be lower than, but not exceed, the open market price for the item.

The Charity receives government grants in respect of furthering its charitable objectives. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

2.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

2. Accounting policies (continued)

2.5 Expenditure (continued)

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.6 Support costs allocation

Support costs are those that assist the work of the Charity in fulfilling its charitable activities and include central support costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include elements of project management and administration carried out centrally. (These costs have previously included the costs of the central office accommodation, though in July 2024 the central office was vacated when the lease expired and the whole organisation moved to working from home.) Where support costs cannot be directly attributed to particular headings they have been allocated to expenditure on charitable activities (and, if incurred, to cost of raising funds) on a basis consistent with use of the resources. Governance costs are those incurred in connection with the running of the Charity and compliance with constitutional and statutory requirements

2.7 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.8 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.9 Tangible fixed assets and depreciation

Tangible fixed assets above thresholds set by Trustees are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. The threshold for fixtures, fittings and office equipment excluding IT is set at £500. The threshold for IT hardware is set at £1,500.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

2. Accounting policies (continued)

2.9 Tangible fixed assets and depreciation (continued)

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Office equipment	-	33%

2.10 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.11 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.13 Financial instruments

The Charity holds basic financial instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 14. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at cost.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

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FOR THE YEAR ENDED 31 MARCH 2024

2. Accounting policies (continued)

2.14 Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

2.15 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.16 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

- Allocation of support costs
- Depreciation rates for tangible fixed assets
- Useful economic lives of assets
- Valuation of donated services

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

4. Income from donations and grants

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Donations and sponsorships	149,800	-	149,800
Donated services - general support	5,020	-	5,020
Grants	1,427,200	42,625	1,469,825
Donated services - licences for Kim database	42,000	-	42,000
Donated services - For Baby's Sake (advisory)	-	-	-
Total 2024	1,624,020	42,625	1,666,645

An unrestricted grant of £1,300,000 (2023 - £750,000) from the Stefanou Foundation was received in the year. Half of this year's grant was routed through UBS Optimus Foundation, who supplemented the Stefanou Foundation funding with a matching grant of £65,000 (2023 - £75,000). UBS Optimus Foundation awarded a further grant of £34,200, which matched a donation of £34,200 from UBS Global Markets team who chose The For Baby's Sake Trust as their charity to benefit from their Christmas charity fundraiser.

The Charity received the first tranche of a £200,000 unrestricted multi-year grant from Esmée Fairbairn Foundation totalling £70,000 (2023: £NIL).

An unrestricted grant of £25,000 (2023 - £25,000) was received from EQ Foundation. The funding this year was routed via Helping Herts, a Hertfordshire-based charity which supports children's charities and matches their fundraising. Through matching the EQ Foundation grant and through fundraising by Helping Herts and the Trust, a further £34,792 donation was received from Helping Herts (2023: £52,000 total including donations routed through Helping Herts and the Helping Herts matched funding).

The Charity received restricted funding from trusts and foundations included grants from: The Hollyhock Charitable Foundation (2024: £21,209, 2023: £NIL); The Dulverton Trust (2024: £10,417, 2023: £NIL); The Souter Charitable Trust (2024: £3,000, 2023: £NIL), The Wixamtree Trust (2024: £3,000, 2023: £NIL); Palca Stevenson Giving CIO (2024: £2,000, 2023: £NIL); and First Give (2024: £1,000, 2023: £NIL).

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NOTES TO THE FINANCIAL STATEMENTS
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4. Income from donations and grants (continued)

Donated services from Kim Technologies enable the charity to use its Kim system as a For Baby's Sake data platform. The Charity places a value of £42,000 (2023 - £42,000) on this donated service from Kim Technologies. Other donated services totalling £5,020 included £1,720 for the provision of meeting rooms for Board meetings by DWF, support with business planning from Andrew Ludlum, the provision of Google Ads and support towards Cyber Security Accreditation, where the Charity received a grant of £3,300 to prepare for and secure Cyber Essentials, to which the Charity added further expenditure from its own funds to achieve Cyber Essentials Plus. (In 2023, other donated services, totalling £20,000, included volunteer time of employees of Stelio Stefanou and a John Lewis Partnership secondee.)

The Charity is extremely grateful to all those individuals and organisations who provided grant funding, donations or gifts in kind during the year.

	<i>Unrestricted funds 2023 £</i>	<i>As restated Total funds 2023 £</i>
Donations and sponsorships	54,414	54,414
Donated services - general support	2,000	2,000
Grants	850,000	850,000
Donated services - licences for Kim database	42,000	42,000
Donated services - For Baby's Sake (advisory)	18,000	18,000
<i>Total 2023 as restated</i>	<u>966,414</u>	<u>966,414</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

5. Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Income from charitable activities - For Baby's Sake Programme	-	338,895	338,895
Policy and Practice (System Change) - Contractual income	8,104	-	8,104
Total 2024	8,104	338,895	346,999

A restricted grant of £166,500 to support the delivery of For Baby's Sake was received from the Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire. This originated from a Home Office Perpetrator Fund grant to the OPCCs. This fund is the successor to the Home Office Perpetrator Pilot Project, through which the Trust received £495,313 in 2023 from the OPCC for Hertfordshire.

The Charity also received grants to support the delivery of For Baby's Sake from: Westminster City Council (2024: £48,000, 2023: £100,000); the Royal Borough of Kensington & Chelsea (2024: £48,000, 2023: £100,000); and Haringey Council (2024: £18,462, 2023: £1,538). There were no unfulfilled conditions or other contingencies attached to these government grants.

The Charity was awarded a multi-year grant from Foundations (What Works Centre for Children & Families) to support a pilot evaluation of For Baby's Sake and the associated delivery of the programme. The funding received in the first year was restricted to costs of developing and preparing for the evaluation (2024: £57,933, 2023: £NIL). All conditions attached to this year's funding were fulfilled.

	Unrestricted funds 2023 £	As restated Restricted funds 2023 £	As restated Total funds 2023 £
Income from charitable activities - For Baby's Sake Programme	-	696,851	696,851
Policy and Practice (System Change) - Contractual income	7,352	-	7,352
Total 2023 as restated	7,352	696,851	704,203

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

6. Income from investments

	Unrestricted funds 2024 £	Total funds 2024 £
Bank interest receivable	13,483	13,483

	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Bank interest receivable	2,362	2,362

7. Expenditure on raising funds

	Unrestricted funds 2024 £	Total funds 2024 £
Direct fundraising costs	81,016	81,016

	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Direct fundraising costs	50,180	50,180

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

8. Analysis of expenditure on charitable activities - by fund

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
For Baby's Sake Programme	940,610	341,349	1,281,959
Policy and Practice (System Change)	152,923	40,171	193,094
Total 2024	1,093,533	381,520	1,475,053
	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
For Baby's Sake Programme	682,446	696,851	1,379,297
Policy and Practice (System Change)	138,005	-	138,005
<i>Total 2023</i>	<i>820,451</i>	<i>696,851</i>	<i>1,517,302</i>

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FOR THE YEAR ENDED 31 MARCH 2024

9. Analysis of expenditure on charitable activities - by type

	Activities undertaken directly or collaboratively 2024 £	Support costs 2024 £	Total funds 2024 £
For Baby's Sake Programme	1,101,924	180,035	1,281,959
Policy and Practice (System Change)	173,089	20,005	193,094
Total 2024	1,275,013	200,040	1,475,053

	<i>Activities undertaken directly or collaboratively 2023 £</i>	<i>Support costs 2023 £</i>	<i>Total funds 2023 £</i>
For Baby's Sake Programme	1,189,560	189,737	1,379,297
Policy and Practice (System Change)	116,924	21,081	138,005
<i>Total 2023</i>	<i>1,306,484</i>	<i>210,818</i>	<i>1,517,302</i>

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NOTES TO THE FINANCIAL STATEMENTS
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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs

	For Baby's Sake Programme 2024 £	Policy and Practice (System Change) 2024 £	Total funds 2024 £
Staff costs	982,900	161,517	1,144,417
Depreciation	905	519	1,424
Consultants' fees and charges	16,200	2,583	18,783
Travel, hospitality and other staff	13,476	3,037	16,513
Training and conferences	15,824	3,386	19,210
Memberships and subscriptions	3,235	-	3,235
Marketing and communications	-	900	900
Recruitment	816	-	816
Project or operational resources	1,991	-	1,991
IT and telecomms and mobile phones	19,413	894	20,307
Administration office and accommodation	1,045	-	1,045
Donated services - For Baby's Sake (advisory)	45,768	52	45,820
Loss on fixed asset disposals	351	201	552
Total 2024	1,101,924	173,089	1,275,013

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs (continued)

	<i>For Baby's Sake Programme 2023 £</i>	<i>Policy and Practice (System Change) 2023 £</i>	<i>Total funds 2023 £</i>
Staff costs	1,000,443	95,589	1,096,032
Depreciation	1,962	1,127	3,089
Consultants' fees and charges	20,873	6,016	26,889
Travel, hospitality and other staff	22,131	3,025	25,156
Training and conferences	7,297	2,492	9,789
Memberships and subscriptions	3,026	120	3,146
Marketing and communications	-	715	715
Recruitment	13,599	7,291	20,890
Project or operational resources	2,153	-	2,153
IT and telecomms and mobile phones	50,258	549	50,807
Administration office and accommodation	7,818	-	7,818
Donated services - For Baby's Sake (advisory)	60,000	-	60,000
<i>Total 2023</i>	<u>1,189,560</u>	<u>116,924</u>	<u>1,306,484</u>

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NOTES TO THE FINANCIAL STATEMENTS
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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs

	For Baby's Sake Programme 2024 £	Policy and Practice (System Change) 2024 £	Total funds 2024 £
Staff costs	61,974	6,886	68,860
Depreciation	226	25	251
Consultants' fees and charges	41,983	4,665	46,648
Travel, hospitality and other staff	393	44	437
Training and conferences	1,216	135	1,351
Memberships and subscriptions	6,701	745	7,446
IT and telecomms and mobile phones	27,458	3,051	30,509
Administration office and accommodation	15,533	1,726	17,259
Professional fees	3,986	443	4,429
Bank interest and charges	660	73	733
Governance costs	18,738	2,082	20,820
Donated services - general support	1,080	120	1,200
Loss on fixed asset disposals	87	10	97
Total 2024	180,035	20,005	200,040

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs (continued)

	<i>For Baby's Sake Programme 2023 £</i>	<i>Policy and Practice (System Change) 2023 £</i>	<i>Total funds 2023 £</i>
Staff costs	44,928	4,991	49,919
Depreciation	491	54	545
Consultants' fees and charges	37,501	4,167	41,668
Training and conferences	876	97	973
Memberships and subscriptions	2,664	296	2,960
Recruitment	3,175	353	3,528
IT and telecomms and mobile phones	45,739	5,082	50,821
Administration office and accommodation	37,495	4,166	41,661
Professional fees	2,309	257	2,566
Bank interest and charges	547	61	608
Governance costs	12,212	1,357	13,569
Donated services - general support	1,800	200	2,000
<i>Total 2023</i>	<u>189,737</u>	<u>21,081</u>	<u>210,818</u>

10. Governance costs

	2024 £	2023 £
Auditors' remuneration - Audit of the financial statements	14,340	11,880
Auditors' remuneration - Taxation services	-	360
Auditors' remuneration - Other services	4,500	4,200
Under-accrual of prior year audit fees	1,980	-
Over-accrual of prior year audit fees	-	(2,871)
	<u>20,820</u>	<u>13,569</u>

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NOTES TO THE FINANCIAL STATEMENTS
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11. Staff costs

	2024	2023
	£	£
Wages and salaries	1,114,175	1,033,249
Social security costs	117,379	108,595
Pension costs	58,158	53,813
	1,289,712	1,195,657

The average number of persons employed by the Charity during the year was as follows:

	2024	2023
	No.	No.
For Baby's Sake	17	19
For Baby's Sake and Policy and Practice (System Change)	9	5
	26	24

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
	No.	No.
In the band £70,001 - £80,000	3	2
In the band £80,001 - £90,000	1	1

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).

During the year ended 31 March 2024, no Trustee expenses have been incurred (2023 - £NIL).

The total amount of employee benefits, including employer national insurance and pension contributions, received by Key Management Personnel was £376,954 (2023 - £293,762). As detailed within the Trustees' Report, the Charity considers its Key Management personnel to comprise;

- Trustees
- Senior Leadership Team

13. Tangible fixed assets

	Fixtures and fittings £	Office equipment £	Total £
At 1 April 2023	52,766	29,006	81,772
Disposals	(52,766)	(29,006)	(81,772)
At 31 March 2024	-	-	-
At 1 April 2023	48,374	29,006	77,380
Charge for the year	1,675	-	1,675
On disposals	(50,049)	(29,006)	(79,055)
At 31 March 2024	-	-	-
Net book value			
At 31 March 2024	-	-	-
At 31 March 2023	4,392	-	4,392

The Charity disposed of tangible fixed assets of office furniture, fixtures and fittings when it vacated its central office upon expiry of the lease and moved to all staff working from home.

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FOR THE YEAR ENDED 31 MARCH 2024

14. Debtors

	2024 £	2023 £
Due within one year		
Other debtors	80,504	25,651
Prepayments and accrued income	3,738	29,629
	84,242	55,280

15. Creditors: Amounts falling due within one year

	2024 £	2023 £
Accruals and deferred income	77,154	16,440

	2024 £	2023 £
Deferred income at 1 April	-	-
Resources deferred during the year	58,314	-
Amounts released from previous periods	-	-
Deferred income at 31 March	58,314	-

The deferred income balance relates to income received for projects taking place in the next financial year.

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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024**

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2024 £
Unrestricted funds					
Designated funds					
Fixed Asset Fund	4,392	-	(1,675)	(2,717)	-
Designated Fund for IT equipment	-	-	-	58,000	58,000
	<u>4,392</u>	<u>-</u>	<u>(1,675)</u>	<u>55,283</u>	<u>58,000</u>
General funds					
General Fund	532,031	1,645,607	(1,172,874)	(55,283)	949,481
	<u>532,031</u>	<u>1,645,607</u>	<u>(1,172,874)</u>	<u>(55,283)</u>	<u>949,481</u>
Total Unrestricted funds	<u>536,423</u>	<u>1,645,607</u>	<u>(1,174,549)</u>	<u>-</u>	<u>1,007,481</u>
Restricted funds					
London Bi-Borough	-	96,000	(96,000)	-	-
Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire	-	166,500	(166,500)	-	-
Other London Boroughs	-	18,462	(18,462)	-	-
Foundations	-	57,933	(57,933)	-	-
Hollyhock Charitable Foundation	-	21,209	(21,209)	-	-
The Dulverton Trust	-	10,416	(10,416)	-	-
Others (including First Give, Palca Stevenson Giving CIO, The Souter Charitable Trust and The Wixamtree Trust)	-	11,000	(11,000)	-	-
	<u>-</u>	<u>381,520</u>	<u>(381,520)</u>	<u>-</u>	<u>-</u>
Total of funds	<u>536,423</u>	<u>2,027,127</u>	<u>(1,556,069)</u>	<u>-</u>	<u>1,007,481</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

16. Statement of funds (continued)

The General Fund is unrestricted for use in any of the Charity's activities, including all costs associated with For Baby's Sake and all costs of contributing to Policy and Practice, through sharing and embedding the transferrable practice from For Baby's Sake, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence. The unrestricted General Fund can also be used to finance the costs of fundraising.

Activity-based accounting has continued into the current year, providing ongoing visibility of the major investment in For Baby's Sake, the Charity's innovative programme to support expectant parents to break the cycle of domestic abuse and give their baby the best start in life, alongside the growth in wider Policy and Practice activity.

The Fixed Asset Fund represents the Charity's holding of fixed assets. Fixed assets are considered to be not easily realisable and so should not be represented by general funds. When closing the office and moving fully to a work-from-home model, the Charity disposed of its remaining fixed assets, including through a combination of donations and sales of furniture to Hertfordshire-based charities.

The Designated Fund for IT equipment, established to maintain funding to replace IT hardware (notably laptops and mobile phones) as required, had a value of £58,000 at 31 March 2024.

As income diversified during the year, the number of restricted funds has grown. Most funds are restricted to supporting For Baby's Sake. The restricted funds are set out below.

Offices of the Police and Crime Commissioners for Hertfordshire & Bedfordshire (OPCC)

This restricted fund holds the grant received from the Office of the Police and Crime Commissioner (OPCC) for Hertfordshire on behalf of the OPCCs for Hertfordshire and Bedfordshire. This originated from the Home Office Perpetrator Project fund for domestic abuse services. The grant to the Charity recognises the value of working with those who use abusive behaviour and integrating support for the whole family, notably during pregnancy and postnatally.

London Bi-Borough

The Bi-Borough restricted fund received grants from the London Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea to contribute to the costs of delivering For Baby's Sake in these local authority areas.

Other London Boroughs

A grant was received towards the end of 2023 from the London Borough of Haringey to work with families last year and this year. The 2023/24 accounts include the relevant proportion of the grant spent this year.

Foundations

Foundations (the national What Works Centre for Children and Families) awarded a multi-year grant to support a pilot evaluation of For Baby's Sake and the associated delivery of the programme. In 2023/24, this restricted fund held the proportion of the grant received and relating to the work undertaken up to 31 March 2024.

Trusts and Foundations supporting For Baby's Sake

The Charity holds a number of restricted funds related to grants received to support For Baby's Sake, including The Hollyhock Charitable Foundation, The Dulverton Trust, First Give, Palca Stevenson Giving CIO, The Souter Charitable Trust and The Wixamtree Trust

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

16. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2022 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 March 2023 £</i>
Unrestricted funds				
Designated funds				
Fixed Asset Fund	8,026	-	(3,634)	4,392
General funds				
General Fund	422,900	976,128	(866,997)	532,031
Total Unrestricted funds	430,926	976,128	(870,631)	536,423
Restricted funds				
London Bi-Borough	-	200,000	(200,000)	-
Office of the Police and Crime Commissioner (OPCC) for Hertfordshire	-	495,313	(495,313)	-
Other London Boroughs	-	1,538	(1,538)	-
	-	696,851	(696,851)	-
Total of funds	430,926	1,672,979	(1,567,482)	536,423

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2024 £	Total funds 2024 £
Current assets	1,084,635	1,084,635
Creditors due within one year	(77,154)	(77,154)
Total	1,007,481	1,007,481

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Tangible fixed assets	4,392	4,392
Current assets	548,471	548,471
Creditors due within one year	(16,440)	(16,440)
Total	536,423	536,423

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	2023 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	471,058	105,497
Adjustments for:		
Depreciation charges	13 1,675	3,634
Investment income	6 (13,483)	(2,362)
Loss on the disposal of fixed assets	13 2,717	-
(Increase)/decrease in debtors	14 (28,962)	97,402
Increase/(decrease) in creditors	15 60,714	(1,075)
Net cash provided by operating activities	493,719	203,096

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

19. Analysis of cash and cash equivalents

	2024 £	2023 £
Cash in hand	1,000,393	493,191
Total cash and cash equivalents	1,000,393	493,191

20. Analysis of changes in net debt

	At 1 April 2023 £	Cash flows £	At 31 March 2024 £
Cash at bank and in hand	493,191	507,202	1,000,393
	493,191	507,202	1,000,393

21. Pension commitments

The Charity offers to match each employee's pension contribution, up to 5% of their salary, into the defined contributions pension scheme of their choice, including but not limited to the workplace pension scheme. It also offers a salary sacrifice arrangement. Over the course of the year, twenty-three employees benefited from the matched employer contribution to their salaries and six employees additionally took up the salary sacrifice offer. In all cases, the assets of the schemes chosen by the employees are held separately from the Charity in independently administered funds.

The Charity contributes to defined contribution pension schemes for its employees. The amount recognised as an expense in the year was £58,159 (2023 - £53,813). Contributions totalling £NIL (2023 - £NIL) were payable to the fund at the Balance Sheet date.

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

22. Operating lease commitments

At 31 March 2024 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2024 £	2023 £
Not later than 1 year	-	8,052
	<u> </u>	<u> </u>

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2024 £	2023 £
Operating lease rentals	8,052	30,300
	<u> </u>	<u> </u>

23. Related party transactions

Lady Sally Knowles, a Trustee of the Charity, is the spouse of Sir Nigel Knowles, who is the Chairman of Kim Technologies, the company continuing to provide a gift in kind to the Charity in the form of use of its Kim system as a For Baby's Sake data platform. The Charity places a value on this donated service from Kim Technologies of £42,000 (2023 - £42,000). Sir Nigel Knowles is also the CEO of DWF, which provides meeting rooms for the Charity's Board meetings. The Charity places a value of £1,200 (2023 – £NIL) on this gift in kind from DWF.

Trustee and Key Management Personnel transactions are detailed otherwise in Note 12.

The For Baby's Sake Trust

England & Wales - Charity number 1126459

Accounts

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

THE FOR BABY'S SAKE TRUST
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THE FOR BABY'S SAKE TRUST
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2023**

Trustees	Jon Chapman (appointed 13 November 2023) Phillip Fellowes-Prynne Tracey-Joy Harrison (appointed 30 April 2021, resigned 16 November 2022) Dame Linda Homer (Chair from 8 December 2022) Lady Sally Knowles Adam Shutkever (Vice-Chair from 8 December 2022) Stelio Stefanou OBE, DL (Resigned as Chair and Trustee 8 December 2022)
Company registered number	06713945
Charity registered number	1126459
Registered office	Unit 1B Meadway Court Rutherford Close Stevenage Hertfordshire SG1 2EF
Company secretary	Adam Shutkever
Independent auditors	MHA Chartered Accountants Statutory Auditor 6th Floor 2 London Wall Place London, United Kingdom EC2Y 5AU
Senior Leadership Team	Tony Collins (Interim CEO, external consultant, 1 February to 30 April 2023) Elaine Fulton (Director of Strategic Partnerships) Amanda McIntyre (CEO to 31 January 2023, Deputy CEO thereafter) Judith Rees (Director of Operations) Lauren Seager-Smith (CEO, appointed 8 May 2023)

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

The Trustees present their annual report together with the financial statements of The For Baby's Sake Trust for the year 1 April 2022 to 31 March 2023. The Trustees confirm that the Annual Report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Reference and administrative details

a. Name of Charity, registration numbers and address

The For Baby's Sake Trust is a registered Charity (1126459) and company limited by guarantee (6713945). Its principal and registered office address is: 1B Meadway Court, Rutherford Close, Stevenage, SG1 2EF.

b. Providers of banking services or professional advice

During the year covered by this report, the Charity bought in financial or legal services or advice to the Board from the individuals or organisations listed below and is grateful for their support.

Nature of support	Provider
Independent Safeguarding Advisor to the Trustees until 14 September 2023 (contract and remuneration ceased, ahead of appointment as Trustee and Board Lead for Safeguarding)	Jon Chapman, PS3 Safeguarding Ltd
Financial Controller	Tracy Snotra FCCA
Interim CEO (three days per week, from 1 February-30 April 2023)	North Yorkshire Hospice Care: part-time secondment of their CEO, Tony Collins
Banking	Coutts Bank, 2nd Floor 440 Strand, London, WC2R 0QS
Investment Management	Cazenove Capital, 1 London Wall Place, London EC2Y 5AU
Auditors	MHA, 6th Floor, 2 London Wall Place, London, EC2Y

Objectives and Activities

a. Purposes of the Charity

As set out in the Memorandum of Association, the objects for which the Charity was formed are for charitable activity in the furtherance of such exclusively charitable purposes as the Trustees may in their absolute discretion determine. In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The Charity was established with a vision to improve the wellbeing and long-term life-chances of babies who are at risk and unable to tell others. Evidence about the scale of domestic abuse, affecting one in five children, and about how babies are particularly affected, led the Charity to focus on providing and promoting trauma-informed support to break cycles of domestic abuse and give babies the best start in life.

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FOR THE YEAR ENDED 31 MARCH 2023

The Charity does this through two overarching areas of activity. Firstly, its innovative programme, *For Baby's Sake*, works with both parents, from pregnancy until the baby is aged two, empowering them to address the cycle of domestic abuse and their histories of traumatic experiences that typically lie at the heart of the problem.

Secondly, the Charity contributes to system change at local and national levels, by sharing and embedding the transferrable practice from *For Baby's Sake* and influencing, informing and contributing to decision-making frameworks, such as legislation, policy, public understanding and research evidence. This dimension of the Charity's work extends the Charity's impact by directly and indirectly reaching more babies, parents and families in need of trauma-informed support and helping to equip professionals to provide such support. Working with multi-agency partnerships and stakeholders is a key element of the Charity's approach to the delivery and development of *For Baby's Sake* and to contributing to system change.

b. Strategic objectives for 2022-23

These accounts cover the financial year from April 2022 to March 2023, which was a year of transition in the Charity's leadership and also in terms of preparing for the next phase of development and growth, particularly by strengthening capacity for fundraising and income diversification and for continuing to build and share the evidence for our approach and impact.

Early in 2022, Stelio Stefanou, who had founded the Charity philanthropically in 2008 and chaired it since that time, announced to the Board of Trustees and staff that he would stand down from the Board in December 2022. Careful planning throughout the year ensured a smooth and successful transition. In December 2022, Dame Lin Homer, a Trustee since 2017, became Chair, with Adam Shutkever, a longstanding Trustee and Company Secretary since 2020, becoming Vice Chair.

Effective succession planning is essential for all charities. Trustees and staff understood the wisdom in the decision by Stelio Stefanou to step down as the Charity was moving into a new phase of development. The Board and staff are deeply grateful to Stelio Stefanou for his vision, innovation, commitment, generous philanthropy, strategic wisdom and leadership, which have brought the Charity successfully to this point, and are grateful that he continues to be a valued and important supporter of the Charity.

In Autumn 2022, Trustees agreed to a creative proposal from Amanda McIntyre, CEO at that time, to move into a new role for the Charity as Deputy Chief Executive, focused on the next phase of evidence-building and evaluation, while the Trust recruited a new CEO with talent and expertise in fundraising. Trustees welcomed the double benefit of this. Following a highly competitive recruitment exercise, Lauren Seager-Smith was recruited as CEO, bringing valuable skills and experience in charity leadership and growth, along with a passion for working with children and families.

To start preparing for the new phase of development, Trustees and Senior Leadership Team worked closely together to frame strategic priorities, supported particularly by Tracey Harrison who generously shared her strategic planning skills before needing to resign from the Board to take up a senior executive position overseas. The Charity thanks her for her contribution and also thanks Tony Collins, who provided additional capacity as Interim CEO during the transition phase from February to April 2023.

The year had begun with a 24 hour overnight/away-day in April 2022, bringing together all staff and *For Baby's Sake* teams. As colleagues shared their aspirations, priorities and experiences, there was an especially clear, deep and shared commitment to the Charity's values: *treating people with dignity and respect; efficiency and high performance; being a team ('we, not I'); making a difference; and doing the right thing.* While the Charity's culture will undoubtedly evolve as we develop and grow, these values continue as an anchor and guide.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Activities, achievements and performance

a. For Baby's Sake

For Baby's Sake works with families deeply over a sustained period of up to two and a half years. During the year, *For Baby's Sake* teams worked with 758 individuals, including mothers, fathers, babies and siblings in the family. Of this total, 324 were new entrants, comprising mothers, fathers, babies and siblings who started their *For Baby's Sake* journey during the year.

There is growing awareness of the need for services to improve their engagement with fathers and the value of doing so within a whole-family model. The distinct strengths of our whole family safeguarding model were evident in the recognition and expansion of *For Baby's Sake* during the year.

In 2021, the Home Office had launched a Perpetrator Pilot Project fund for interventions for those who perpetrate domestic abuse and, most encouragingly, with integrated support for those experiencing the abuse and prioritising support during pregnancy. A successful bid by the Hertfordshire Police and Crime Commissioner to the Home Office had secured a year's funding to expand *For Baby's Sake* across Hertfordshire. The successful mobilisation and delivery resulted in the Home Office providing further funding to extend the project until March 2023. Over the full grant period, from August 2021 to March 2023, *For Baby's Sake* Hertfordshire supported 372 individuals in 95 families. Referrals were received from across the county, particularly in areas of high prevalence of domestic abuse in Watford and Dacorum, where the programme was not available previously. The level of referrals, which at times outstripped available capacity, demonstrated a level of previously unmet demand.

Alongside successful delivery of services under the grant agreement, the Charity worked closely with the Office of the Police and Crime Commissioner for Hertfordshire (OPCC) and Hertfordshire County Council and provided rich data on the families being supported, the support they received and the outcomes achieved, as the OPCC's testimonial during the grant delivery demonstrated.

"The For Baby's Sake Trust is an exemplary partner to the OPCC for Hertfordshire in the Home Office Perpetrator Pilot Project, which runs to March 2023. They mobilised swiftly, deliver to tight timescales and contribute strategically to our Project Board and evaluation exercise. Their data and narrative reports are at the centre of our quarterly returns to the Home Office." Chris Brace, Chief Executive, OPCC Hertfordshire.

For Baby's Sake Hertfordshire: one father's change journey

Jack had a turbulent and violent upbringing without protective factors. He blamed himself for what happened to him. As a child, he internalised the conclusion that he was bad. He was angry and violent and had an extensive drugs-related criminal history. Working with his *For Baby's Sake* Practitioner, Jack learnt for the first time that others would not let him down. He became able to focus on doing the same for his children, supporting them to validate their emotions. The programme's therapeutic core was transformational, enabling him to change perspective about the kind of person he was and could be, releasing the pressure on his inner child. He came to understand what had been his parents' responsibilities and that they had let him down. He became able to understand his anger and triggers and develop healthy strategies for relating to others and has stayed abstinent from drugs. He has spoken about the impact of *For Baby's Sake* for him and his children:

'My Practitioner recognised the distrust I had with all professionals and was patient and persevered. I learnt to trust him more and more and I also learnt to trust myself and be more open....made me review things more'

'Being supported helped me to start taking self-care, specifically in terms of mental health'

'Biggest impact it has had on me in terms of parenting is the need to put my focus on the children at all times. This was more difficult to do at the beginning but it came naturally towards the end of the Programme and I continue to do this'

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In November 2022, *For Baby's Sake* won a nationally significant safeguarding award. The Children and Young People Now (CYP Now) awards recognise and reward innovative and outstanding practice. Blackpool *For Baby's Sake*, delivered through the Charity's partnership with Blackpool Better Start, won the CYP Now Safeguarding Award. This award was given to the project judged to be making the biggest contribution to keeping children and young people safe from harm, including through exceptional teamwork and multi-agency working. The citation from the judges highlighted the therapeutic delivery of *For Baby's Sake* and the impact of the programme on babies and the whole family.

Blackpool Better Start had nominated *For Baby's Sake* for the award in recognition of the difference that *For Baby's Sake* was making to babies and families participating in the programme and to wider system change, professional practice and culture, through the ripple effect of the programme and team's ways of working.

The application for the award by Blackpool Better Start set out the local safeguarding context, as a town with significant challenges and also a place that prioritises the early years, at both a strategic and community level, and understands the importance of the first 1001 days. It stated that:

"The need to safeguard children from being exposed to adverse experiences as early as possible is a major public health issue"

"Keeping children safe within families is a key priority for the town and requires the innovative approach provided by For Baby's Sake"

The application quoted the Independent Reviewing Officer (who has a key role in care proceedings), giving feedback to *For Baby's Sake* about the programme working in partnership with statutory safeguarding services:

"Your service has been absolutely wonderful for this family - together with the pre-birth assessment and the social care intervention – when we get the timing right and the support right, it really does change lives"

The London Bi-Borough *For Baby's Sake* service continued to engage a diverse population across Westminster and Kensington & Chelsea. Since before the service was launched, a multi-agency operational group has met quarterly to support partnership working and the ongoing development of the service. The group also acts as a forum for sharing learning and ideas between *For Baby's Sake*, statutory services and other domestic abuse or family support services on how to address common challenges and opportunities. Themes discussed during the year have included cultural competency to meet the intersectional needs of families in London and how to reach parents by overcoming barriers of shame or suspicion of services and harnessing their motivation. The qualitative data shared by *For Baby's Sake* has been helpful in illustrating how the service has empowered parents to build their self-esteem and agency:

"I think of For Baby's Sake as a community that I get to be a part of...despite the stigma I originally experienced in reaching out for help, I'm proud to be included in this community" - Mother

"I'm working on myself and this gives me the chance to make the changes and focus on myself. I'm now able to understand my baby in our time together. My view has changed on the importance of following my baby during time with her.....it's allowed me to feel me much more confident." – Father

"I really appreciate that you stayed patient knowing I find it hard to open up or speak about things. You showed understanding of where I am coming from and giving guidance and support so I can make better decisions. You helped me to confront the fact that what was happening was not okay and has long-term impact on me and my baby." - Mother

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

Strategic discussions with the Bi-Borough authorities about sustaining and developing the service led to the exciting idea of developing a London service, with Westminster and Kensington & Chelsea as the cornerstone authorities, working with the Charity to encourage other London boroughs to come on board. This way ahead was agreed towards the end of the year and in March, the expansion in London began with Haringey Council buying into the service to have a small caseload and some training for children's services professionals.

The model of *For Baby's Sake* teams working with a number of local authorities across a wider geographical area began through the establishment of the *For Baby's Sake* CONNECT service in March 2021. *For Baby's Sake* CONNECT was created through learning during lockdown, when all *For Baby's Sake* teams moved seamlessly to holding one-to-one sessions with parents through video and phone technology. Holding all sessions through video or phone calls mean that *For Baby's Sake* Practitioners can work with families located anywhere in the UK. Two years after launch, by March 2023, over 50 families across 15 local authority areas from Durham to Dorset had engaged with *For Baby's Sake* through the CONNECT service.

Continued delivery through this innovative delivery channel during the year demonstrated the success of remote working, with skilled *For Baby's Sake* Practitioners working therapeutically with parents and contributing strongly to multi-agency safeguarding to support a caseload with high children's safeguarding needs. Of the caseload of 32 families being supported by the CONNECT team at year-end, 26 were above the threshold for children's safeguarding and of these seven were in care proceedings. Parents engage well over video and phone calls with all aspects of the programme, including the support with resolving their childhood trauma and with providing attuned, sensitive care for their baby:

"Helping me to remember things from the past by going back there. Being able to talk to my dad and tell him things that I wasn't happy about. To tell my mum then what I needed to say so I don't have to tell her now. It was good to get stuff off my chest" – Father, on the Inner Child sessions where he spoke to his parents as if they were present.

"Talking to baby bump - I found that so difficult at first. It was the most special thing and I'm so proud of it" – Mother, on the positive emotions she felt after being supported to bond with her baby antenatally.

b. System Change

The Charity's system change work includes creating and sharing tools and resources, supporting wider professional practice and influencing local and national understanding and systems to promote trauma-informed and attachment-focused, whole family approaches. Collaborative work is key and the Charity was delighted to be the domestic abuse lead in a Safer Beginnings partnership, funded through Government tampon tax funding, led by charities Best Beginnings and White Ribbon Alliance UK and involving diverse charities, by-and-for services and community advocates.

The Safer Beginnings Partnership's aim was to reduce harm and violence perinatally and address birth and maternal outcome inequalities by empowering parents with self-agency. The Charity worked with Safer Beginnings partners to create new Emotional Safety Plan tools. These can be used by anyone preparing for the birth of a baby to record what they may need to feel safe emotionally before, during and after birth. For example, mothers and fathers can record how midwives and other professionals can be supportive by their words and actions, so that parents feel heard and understood. Parallel Emotional Safety Plan Tools have been created for professionals to record what they need to feel emotionally safe and supported in their roles and use these, for example, in supervision sessions and debriefs after particularly traumatic birth incidents. The tools are proving particularly valuable for parents who have had traumatic past experiences in their journey to parenthood or those where there are safeguarding risks. As one mother said:

"I feel more safe in the hospital after completing the emotional safety plan, especially as the social worker and midwife were sent it, as it felt as if they had read it as people acted that way."

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2023

The Charity also played a leading role in the development of Safer Beginnings films to encourage help-seeking by those affected by domestic abuse. In all these films, *For Baby's Sake* parents share generously what they have gained from the programme, along with parents who have received support from different sources. Our Charity's Director of Operations and a Practitioner are among the professionals who also contribute to this powerful suite of films. Three films support those experiencing domestic abuse by addressing questions frequently in people's minds: *Is my relationship abusive? Who should I tell? What will happen if I tell someone?*

In a further film, *"Is my behaviour abusive?"*, a *For Baby's Sake* father courageously and candidly shares his change journey and what this means especially for his two young children, now school age, who were born while he and his co-parent were being supported by the programme. We are immensely grateful to this father and all the parents who contributed to the Safer Beginnings films, wanting to give something back by using their voices and experiences to encourage others to gain life-changing support.

The Charity's influence and learning was visible in key national guidance issued during the year. In July 2022, the Government published the Statutory Guidance accompanying the new Domestic Abuse Act. This included text identifying babies as *"particularly vulnerable"*, stating that: *"Domestic abuse experienced during pregnancy in utero and in the earliest years is harmful to birth outcomes and babies' early development"* and pointing to benefits for children and parents of *"trauma-informed support during pregnancy, post-birth and into childhood."*

This text honoured Government commitments made during the passage of the legislation through the House of Lords, in response to stakeholder evidence, led by the Charity, about the needs of babies and their parents.

In September 2022, *For Baby's Sake* was highlighted for its ground-breaking whole-family approach and work with fathers, in a national report by the Child Safeguarding Practice Review Panel, titled *'Multi-agency safeguarding and domestic abuse'*. This guidance sets out common themes emerging from serious case reviews, as well as from learning from evidence and stakeholder feedback on effective practice.

The report identifies four core and interrelated principles that should underpin work with children and young people, their parents, wider families and networks in relation to domestic abuse: trauma informed; domestic abuse-informed; intersectional; and whole-family.

The report's authors met the Charity's Senior Leadership Team and had discussions with Team Managers or Practitioners across all *For Baby's Sake* sites, which helped to identify the core principles and understand how they are interconnected. The report's information about *For Baby's Sake* quotes evidence from the King's College London evaluation of the programme, which connects well with the Panel's recommended core practice principles.

The Charity's national contribution to system change is demonstrated particularly by an initiative to identify a Core Outcome Set (COS) for domestic abuse programmes focused on children and families, which could be used as the starting point by those working with families, researchers, commissioners and policy-makers. This could lead to harmonising measurement and enable comparison of impact. During the year, there were growing indications, including in guidance and other publications, of the Government embracing the outcomes identified through this initiative:

- Child emotional health and wellbeing
- Feelings of safety
- Freedom to go about daily life
- Family Relationships
- Caregiver emotional health and wellbeing

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These had been developed through a multi-disciplinary research project, led by UCL and supported by a Steering Group including the Charity. The initiative had its origins in discussions that the Charity had co-instigated between stakeholders in 2015 about different approaches to assessing the impact of domestic abuse interventions and whether a consensus could be built. The work continues, with a focus on how best to measure these outcomes.

In a separate though related exercise, the Charity is playing a major role in the development of an overarching common outcomes framework for children and families, working closely with other charities, government departments and the Office of the Children's Commissioner. A report, led jointly by the Charity and Kindred Squared, sits at the core of the Children's Commissioner's report on establishing a common outcomes set, as part of her recommendations in the Family Review, published in December 2022, *'Outcomes Framework: Annex to a positive approach to parenting: Part 2 of the Independent Family Review.'*

The priority throughout these initiatives is to identify the outcomes which matter most to those children, parents and families, rather than those that might be easiest to measure. Indeed, the initiatives continue with recognition that it is not straightforward to assess impact of interventions in these terms. The Charity continues to use its convening expertise to work with multi-agency, multi-disciplinary partners to find solutions.

The *For Baby's Sake* change mechanisms and desired outcomes map well against the Common Outcomes for children and families and the Core Outcomes for domestic abuse services, through its whole-family focus on emotional and social development of the baby and emotional regulation and empowerment of parents.

Financial review

a. Results for the year

The accounts for this financial year, April 2022 to March 2023, provide separate information on the Trust's two distinct areas of charitable activity: *For Baby's Sake* (the Charity's flagship programme); and System Change (embedding transferrable lessons on practice and shaping decision-making frameworks such as policy and public understanding). The accounts also clearly identify how restricted funding is used (having been put towards the *For Baby's Sake* area of activity).

The Charity achieved income of £1,672,979 in the year and spent £1,567,482. These totals included £696,851 of restricted income which was spent in full. In the previous year, the Charity had received income of £1,362,211 and spent £1,472,222. The vast majority of expenditure in both years related to the delivery, oversight, leadership and development of *For Baby's Sake*. The other areas of expenditure were on system change and on fundraising, where growth in expenditure from £16,729 in 2021/22 to £50,180 in 2022/23 signalled the start of a shift to greater focus and investment in income generation.

The Charity had brought forward reserves of £430,926 at the beginning of the financial year and carried forward £536,423 at year-end.

The Charity is grateful to all those who have generously made grants and donations. Every contribution, whatever the amount, makes a difference.

The Charity received four restricted grants during the year. The largest was the grant from the Office of the Police and Crime Commissioner for Hertfordshire, worth £495,313, which was sourced primarily from the Home Office, along with local public sector match funding. Two other significant grants, worth £200,000 in total, were from Westminster City Council and the Royal Borough of Kensington & Chelsea to support the delivery of *For Baby's Sake* across the Bi-Borough authorities. A small proportion of a grant received towards year-end from Haringey Council funded work that began this year and continued into the following financial period.

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Contractual income of just over £7,000 was received, almost wholly comprising the final tranche of funding from a Safer Beginnings alliance led by Best Beginnings and White Ribbon Alliance, with funds originating from the tampon tax, to improve maternal and birth outcomes, notably by empowering expectant parents in marginalised communities.

The Charity was delighted to sustain existing funding partnerships with philanthropic foundations and to establish new relationships. An unrestricted grant of £25,000 from EQ Foundation was inspired by the innovation of *For Baby's Sake* and especially the expansion of its reach through adopting the learning about remote working across wider geographical boundaries, tested through the *For Baby's Sake* CONNECT delivery channel.

Unrestricted grant funding totalling £825,000 was received from UBS Optimus Foundation. This included £750,000, originating from a donation from Stelio Stefanou to the Stefanou Foundation, which was granted to UBS Optimus Foundation for onward payment as an unrestricted grant to the Charity. UBS Optimus Foundation added their own 10% matched funding contribution, totalling £75,000, to the grant.

The For Baby's Sake Trust was one of a dozen children's charities to be selected for support by an innovative Hertfordshire charity, Helping Herts, which was established by philanthropist Gordon Morrison and Stort Valley Rotary Club, to raise the profile of local charities and support and match their community and philanthropic fundraising. Initiatives included each charity holding a sponsored walk along different stretches of the Hertfordshire Way, as well as supporting each charity's own ways of generating philanthropic income. The Charity was extremely grateful to receive £52,000 through its partnership with Helping Herts.

The Charity's in-kind support included a secondment from John Lewis Partnership, through its Golden Jubilee Trust scheme, lasting six months and valued by the Charity at £15,000. This enabled the Charity to create a temporary position of Creative and Community Outreach Officer. The secondee's role in John Lewis was as a Brand Experience Advisor and she used her skills to lead various projects during her secondment, including the design of new Emotional Safety Plan tools, plus initiatives and resources to support the development of the Charity's Equality, Diversity, Inclusion and Equality framework.

Stelio Stefanou donated volunteer time of two employees within his office, valued at £5,000. The Charity also received donated services from Kim Technologies, valued at £42,000, which enable the charity to use its Kim system as a *For Baby's Sake* data platform. The Charity is grateful to the team at Kim Technologies, noting that the Company's Board is chaired by Sir Nigel Knowles, who is the spouse of Lady Sally Knowles, a Trustee of the Charity.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources and a strategy to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. The Charity's strategic plan to sustain and expand *For Baby's Sake*, and to continue contributing to system change, hinges on attracting external funds from public sector, charitable and philanthropic sources. While competition for funding remains intense, there are likely to be additional funding streams aligned to *For Baby's Sake*, given the increased focus on tackling domestic abuse in light of new domestic abuse legislation, public policy priorities related to safeguarding and the growing recognition of the need for whole-family responses. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

b. Reserves policy

The Trustees have adopted a reserves policy to ensure that the Charity remains a going concern. The reserves policy agreed by the Trustees is to aim to maintain reserves to cover three to four months' worth of the Trust's expenditure. This reflects requirements to mitigate against short-term dips in income, have sufficient working

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capital and, should a major event occur, be able to wind down in an orderly fashion. The reserves policy takes into account unrestricted reserves and any reserves restricted to *For Baby's Sake*, given that this represents the majority of the Charity's expenditure. Free reserves, those reserves which are unrestricted as to use, easily realisable and not committed or invested in tangible fixed assets held by the Charity, were £532,031 at the year end (2022 - £422,900). Trustees have set a budget for the year ending 31 March 2024 with expenditure of £1,544,000 creating a reserves target of £386,000 - £514,667, meaning that actual reserves were slightly ahead of target and considered by the Trustees to be at an acceptable level, which is adequate to cover possible additional growth of the organisation into the next financial year. The Board will continue to review the reserves policy in light of the Charity's growth strategy.

Plans for the future

Since year-end, the focus on income generation and diversification has been reflected in increased investment, with senior leadership focus and activity alongside the recruitment of two fundraisers. Early success has been highly promising and new funding partnerships with Trusts and Foundations are being established. Notably, the Charity has secured a multi-year unrestricted grant from Esmée Fairbairn Foundation, inspired by the innovative work with families through *For Baby's Sake* and the learning for wider practice and systems, particularly regarding how to support the emotional regulation of babies, children and parents. Other early fundraising successes include significant funding from The Hollyhock Foundation and The Dulverton Trust.

Income generation and diversification objectives reflect the Charity's strategy for scaling up both *For Baby's Sake* and our system change work. Organisational and strategic planning to underpin the growth includes expanding and diversifying the Board membership through a recruitment exercise, refining the Trust's business plan and developing a regional scale-up model for expanding *For Baby's Sake*. This regional model combines the value of teams being able to work across wider geographical areas (mainstreaming the learning from the *For Baby's Sake* CONNECT prototype) with capacity for teams to build, maintain and harness local and regional relationships and knowledge.

This regional approach is already underway with the Bi-Borough authorities contributing funding for a caseload within a pan-London service and actively supporting the Charity to open discussions with other London boroughs. Haringey was the first borough to come on board just before year-end and further London boroughs are interested.

The Hertfordshire service has now become a Hertfordshire and Bedfordshire service with the aim of developing further across the East of England. The Charity was thrilled to be appointed as a delivery partner for the Chrysalis Centre, created by Hertfordshire and Bedfordshire Police and Crime Commissioners and funded for two years through the Home Office Perpetrator Projects Fund. The Police and Crime Commissioners are aiming for the Chrysalis Centre to become a national centre of best practice and innovation, adopting holistic, trauma-informed models, including whole-family support. Alongside working with Hertfordshire and Bedfordshire families, the Charity will be contributing learning from its innovative ways of working to support the PCCs' strategic ambition for the Chrysalis Centre.

The Charity's system change work also continues to develop, including through sharing of resources and training of professionals at a local level. For example, trauma insight training has been delivered to multi-agency professionals in London authorities and the Charity has been providing insight and resources in Hertfordshire to support professionals to improve their engagement with fathers who can be invisible and feel excluded from services.

Nationally, the Charity's leadership and convening of a multi-agency, multi-disciplinary drive towards common outcomes for children and families continues. Thanks to support from The KPMG Foundation and Kindred Squared, The Charity worked with a group of organisations and the Data for Children Collaborative to hold a

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workshop in September 2023 to define next steps and challenges in the further development of the common outcomes approach. The primary outcome of the workshop was building a clear and agreed understanding of what success would look like and a delivery roadmap with identified challenge owners and defined next steps.

The Charity's contribution to the national evidence base for children and family-focused responses to domestic abuse took a major step forward in June 2023, with *For Baby's Sake* featuring in three national reports. These were published by Foundations, the new national What Works Centre for Children and Families, created through the merger of What Works for Children's Social Care and the Early Intervention Foundation. The publication of these reports immediately upon completing the merger and launching the new organisation reflects the priority that Foundations places on strengthening understanding and evidence on what works in tackling domestic abuse.

One report, *"Improving Outcomes for Children With Child Protection Concerns Who Have Been Exposed to Domestic Abuse"* was a rapid review of existing UK and international evidence. *For Baby's Sake* was one of only six whole-family interventions identified for its promising model of working, with positive changes including reductions in domestic abuse, improved parental mental health, babies reaching expected levels of development and reduced children's safeguarding.

The other two reports are *"Domestic Abuse Programmes for Children and Families: Programme Promise and Evaluation Feasibility"* and *"Understanding Service User Data Processes Within a Domestic Abuse Intervention Context"*. These reports are the output of six months of work, with Foundations (and its predecessor bodies) working with The For Baby's Sake Trust (and similarly with two other services), to inform how to build the UK evidence base. *For Baby's Sake* had been chosen to contribute to this research through a competitive process, based on its promising model, delivery and evidence-based approach. The report findings are being used to inform national research priorities and methodologies. The Charity is using the findings to inform next steps in its own evaluation journey.

The Charity's input to these reports included people from across all teams participating in a theory of change workshop about *For Baby's Sake* plus focus groups and interviews. The Charity provided qualitative and quantitative data and the Foundations team met some parents participating in *For Baby's Sake*. Alongside the published report, Foundations provided direct feedback to the Charity on their insights about *For Baby's Sake*, including the importance of parents' emotional regulation as a 'gateway to all other outcomes'.

The Charity and its Board of Trustees are immensely proud of the work with parents and it was a testament to the therapeutic work of *For Baby's Sake* Practitioners when Foundations highlighted their qualities as key enablers, which the Charity will continue to value and harness in the next phase of growth and development:

"For Baby's Sake is flexible enough to allow for practitioner judgment to guide programme delivery, focusing on module sequence that follows parents' individual journeys"

"Practitioners are highly skilled and from different disciplinary backgrounds, with particular skills and values, such as patience, creativity, sensitivity and intuition built from previous experience"

Structure, governance and management

Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 October 2008 and registered as a Charity on 28 October 2008. The Charity's change of name from The Stefanou Foundation to The For Baby's Sake Trust took effect on 8 August 2020. The Charity updated its Memorandum and Articles of Association in September 2022, such that all Trustees are now Members of the Charity.

TRUSTEES' REPORT
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a. Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

b. Organisational structure and decision making

The Trustees were recruited to provide the Charity with the necessary Charity governance, commercial and management experience to meet its core objectives. In particular, Trustees were asked to:

- Be responsible for the strategic direction of the Charity, ensuring that it is well-run, achieves its goals and is adequately resourced
- Define the Charity's vision and goals
- Ensure the Charity complies with Charity Law and delivers the charitable outcomes for which it has been established
- Have an interest in the cause and bring a commitment of time, energy and networking to achieve goals
- Approve all grants made and programmes developed by the organisation
- Meet as a Board at least three times per annum.

Policies have been agreed concerning the following areas:

- Application of Funds
- Appointment of Trustees
- Compliments, Comments and Complaints
- Conflicts of Interest
- Data Protection, Information Security and Confidentiality
- Equality, Diversity and Inclusion
- Financial Procedures Manual
- Gift Acceptance
- Investment Management
- Reserves
- Staff Handbook
- Safeguarding

c. Policies and procedures for induction and training of Trustees

The Board of Trustees has fully undertaken its governance responsibilities throughout the year, including by thoroughly scrutinising the data and operational progress of *For Baby's Sake*. The Trustees are also actively involved in the strategic development of the Charity, notably the strategy for developing and expanding *For Baby's Sake*, deepening its evidence base and extending its contribution to system change.

The induction and ongoing training of Trustees is designed to equip Trustees with the knowledge and understanding to fulfil these responsibilities, including through opportunities to meet *For Baby's Sake* practitioners to hear directly from them about how the programme operates.

Dame Lin Homer worked closely with the Senior Leadership Team and the Board of Trustees in preparation for taking over as Chair. Her induction has included meeting *For Baby's Sake* teams and joining a visit to Blackpool to meet the team, key partners from Blackpool Council and Blackpool Better Start and, above all, to meet a group of parents and children who fed back on the transformational difference in their lives through participating in *For Baby's Sake*.

TRUSTEES' REPORT
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Trustees are well briefed on the evidence base underpinning the Trust's work, to ensure they are equipped to ascertain that the work remains evidence-based. The safeguarding of adults, babies and children is at the heart of the Trust's work. The Board values the safeguarding expertise and Board-level leadership of Jon Chapman who was the Board's Independent Safeguarding Advisor until September 2023, when he accepted an invitation to become a Trustee, which took effect with his formal appointment to the Board of Trustees on 13 November 2023. He will continue as the Board's Safeguarding Lead, maintaining a strong working relationship with the Trust's Director of Operations who is the Designated Safeguarding Lead, and providing support including safeguarding training for Trustees.

Trustees' Indemnities

Trustees benefit from indemnity insurance to cover the liability of the Trustees which by virtue of any rule of law would otherwise attach to them in respect of any negligence, default or breach of trust or breach of duty of which they may be guilty in relation to the Charity. The cost of this insurance in the year has been included within total insurance costs.

Arrangements for settling pay and remuneration of Key Management Personnel

To date, the Chair, in consultation with the Board as appropriate, has settled pay awards for the Senior Leadership Team and indeed the whole staff team. As part of the charity's development, the Board has agreed that remuneration will be subject to a Board report and approval. Decisions on pay are taken in light of benchmark data about annual pay awards across the voluntary and public sector and reviews of comparative salaries, to ensure that salaries are competitive and reflective of the demanding nature of the Charity's work and the high calibre of staff at all levels, who deserve huge credit for what they are achieving.

d. Review and management of risk

A risk register is maintained, covering the most significant risks and an explanation of the corresponding mitigating actions. The categories of risk and mitigating actions and approaches are summarised below:

- Operational: for example, safeguarding risks to babies, children and adults related to domestic abuse or abuse or neglect of children; risks to staff; sensitive personal data breaches. Robust safeguarding policies and procedures are in place and regular audits of safeguarding take place. Various features of *For Baby's Sake* have distinct benefits for safeguarding, including its whole-family approach and strong multi-agency partnership working. Information sharing consent processes are kept under review as part of the Charity's protection of personal data. The Charity continues to assess risks and benefits associated with remote and hybrid models of working therapeutically with families and to support employee wellbeing and effective teamworking, with staff now being home-based.
- Strategic: for example, failure to maximise the impact of *For Baby's Sake* for current and future generations, for reasons such as insufficient funding to scale up the programme or a loss of fidelity to the programme's model as it expands. Strategic priorities include: continuing to develop the scale-up strategy for the *For Baby's Sake* programme and the system change work; growing and diversifying the Charity's income; and continuing to build and deepen the evidence base regarding how *For Baby's Sake* empowers parents with what it takes to break intergenerational cycles of domestic abuse and childhood trauma.
- Reputational: for example, problems with the operational delivery of *For Baby's Sake* or failure to deliver on commitments or to achieve wider strategic influence. The Charity's careful communication and partnership working with multi-agency partners contribute significantly to ensuring robust safeguarding and clear understanding of the *For Baby's Sake* model.

The register is reviewed at each Board meeting and updated in the light of latest actions and discussions at the Board meeting.

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Fundraising standards information

The Charity is thankful to all those who have donated or awarded grants or contracts to the Charity. Every donation, grant and contract contributes to enabling the Charity to empower parents to break cycles of domestic abuse and give their baby the best start.

The Charity has been registered with the Fundraising Regulator with effect from 10 April 2019. Members of the public can donate through the facility on the Charity's website to donate via the Charity's CAF account. There was an increase in fundraising at a community level during the year through the Charity's inclusion in the Helping Herts initiative. The Gift Acceptance Policy supports the Board and Senior Leadership Team to ensure that only appropriate gifts are accepted. The Charity complies with the Code of Fundraising Practice. There have been no complaints to the Charity or the Regulator and no failures to comply with a scheme or fundraising standard.

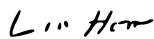
Auditors

The Charity's independent auditors, MHA (formerly MHA MacIntyre Hudson) (UK member of Baker Tilly International) have indicated their willingness to continue in office. Following a rebranding exercise on 15 May 2023, their trading name changed from MHA MacIntyre Hudson to MHA.

Preparation of the Report

This report of the Board has been prepared taking advantage of the small companies' exemption of Section 415A of the Companies Act 2006.

This report was approved by the Trustees and signed on their behalf by:



.....
Dame Lin Homer
Chair

Date: 7 December 2023

THE FOR BABY'S SAKE TRUST
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STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2023

The Trustees (who are also the Directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by order of the Members of the Board of Trustees and signed on its behalf by:



.....
Dame Linda Homer

Chair

Date: 7 December 2023

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST

Opinion

We have audited the financial statements of The For Baby's Sake Trust (the 'Charity') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

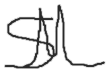
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Use of our report

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members, as a body, for our audit work, for this report, or for the opinions we have formed.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA

Statutory Auditor

London, United Kingdom

Date: 13/12/2023

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313).

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STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations and grants	4	966,414	696,851	1,663,265	1,341,166
Charitable activities	5	7,352	-	7,352	21,000
Investments	6	2,362	-	2,362	45
Total income		976,128	696,851	1,672,979	1,362,211
Expenditure on:					
Raising funds	7	50,180	-	50,180	16,729
Charitable activities	8,9	820,451	696,851	1,517,302	1,455,493
Total expenditure		870,631	696,851	1,567,482	1,472,222
Net movement in funds		105,497	-	105,497	(110,011)
Reconciliation of funds:					
Total funds brought forward		430,926	-	430,926	540,937
Net movement in funds		105,497	-	105,497	(110,011)
Total funds carried forward		536,423	-	536,423	430,926

All income and expenditure derives from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)
REGISTERED NUMBER: 06713945

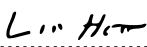
BALANCE SHEET
AS AT 31 MARCH 2023

	Note	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible assets	13		4,392		8,026
			4,392		8,026
Current assets					
Debtors: Amounts falling due within one year	14	55,280		152,682	
Cash at bank and in hand	19	493,191		287,733	
		548,471		440,415	
Creditors: Amounts falling due within one year	15	(16,440)		(17,515)	
Net current assets			532,031		422,900
Total net assets			536,423		430,926
Charity funds					
Restricted funds	16	-		-	
Unrestricted funds	16	536,423		430,926	
Total funds			536,423		430,926

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Dame Linda Homer
 Chair
 Date: 7 December 2023



Adam Shutkever
 Vice-Chair

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash used in operating activities	18	203,096	(128,983)
Cash flows from investing activities			
Investment income	6	2,362	45
Net cash provided by investing activities		2,362	45
Change in cash and cash equivalents in the year		205,458	(128,938)
Cash and cash equivalents at the beginning of the year		287,733	416,671
Cash and cash equivalents at the end of the year	19	493,191	287,733

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

1. General information

The For Baby's Sake Trust is a charitable company limited by guarantee and is registered with the Charity Commission (Charity Registered Number: 1126459) and Registrar of Companies (Company Registration Number: 06713945) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees' Report.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The For Baby's Sake Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling which is the functional and presentational currency of the Charity and rounded to the nearest pound.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Grants are recognised on this basis. Donations are recognised once the donation has been received.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

The Charity's Gift Acceptance Policy is to accept gifts from legally acquired sources that are in line with its values. Any gift with a value of £10,000 or more will require a greater level of due diligence to ensure any potential donor is supporting The For Baby's Sake Trust in line with the policy. The Charity uses the Annual Report and Accounts, including the Trustees' Report, as the main donor recognition tool.

Donated services that are consumed immediately are recognised in the accounts as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The Charity recognises donated services, which are given for its own use and which otherwise would have to be purchased. They are recognised when they are received, provided the value of the gift can be measured reliably. Donated services are measured and included in the accounts on the basis of the value of the gift to the Charity. This is the amount that the Charity would be willing to pay in the open market for an alternative item. It can be lower than, but not exceed, the open market price for the item.

The Charity receives government grants in respect of furthering its charitable objectives. Income from government and other grants are recognised at fair value when the Charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met, then these amounts are deferred.

2.4 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

2. Accounting policies (continued)

2.4 Expenditure (continued)

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 Support costs allocation

Support costs are those that assist the work of the Charity in fulfilling its charitable activities and include central office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include elements of project management and administration carried out at the central office. Where support costs cannot be directly attributed to particular headings they have been allocated to expenditure on raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Governance costs are those incurred in connection with the running of the Charity and compliance with constitutional and statutory requirements.

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.8 Tangible fixed assets and depreciation

Tangible fixed assets above thresholds set by Trustees are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. The threshold for fixtures, fittings and office equipment excluding IT is set at £500. The threshold for IT hardware is set at £1,500.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

2. Accounting policies (continued)

2.8 Tangible fixed assets and depreciation (continued)

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Office equipment	-	33%

2.9 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.10 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.11 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.12 Financial instruments

The Charity holds basic financial instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 14. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at cost.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

2. Accounting policies (continued)

2.13 Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

2.15 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

- Allocation of support costs
- Depreciation rates for tangible fixed assets
- Useful economic lives of assets
- Valuation of donated services

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

4. Income from donations and grants

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Donations and sponsorships	54,414	-	54,414
Donated services - general support	2,000	-	2,000
Grants	850,000	696,851	1,546,851
Donated services - licences for Kim database	42,000	-	42,000
Donated services - For Baby's Sake (advisory)	18,000	-	18,000
Total 2023	966,414	696,851	1,663,265

The restricted grants support *For Baby's Sake* and were from: the Office of the Police and Crime Commissioner for Hertfordshire (originating from Home Office domestic abuse funding (2023: £495,313, 2022: £310,150), focused on work with those who perpetrate domestic abuse); Westminster City Council (2023: £100,000, 2022: £49,999); the Royal Borough of Kensington & Chelsea (2023: £100,000, 2022: £49,999); and Haringey Council (2023: £1,538, 2022: £0). There were no unfulfilled conditions or other contingencies attached to these government grants.

An unrestricted grant of £25,000 from EQ Foundation was inspired by the development and expansion of *For Baby's Sake* through innovation in programme delivery during lockdown. An unrestricted grant of £750,000 from The Stefanou Foundation was received in the year this was supplemented by a 10% matching donation from UBS Optimus Foundation.

Stelio Stefanou, Chairman of the Charity until December 2022, also donated services of volunteer time of two of his employees: principally of the Director of his personal office, who provides advisory support to the Charity and also of the Chairman's PA. The Charity places a total value of £5,000 (2022 - £10,000) on these donated services.

Donated services from Kim Technologies enable the charity to use its Kim system as a *For Baby's Sake* data platform. The Charity places a value of £42,000 (2022 - £42,000) on this donated service from Kim Technologies.

Through its Golden Jubilee Trust scheme, John Lewis Partnership seconded a John Lewis Partner to the Charity full-time for six months as a Creative and Community Outreach Officer. The secondees role in John Lewis was as a Brand Experience Advisor and she used her skills to lead various projects during her secondment, including the design of new Emotional Safety Plan tools. The Charity places a value of £15,000 on this donated service.

The Charity is extremely grateful to all those individuals and organisations who provided grant funding, donations or gifts in kind during the year.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

4. Income from donations and grants (continued)

	<i>Unrestricted funds 2022 £</i>	<i>Restricted funds 2022 £</i>	<i>Total funds 2022 £</i>
Donations and sponsorships	4,018	-	4,018
Donated services - general support	5,000	-	5,000
Grants	875,000	410,148	1,285,148
Donated services - licences for Kim database	42,000	-	42,000
Donated services - For Baby's Sake (advisory)	5,000	-	5,000
<i>Total 2022</i>	<u>931,018</u>	<u>410,148</u>	<u>1,341,166</u>

5. Income from charitable activities

	Unrestricted funds 2023 £	Total funds 2023 £
System Change - Contractual income	<u>7,352</u>	<u>7,352</u>

	<i>Unrestricted funds 2022 £</i>	<i>Total funds 2022 £</i>
System Change - Contractual income	<u>21,000</u>	<u>21,000</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

6. Income from investments

	Unrestricted funds 2023 £	Total funds 2023 £
Bank interest receivable	2,362	2,362

	<i>Unrestricted funds 2022 £</i>	<i>Total funds 2022 £</i>
Bank interest receivable	45	45

7. Expenditure on raising funds

	Unrestricted funds 2023 £	Total funds 2023 £
Direct fundraising costs	50,180	50,180

	<i>Unrestricted funds 2022 £</i>	<i>Total funds 2022 £</i>
Direct fundraising costs	16,729	16,729

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

8. Analysis of expenditure on charitable activities - by fund

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
For Baby's Sake	682,446	696,851	1,379,297
System Change	138,005	-	138,005
Total 2023	820,451	696,851	1,517,302
	<i>Unrestricted funds 2022 £</i>	<i>Restricted funds 2022 £</i>	<i>Total funds 2022 £</i>
For Baby's Sake	929,003	410,148	1,339,151
System Change	116,342	-	116,342
<i>Total 2022</i>	<i>1,045,345</i>	<i>410,148</i>	<i>1,455,493</i>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

9. Analysis of expenditure on charitable activities - by type

	Activities undertaken directly or collaboratively 2023 £	Support costs 2023 £	Total funds 2023 £
For Baby's Sake	1,189,560	189,737	1,379,297
System Change	116,924	21,081	138,005
Total 2023	1,306,484	210,818	1,517,302

	<i>Activities undertaken directly or collaboratively 2022 £</i>	<i>Support costs 2022 £</i>	<i>Total funds 2022 £</i>
For Baby's Sake	1,166,217	172,934	1,339,151
System Change	97,128	19,214	116,342
<i>Total 2022</i>	<i>1,263,345</i>	<i>192,148</i>	<i>1,455,493</i>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs

	For Baby's Sake 2023 £	System Change 2023 £	Total funds 2023 £
Staff costs	1,000,443	95,589	1,096,032
Depreciation	1,962	1,127	3,089
Consultants' fees and charges	20,873	6,016	26,889
Travel, hospitality and other staff	22,131	3,025	25,156
Training and conferences	7,297	2,492	9,789
Memberships and subscriptions	3,026	120	3,146
Marketing and communications	-	715	715
Recruitment	13,599	7,291	20,890
Project or operational resources	2,153	-	2,153
IT and telecomms and mobile phones	50,258	549	50,807
Administration office and accommodation	7,818	-	7,818
Donated services - For Baby's Sake (advisory)	60,000	-	60,000
Total 2023	1,189,560	116,924	1,306,484

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs (continued)

	<i>For Baby's Sake 2022 £</i>	<i>System Change 2022 £</i>	<i>Total funds 2022 £</i>
Staff costs	907,045	90,333	997,378
Depreciation	3,168	1,733	4,901
Consultants' fees and charges	13,157	1,683	14,840
Travel, hospitality and other staff	8,880	787	9,667
Training and conferences	10,971	255	11,226
Memberships and subscriptions	352	1,500	1,852
Marketing and communications	1,390	-	1,390
Recruitment	1,972	-	1,972
Project or operational resources	2,404	-	2,404
IT and telecomms and mobile phones	37,953	540	38,493
Administration office and accommodation	12,214	297	12,511
Contribution to Cambridgeshire For Baby's Sake	119,711	-	119,711
Donated services - For Baby's Sake (advisory)	47,000	-	47,000
<i>Total 2022</i>	<u>1,166,217</u>	<u>97,128</u>	<u>1,263,345</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs

	For Baby's Sake 2023 £	System Change 2023 £	Total funds 2023 £
Staff costs	44,928	4,991	49,919
Depreciation	491	54	545
Consultants' fees and charges	37,501	4,167	41,668
Training and conferences	876	97	973
Memberships and subscriptions	2,664	296	2,960
Recruitment	3,175	353	3,528
IT and telecomms and mobile phones	45,739	5,082	50,821
Administration office and accommodation	37,495	4,166	41,661
Professional fees	2,309	257	2,566
Bank interest and charges	547	61	608
Governance costs	12,212	1,357	13,569
Donated services - general support	1,800	200	2,000
Total 2023	189,737	21,081	210,818

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs (continued)

	<i>For Baby's Sake 2022 £</i>	<i>System Change 2022 £</i>	<i>Total funds 2022 £</i>
Staff costs	48,039	5,338	53,377
Depreciation	968	108	1,076
Consultants' fees and charges	21,505	2,389	23,894
Travel, hospitality and other staff	17	2	19
Memberships and subscriptions	3,861	429	4,290
Recruitment	25,941	2,882	28,823
IT and telecomms and mobile phones	10,564	1,174	11,738
Administration office and accommodation	39,190	4,354	43,544
Professional fees	2,228	247	2,475
Bank interest and charges	615	68	683
Governance costs	15,506	1,723	17,229
Donated services - general support	4,500	500	5,000
<i>Total 2022</i>	<u>172,934</u>	<u>19,214</u>	<u>192,148</u>

10. Governance costs

	2023 £	2022 £
Auditors' remuneration - Audit of the financial statements	11,880	10,800
Auditors' remuneration - Taxation services	360	342
Auditors' remuneration - Other services	4,200	3,816
Other governance costs	-	2,271
Over-accrual of prior year audit fees	(2,871)	-
	<u>13,569</u>	<u>17,229</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

11. Staff costs

	2023	2022
	£	£
Wages and salaries	1,033,249	927,726
Social security costs	108,595	90,866
Pension costs	53,813	48,892
	1,195,657	1,067,484

The average number of persons employed by the Charity during the year was as follows:

	2023	2022
	No.	No.
For Baby's Sake	19	18
For Baby's Sake and System Change	5	5
	24	23

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	2022
	No.	No.
In the band £70,001 - £80,000	2	2
In the band £80,001 - £90,000	1	1

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 31 March 2023, no Trustee expenses have been incurred (2022 - £NIL).

The total amount of employee benefits, including employer national insurance and pension contributions, received by Key Management Personnel was £293,762 (2022 - £273,084). As detailed within the Trustees' Report, the Charity considers its Key Management personnel to comprise;

- Trustees
- Senior Leadership Team (including contractual payments for services of Interim CEO in January - March 2023)

13. Tangible fixed assets

	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation			
At 1 April 2022	52,766	29,006	81,772
At 31 March 2023	52,766	29,006	81,772
Depreciation			
At 1 April 2022	45,290	28,456	73,746
Charge for the year	3,084	550	3,634
At 31 March 2023	48,374	29,006	77,380
Net book value			
At 31 March 2023	4,392	-	4,392
At 31 March 2022	7,476	550	8,026

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

14. Debtors

	2023	2022
	£	£
Due within one year		
Other debtors	25,651	111,851
Prepayments and accrued income	29,629	40,831
	55,280	152,682

15. Creditors: Amounts falling due within one year

	2023	2022
	£	£
Trade creditors	-	(2,186)
Accruals	16,440	19,701
	16,440	17,515

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2022 £	Income £	Expenditure £	Balance at 31 March 2023 £
Unrestricted funds				
Designated funds				
Fixed Asset Fund	8,026	-	(3,634)	4,392
General funds				
General Fund	422,900	976,128	(866,997)	532,031
Total Unrestricted funds	430,926	976,128	(870,631)	536,423
Restricted funds				
London Bi-Borough	-	200,000	(200,000)	-
Office of the Police and Crime Commissioner for Hertfordshire (OPCC)	-	495,313	(495,313)	-
Other London Boroughs	-	1,538	(1,538)	-
	-	696,851	(696,851)	-
Total of funds	430,926	1,672,979	(1,567,482)	536,423

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NOTES TO THE FINANCIAL STATEMENTS
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16. Statement of funds (continued)

The General Fund is unrestricted for use in any of the Charity's activities, including all costs associated with *For Baby's Sake* and all costs of contributing to wider system change, through sharing and embedding the transferrable practice from *For Baby's Sake*, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence. The unrestricted General Fund can also be used to finance the costs of fundraising.

Activity-based accounting has continued into the current year, providing ongoing visibility of the major investment in *For Baby's Sake*, the Charity's innovative programme to support expectant parents to break the cycle of domestic abuse and give their baby the best start in life.

The Fixed Asset Fund represents the Charity's holding of fixed assets. Fixed assets are considered to be not easily realisable and so should not be represented by general funds. The fund balance carried forward is equal to the net book value of the fixed assets.

In the current year, the Charity maintained three restricted funds into which restricted grants were received to support *For Baby's Sake*. The full amount of the two major grants and the relevant proportion of the third grant was spent within the year.

Office of the Police and Crime Commissioner for Hertfordshire (OPCC)

The largest fund supported work in Hertfordshire, funded by the grant from the Office of the Police and Crime Commissioner for Hertfordshire. This originated from Home Office funding for domestic abuse services, focused on working with those who use abusive behaviour and integrating support for the whole family, notably during pregnancy and postnatally.

London Bi-Borough

The Bi-Borough restricted fund received grants from the London Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea to contribute to the costs of delivering *For Baby's Sake* in these local authority areas.

Other London Boroughs

A grant was received from the London Borough of Haringey in March 2023 to work with families from March 2023 onwards, continuing into the next financial year. The 2022/23 accounts include the relevant proportion of the grant spent in-year.

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

16. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2021 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 March 2022 £</i>
Unrestricted funds				
Designated funds				
Fixed Asset Fund	14,003	-	(5,977)	8,026
General funds				
General Fund	526,934	952,063	(1,056,097)	422,900
Total Unrestricted funds	540,937	952,063	(1,062,074)	430,926
Restricted funds				
London Bi-Borough	-	99,998	(99,998)	-
Office of the Police and Crime Commissioner for Hertfordshire (OPCC)	-	310,150	(310,150)	-
	-	410,148	(410,148)	-
Total of funds	540,937	1,362,211	(1,472,222)	430,926

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NOTES TO THE FINANCIAL STATEMENTS
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17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Total funds 2023 £
Tangible fixed assets	4,392	4,392
Current assets	548,471	548,471
Creditors due within one year	(16,440)	(16,440)
Total	536,423	536,423

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2022 £</i>	<i>Total funds 2022 £</i>
Tangible fixed assets	8,026	8,026
Current assets	440,415	440,415
Creditors due within one year	(17,515)	(17,515)
Total	430,926	430,926

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	2022 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	105,497	(110,011)
Adjustments for:		
Depreciation charges	13 3,634	5,977
Investment income	6 (2,362)	(45)
Decrease in debtors	14 97,402	51,206
Decrease in creditors	15 (1,075)	(76,110)
Net cash provided by/(used in) operating activities	203,096	(128,983)

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19. Analysis of cash and cash equivalents

	2023	2022
	£	£
Cash in hand	493,191	287,733
Total cash and cash equivalents	493,191	287,733

20. Analysis of changes in net debt

	At 1 April 2022	Cash flows	At 31 March 2023
	£	£	£
Cash at bank and in hand	287,733	205,458	493,191
	287,733	205,458	493,191

21. Pension commitments

The Charity offers to match each employee's pension contribution, up to 5% of their salary, into the defined contributions pension scheme of their choice, including but not limited to the workplace pension scheme. It also offers a salary sacrifice arrangement. Over the course of the year, twenty-three employees benefited from the matched employer contribution to their salaries and six employees additionally took up the salary sacrifice offer. In all cases, the assets of the schemes chosen by the employees are held separately from the Charity in independently administered funds.

The Charity contributes to defined contribution pension schemes for its employees. The amount recognised as an expense in the year was £53,813 (2022 - £48,892). Contributions totalling £NIL (2022 - £NIL) were payable to the fund at the Balance Sheet date.

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

22. Operating lease commitments

At 31 March 2023 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2023	2022
	£	£
Not later than 1 year	8,052	30,300
Later than 1 year and not later than 5 years	-	8,052
	8,052	38,352

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2023	2022
	£	£
Operating lease rentals	30,300	30,300

23. Related party transactions

Mr Stefanou, Chairman and Trustee to 8 December 2022, made aggregate donations of £750,000 to a separate charity which granted that funding to UBS Optimus Foundation (UBSOF) under an agreement for UBSOF to grant that funding without conditions to The For Baby's Sake Trust. In the prior year, the Charity had received donations under the same arrangements totalling £750,000.

Mr Stefanou also donated £20,025 (2022 - £NIL) to the Helping Herts charity campaign, for onward donation to the Charity.

Mr Stefanou contributed £20,502 (2022 - £22,813) towards the office costs in recompense for making personal use of the space while also working on behalf of the Charity. The amount outstanding to the Charity at year end was £20,502 (2022 - £22,813). Mr Stefanou made a donation of volunteer time of two of his employees: principally of the Director of his personal office, who provided advisory support to the Charity; and also of Mr Stefanou's PA. The Charity places a value of £5,000 (2022 - £10,000) on these donated services.

Mr Stefanou also contributed £3,611 (2022 - £3,500) to the Charity, calculated on an hourly rate basis, for personal book-keeping support, provided by the Charity's book keeper. The amount owing to the Charity at year end was £3,611 (2022 - £3,500).

Lady Sally Knowles, a Trustee of the Charity, is the spouse of Sir Nigel Knowles, who is the Chairman of Kim Technologies, the company continuing to provide a gift in kind to the Charity in the form of use of its Kim system as a For Baby's Sake data platform. The Charity places a value on this donated service from Kim Technologies of £42,000 (2022 - £42,000).

Trustee and Key Management Personnel transactions are detailed otherwise in Note 12.

The For Baby's Sake Trust

England & Wales - Charity number 1126459

Accounts

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

THE FOR BABY'S SAKE TRUST
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2022**

Trustees	Phillip Fellowes-Prynne Dame Linda Homer Lady Sally Knowles Adam Shutkever Tracey-Joy Harrison (appointed 30 April 2021, resigned 16 November 2022) Stelio Stefanou OBE, DL, Chairman
Company registered number	06713945
Charity registered number	1126459
Registered office	4 Meadway Court Rutherford Close Stevenage SG1 2EF
Company secretary	Adam Shutkever
Independent auditors	MHA MacIntyre Hudson Chartered Accountants Statutory Auditor 6th Floor 2 London Wall Place London EC2Y 5AU
Senior Leadership Team	Elaine Fulton, Director of Strategic Partnerships Amanda McIntyre, CEO Judith Rees, Director of Operations

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

The Trustees present their annual report together with the financial statements of The For Baby's Sake Trust for the year 1 April 2021 to 31 March 2022. The Trustees confirm that the Annual Report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Reference and administrative details

a. Name of Charity, registration numbers and address

The For Baby's Sake Trust is a registered Charity (1126459) and company limited by guarantee (6713945). Its principal and registered office address is: 4 Meadway Court, Rutherford Close, Stevenage, SG1 2EF.

b. Providers of banking services or professional advice

During the year covered by this report, the Charity has bought in financial or legal services or advice to the Board from the individuals or organisations listed below and is grateful for their support.

Nature of support	Provider
Independent Safeguarding Advisor to the Trustees	Jon Chapman, PS3 Safeguarding Ltd
Financial Controller	Tracy Snotra FCCA
Banking	Coutts Bank, 2nd Floor 440 Strand, London, WC2R 0QS
Investment Management	Cazenove Capital, 1 London Wall Place, London EC2Y 5AU
Auditors	MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y

The Board is also grateful to Weil, Gotshal & Manges (110 Fetter Lane, London EC4A 1AY), notably to Rob Powell, Head of Pro Bono and CSR, for being willing to provide pro bono legal advice where possible.

Objectives and Activities

a. Purposes of the Charity

As set out in the Memorandum of Association, the objects for which the Charity was formed are for charitable activity in the furtherance of such exclusively charitable purposes as the Trustees may in their absolute discretion determine. In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The Charity was established with a vision to improve the wellbeing and long-term life-chances of babies who are at risk and unable to tell others. Evidence about the scale of domestic abuse, affecting one in five children, and about how babies are particularly affected, led the Charity to focus on empowering parents to break cycles of domestic abuse and unresolved trauma and to give their baby the best start in life, especially when they did not have that themselves. The Charity does this in two ways. Firstly, its innovative programme, *For Baby's Sake*, works with both parents, from pregnancy until the baby is aged two, empowering them to address the cycle of domestic abuse and their histories of traumatic experiences that typically lie at the heart of the problem. Secondly, the Charity seeks to contribute to system change at local and national levels.

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This system change activity includes sharing and embedding the transferrable practice from *For Baby's Sake*, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence. This dimension of the Charity's work extends the Charity's impact by directly and indirectly reaching more babies, parents and families in need of trauma-informed support and helping to equip professionals to provide such support. Working with multi-agency partnerships and stakeholders is a key element of the Charity's approach to the delivery and development of *For Baby's Sake* and to contributing to system change.

b. Strategic objectives for 2021-22

These accounts cover the financial year from April 2021 to March 2022, in the continuing context of the UN's description of the worldwide increase in domestic abuse as a 'shadow pandemic' alongside COVID-19, and the estimated 20% increase in domestic abuse cases in the UK since lockdown in March 2020.

Recognition of the importance of breaking cycles of domestic abuse, and building the resilience of families, had led to the Charity receiving (and spending in full) a major COVID response and recovery grant in the prior financial period. This Community Match Challenge (CMC) funding, originating from the Department for Digital, Culture, Media and Sport (DCMS), had funded the Charity to sustain and develop *For Baby's Sake* and to innovate.

This innovation had included creating a new nationally-available *For Baby's Sake* CONNECT team and undertaking a major transformation programme, including digital transformation alongside creating impactful creative tools and resources to support parents and multi-agency professionals, and raising national awareness of the distinct perspective and needs of expectant parents and babies affected by domestic abuse.

A key strategic objective during the reporting year was to build on this transformation programme and harness the value of the innovation, including through achieving a successful first year for the *For Baby's Sake* CONNECT team and reaching multi-agency professionals with the new creative resources.

In the prior financial year, the Charity had published the findings of the four-year academic evaluation by King's College London of the prototype phase of *For Baby's Sake*. This described *For Baby's Sake* as the first domestic abuse programme to 'address existing limitations of whole-family interventions' through its innovative features. This evidence underpinned the Charity's strategic objectives to expand the reach of *For Baby's Sake* to support more families and to share the innovative learning, contributing to local and national strategies to disrupt cycles of disadvantage and trauma for individuals and families and across generations. Within this context, the Board identified the importance of diversifying the funding base of the Charity.

Early in 2022, Stelio Stefanou, who had founded the Charity philanthropically in 2008 and chaired it since that time, announced to the Board of Trustees and staff that he would stand down from the Board in December 2022. The Board and Senior Leadership Team have been preparing since then for this significant transition. In June 2022, an internal announcement was made that an existing Trustee, Dame Lin Homer, would take over in December 2022 as Chair, with Adam Shutkever, a longstanding Trustee and the current Company Secretary, acting also as Vice Chair.

Effective succession planning is essential for all charities. Trustees and staff can see the wisdom in this decision by Stelio Stefanou to step down now, at the point when the Charity is about to move into a new phase of development. The Trustees are confident about building on the strength of the Charity, the success to date and the evidence base for the Charity's mission, innovation and approach.

The Board and staff are deeply grateful to Stelio Stefanou for his vision, innovation, commitment, generous philanthropy, strategic wisdom and leadership, which have brought the Charity successfully to this point, and are grateful that he will continue to be a valued and important supporter of the Charity.

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

Activities, achievements and performance

a. *For Baby's Sake*

For Baby's Sake works with families deeply over a sustained period of up to two and a half years. During the year, *For Baby's Sake* teams worked with 796 individuals, including mothers, fathers, babies and siblings in the family. Of this total, 458 were new entrants, comprising mothers, fathers, babies and siblings who started their *For Baby's Sake* journey during the year.

This direct work with families was delivered through a mixture of area-based teams and the new nationally-available *For Baby's Sake* CONNECT team which was launched in March 2021. *For Baby's Sake* CONNECT was created through learning during lockdown, when all *For Baby's Sake* teams moved seamlessly to holding one-to-one sessions with parents through video and phone technology.

Practitioners in the *For Baby's Sake* CONNECT team hold all sessions with parents through video or phone calls, meaning that they can work with families located anywhere in the UK. The model also requires the practitioners to contribute remotely to multi-agency safeguarding and support arrangements for the families. The aim for the first year was to test out this innovative delivery channel, working with a limited number of families.

In the year since launching at the end of March 2021, the *For Baby's Sake* CONNECT team worked with 86 individuals (including mothers, fathers, babies and siblings) within 25 families, living in 15 local authority areas, from Durham to Dorset. The Charity is excited about building on this strong start.

The indications from the first year of *For Baby's Sake* CONNECT are positive, particularly in terms of practitioners building and maintaining therapeutic relationships with parents. One particularly moving example was work with a mother whose own childhood had been extremely traumatic and whose three older children were all in some form of care. She found the remote working helpful in overcoming barriers of shame and throughout her pregnancy she kept her camera off during video sessions, while her practitioner kept her camera switched on, to be seen by the mother, to help to build trust. It was a landmark moment when, after her baby was born, the mother chose to turn on her camera, proudly introduce her baby to her practitioner and engage in the postnatal attachment-focused parenting interventions.

The team also demonstrated effective remote handling of safeguarding teamwork with multi-agency professionals, as the following brief change story illustrates.

***For Baby's Sake* CONNECT: therapeutic work with parents and instigating multi-agency safeguarding**

A mother made a self-referral to *For Baby's Sake* CONNECT. Each parent started working with their own practitioner and the team sourced details of the local safeguarding midwifery team to instigate multi-agency working. Local agencies had not been aware of domestic abuse in the relationship. When the abuse escalated during the pregnancy, and the mother moved between her own home and her parents' home in a different local authority area, the *For Baby's Sake* CONNECT team made safeguarding referrals into the relevant local authorities. These proactive safeguarding referrals (and careful, tenacious follow-up) ultimately resulted in the establishment of an appropriate Child In Need Plan for the unborn baby. Meanwhile both parents engaged with the therapeutic support of their respective practitioners to develop bonding with their unborn baby and use new skills and strategies to keep themselves and their baby safe. By the time of the birth of their baby, they had separated with a shared desire to co-parent apart, drawing on the support of *For Baby's Sake*.

The area-based *For Baby's Sake* Hertfordshire team, which had operated within three districts of the county since 2015, was sustained and extended to become county-wide in 2021. This was made possible through a successful bid by the Office of the Police and Crime Commissioner for Hertfordshire (OPCC Hertfordshire) for

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Home Office funding for interventions with those who perpetrate domestic abuse, integrating support for those experiencing the abuse. It was positive that this Home Office funding stream had prioritised support during pregnancy.

The grant programme provided funding for only 12 months and the Hertfordshire *For Baby's Sake* team delivered to meet the grant agreement from day one (1 August 2021) and extended the team to become county-wide, ahead of schedule, in October 2021. Three new practitioners received intensive training, alongside peer support from existing practitioners. Referrals were received from across the county, particularly in areas of high prevalence of domestic abuse in Watford and Dacorum, where the programme was not available previously. Alongside successful delivery of services under the grant agreement, the Charity worked closely with the OPCC Hertfordshire and Hertfordshire County Council to provide rich data on the families being supported, the nature of the support they received and the outcomes achieved.

"The For Baby's Sake Trust is an exemplary partner to the OPCC for Hertfordshire in the Home Office Perpetrator Pilot Project, which runs to March 2023. They mobilised swiftly, deliver to tight timescales and contribute strategically to our Project Board and evaluation exercise. Their data and narrative reports are at the centre of our quarterly returns to the Home Office." Chris Brace, Chief Executive, OPCC Hertfordshire.

The London *For Baby's Sake* Team had begun in 2015 working in Westminster City Council and by 2017 had extended its coverage to include the Royal Borough of Kensington & Chelsea and Hammersmith & Fulham. The team's work in Hammersmith & Fulham sadly concluded by March 2022, with a few families who were still engaging at that time moving across to be supported by the *For Baby's Sake* CONNECT team. The London team became known as the London Bi-Borough *For Baby's Sake* team. The Charity's strategic partnership with the Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea strengthened, with the authorities committing to increase funding, alongside deepening the strategic involvement of the Charity in the authorities' 0–5-year-old children's services pathways transformation programme.

The Charity's work in Cambridgeshire also sadly came to an end during the year, following structural changes within Cambridgeshire County Council's Children's Services. While the *For Baby's Sake* programme would no longer be offered to families, the Council was keen to ensure that the learning from *For Baby's Sake* would be applied within their new county-wide model of family support. The Charity is extremely proud of how the *For Baby's Sake* Cambridgeshire team responded, putting the families' needs first and concluding their work with families with deep commitment and professionalism. It was encouraging to see the team members being redeployed into influential roles in Cambridgeshire, spanning early help, social work and specialist support for children in care, where they continue to champion and apply the ways of working at the heart of *For Baby's Sake*.

The *For Baby's Sake* Blackpool team had a highly successful second year of operation, supporting families with complex needs and trauma histories. Blackpool has especially high prevalence of babies and young children who are taken into care and twice the national average of children on Children in Need Plans (2021), with 77% of these plans having domestic abuse noted as the most common factor identified, compared to 52% nationally. *For Baby's Sake* Blackpool operates within and is funded by the Blackpool Better Start Partnership, which is investing in supporting families to have the best outcomes for their babies and young children. Feedback from parents participating in *For Baby's Sake*, and from children's social care professionals, illustrates the impact.

"I am glad that I know I can do this. I am more confident than when I had my older son and my partner is a protective factor in my life and it feels like I'm going forward not backwards now and you have helped a lot already and I'm so grateful for that" - Mother, Blackpool

"I know myself better now and I like myself; I'm not beating myself up and stuck in the past. I can see what I have, the value of that and I won't ever let that go. It's everything to me. Home and family; the things I always wanted but couldn't always see. I see them now. I can't believe how lucky I am. I got a second chance and I'll be grateful for that ALWAYS." - Parent, Blackpool

TRUSTEES' REPORT
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"I am working with an extremely vulnerable Mum and her For Baby's Sake Practitioner has built such a great relationship with this Mum and has helped her recognise types of abuse that aren't physical. The Practitioner has continued to keep in touch with social care and the work that the Practitioner and Mum have been doing together has been so evident." - Social Worker, Blackpool

"A For Baby's Sake Practitioner is working with the father of this family unit and has been one of the only people to keep in touch with this dad...We are grateful to continue having a connection to dad through his Practitioner and knowing that dad has someone he can feel comfortable turning to" - Social Worker, Blackpool

Robust safeguarding by the Charity and partnership working with statutory agencies are core to the delivery of *For Baby's Sake* across all teams. In December 2021, Jon Chapman, Independent Safeguarding Advisor to the Board, presented the findings of latest periodic audit of the Charity's safeguarding arrangements, using the local government children's services 'Section 11' self-assessment framework. Across 44 criteria, covering domains such as strategic leadership, working practices, integrated multi-agency working, staff recruitment, training, supervision and competencies and equality of opportunity, the audit identified 36 outstanding and 8 good grades.

Underpinned by this quality of safeguarding, *For Baby's Sake* Practitioners work therapeutically to empower parents to address domestic abuse, process unresolved trauma, make deep changes in their lives and provide their babies with attuned parenting-infant relationships and sensitive care. Across all teams, the impact of the trauma-informed and attachment-focused change mechanisms identified by the King's College London evaluation are evident: notably the *Inner Child* module (the therapeutic core of the programme); the use of Video Interaction Guidance (whereby parents review video clips of their attuned interaction with their baby); and the non-judgmental, therapeutic relationship between parent and practitioner. The desire to be the best parent possible for their baby provides powerful motivation for change. The feedback from parents below, drawn from across all teams, illustrates these impacts powerfully.

"VIG - the way I saw myself through the videos, I was so surprised at myself of how well I read like a normal person would, picking up a book and reading using intonation. I now believe I have it in me to be a father - that soft and gentle person." - Father

"I make more eye-contact with my son... we laugh, play and cuddle more" - Mother

"My mum left me, but doing Inner Child helped me to understand how much that hurt....and that makes me determined not to cause the same pain to my daughter." - Mother

"Inner child was important, a trusting relationship allowed me to talk about things I had never talked about before. I realised my feelings were those given to me as a kid and I changed them for my son. I remember crying and thinking, this is ok." - Parent

It's like teamwork. I tell you how I feel, and you help me think of how to work on myself. I take things on board. You help me to think of solutions. You give me a reason to keep going and not give up. You keep me going. I take on board what you say" - Parent

"I have grown in confidence as a father. As a parent having to deal with domestic violence and being honest about it, not having to hide, being transparent and not lying to myself. This was a big breakthrough for me. That I was able to discuss previous domestic violence and abusive behaviours." - Father

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

b. System Change

Across all *For Baby's Sake* teams, the innovative way of working permeates beyond the impact for individual families and the teams have a tangible effect on local systems and practice. In Blackpool, this is particularly notable in the engagement of fathers. Blackpool's 'Born into Care' initiative works with care-experienced parents to establish a new model of practice. *For Baby's Sake* Blackpool has been instrumental in empowering fathers to make an outstanding contribution to this initiative. Another example of the ripple effect locally was the trauma insights training that the Charity provided in Hertfordshire to over 200 multi-disciplinary and multi-agency professionals who work with children, young people or parents. This training, delivered as part of the OPCC Hertfordshire grant agreement, equipped these professionals to use some of the trauma-informed tools that the Charity had created during the prior year.

National interest in drawing on the approach and resources of *For Baby's Sake* has been demonstrated during the year in various ways. Salford Council commissioned the Charity to deliver trauma-informed and attachment-focused training to social workers, based on *For Baby's Sake*. Feedback from social workers included appreciation for the '*fantastic tools*', opportunities to '*reflect and think about planning*' for parents, especially in traumatic circumstances such as when it is necessary to remove their baby, and how social workers can protect themselves when vulnerable to vicarious trauma or triggers because of the social workers' own childhood experiences.

As part of the transformation programme funded by the CMC grant, the Charity had partnered with the Institute of Health Visiting (iHV) to create a 'Changing Conversations – Domestic Abuse' online training toolkit for health visitors, incorporating various of the Charity's resources. During the year, the iHV and the Charity jointly trained health visitor domestic abuse ambassadors in using and cascading the toolkit and the Charity presented on the toolkit at conferences held by the iHV and Royal College of Nursing Wales.

The Charity was also honoured to present virtually at two international conferences during the year. The Charity's virtual symposium at the delayed World Association of Infant Mental Health Congress, in partnership with King's College London and leading Australian clinicians, shared the findings of the final evaluation report on *For Baby's Sake* and updated WAIMH on the continuing development of the programme.

The Charity's workshop at the Trauma Recovery Summit (hosted in Belfast by Action Trauma and including keynote speeches from world experts in trauma informed working, such as Bessel van der Kolk and Gabor Mate), shared learning from *For Baby's Sake*, including through parents' own voices, by weaving in seven short animated films where parents talked about their experiences of different elements of the programme.

These seven films had been made by Emma Lazenby and the team at ForMed films, who had made the original *For Baby's Sake* animated film. The Charity and ForMed were thrilled that, in early 2022, the original film was shortlisted for Charity Film of the Year. It was uplifting to have the support of key partners, including those quoted below, who encouraged voting for the film and expressed what it meant to them.

"I voted because after over 30 years in social work and early help family support I know we need to develop the best service to babies by offering effective help to their parents. The focus on trauma and domestic abuse that For Baby's Sake have developed in this unique programme and the learning we gain across the sector has the potential to change lives. The film brings this home to me." - Natasha Bishopp, Head of Early Help, Social Work and Youth Offending, Royal Borough of Kensington & Chelsea

"This animation is a fabulous tool for explaining in really simple terms what For Baby's Sake is, and how it helps families who are expecting a baby and have a history of domestic violence. I've used it with early years professionals to highlight the For Baby's Sake service in Blackpool. Parents connect with it too, as it's a really clear and hopeful film, using the power of parents' voices. It's a brilliant piece of comms about this much-needed service." - Victoria Walker, Development Manager, The Blackpool Centre for Early Child Development

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The Charity was especially honoured when, in December 2021, the Centre for Justice Innovation awarded the Nick Crichton Family Justice Award to *For Baby's Sake*. The Centre for Justice Innovation works for a fairer and more effective justice system, which it believes should be focused on solving the issues that drive crime and social harm. Its Award for Family Justice is made in the name of Nick Crichton who was one of the most influential family judges of his generation and the pioneer of specialist Family Drug and Alcohol Courts (FDACs).

The expert judging panel chose *For Baby's Sake* because of its innovative whole family model. Domestic abuse devastates families, as those working in family courts and criminal courts know only too well. The Nick Crichton Award for Family Justice is a wonderful testament to *For Baby's Sake* and its unique, evidence-based approach to empowering parents to break cycles of domestic abuse and give their baby the best start in life.

Financial review

a. Results for the year

The accounts for this financial year, April 2021 to March 2022, provide separate information on the Trust's two distinct areas of charitable activity: *For Baby's Sake* (the Charity's flagship programme); and System Change (embedding transferrable lessons on practice and shaping decision-making frameworks such as policy and public understanding). The accounts also clearly identify how restricted funding has been put towards these areas of activity.

The Charity achieved income of £1,362,211 in the year and spent £1,472,222. These totals included £410,148 of restricted income which was spent in full. The Charity had brought forward reserves of £540,937 at the beginning of the financial year and carried forward £430,926 at year-end. The Charity is grateful to all those who have generously made grants and donations. Every contribution, whatever the amount, makes a difference.

The Charity received three restricted grants during the year. The largest was the grant from the Office of the Police and Crime Commissioner for Hertfordshire, worth £310,150, which was sourced from the Home Office and covered spending from 1 August 2021 to 31 March 2022. The other two restricted grants, worth £99,998 in total, were from Westminster City Council and the Royal Borough of Kensington & Chelsea to support the delivery of *For Baby's Sake* across the Bi-Borough authorities.

Contractual income totalling £21,000 contributed towards the Charity's system change work. This funding comprised the commission from Salford Council, to provide trauma-informed and attachment-focused training for social workers, and the first tranche of funding from a Safer Beginnings alliance led by Best Beginnings and White Ribbon Alliance, with funds originating from the tampon tax, to improve maternal and birth outcomes, notably by empowering expectant parents in marginalised communities.

The Charity was delighted to form new funding partnerships with philanthropic funders. An unrestricted grant of £50,000 from EQ Foundation was inspired by the innovation of *For Baby's Sake* and especially the expansion of its reach through the creation of the *For Baby's Sake* CONNECT team and delivery channel. Unrestricted grant funding totalling £825,000 was received from UBS Optimus Foundation. This included £750,000, originating from a donation from the Charity's Chairman to the Stefanou Foundation, which was granted to UBS Optimus Foundation for onward payment as an unrestricted grant to the Charity. UBS Optimus Foundation added their own 10% matched funding contribution, totalling £75,000, to the grant.

The Chairman donated volunteer time of two of his employees, valued at £10,000. The Charity also received donated services from Kim Technologies, valued at £42,000, which enable the charity to use its Kim system as a *For Baby's Sake* data platform and case management system. The Charity is grateful to the team at Kim Technologies, noting that the Company's Board is chaired by Sir Nigel Knowles, who is the spouse of Lady Sally Knowles, a Trustee of the Charity.

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The comparative income and expenditure figures for the prior year were income of £3,126,197 and spending of £3,163,779. These totals had included the one-off transformational grant of £2,375,000 from the Community Match Challenge Fund grant, which was received and spent in full during the year. Of this, £1,715,530 of the CMC grant had been spent on transformational programme costs, while the remainder of the CMC grant was spent on sustaining *For Baby's Sake*, establishing *For Baby's Sake* CONNECT and ongoing contributions to system change. The Charity remains extremely grateful to DCMS for having provided this CMC funding and also to the Charity's Chairman for making this possible through his commitment to fulfilling the philanthropic match funding requirement under the terms required by DCMS.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources and a strategy to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. The Charity's strategic plan to sustain and expand *For Baby's Sake*, and to continue contributing to system change, hinges on attracting external funds from public sector, charitable and philanthropic sources. While competition for funding remains intense, there are likely to be additional funding streams aligned to *For Baby's Sake*, given the increased focus on tackling domestic abuse in light of new domestic abuse legislation, public policy priorities related to safeguarding and the growing recognition of the need for whole-family responses. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

b. Reserves policy

The Trustees have adopted a reserves policy to ensure that the Charity Trust remains a going concern. The reserves policy agreed by the Trustees is to aim to maintain reserves to cover three to four months' worth of the Trust's expenditure. This reflects requirements to mitigate against short-term dips in income, have sufficient working capital and, should a major event occur, be able to wind down in an orderly fashion. The reserves policy takes into account unrestricted reserves and any reserves restricted to *For Baby's Sake*, given that this represents the majority of the Charity's expenditure. Free reserves, those reserves which are unrestricted as to use and easily realisable, were £422,900 at the year end (2021 - £526,934). Trustees have set a budget for the year ending 31 March 2023 of £1,586,300, creating a reserves target of £396,575 - £528,767, meaning that actual reserves were within the target range.

Plans for the future

The new financial year in April 2022 began with the Charity's first 24 hour overnight/away-day, bringing together all staff and *For Baby's Sake* teams. As colleagues shared their aspirations, priorities and experiences, there was an especially clear, deep and shared commitment to the Charity's values:

- Dignity and respect
- Efficiency and high performance
- Being a team - we, not I
- Making a difference
- Doing the right thing

While the Charity's culture will undoubtedly evolve, these values will continue as an anchor and guide, as the Charity moves into a new phase of development and leadership.

In Autumn 2022, the Board agreed to a request from the current CEO to move into a new role for the Trust, understanding this desire and glad to retain her passion and experience within the senior leadership of the Charity. The recruitment to appoint a new CEO was launched in November 2022.

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The Charity's strategic plan aims to optimise the impact of *For Baby's Sake*. This starts with the deep impact for the families who participate in *For Baby's Sake*, which is then amplified through a multiplier effect, as the Charity makes a focused contribution to system change, harnessing the learning and evidence from *For Baby's Sake* about what it takes to empower parents to break intergenerational cycles of domestic abuse and childhood trauma and give their baby the best start in life.

The Charity continues to develop its data analysis and is considering key research questions and priorities for the next phase of evaluation. In tandem, the Charity is planning to advance its data gathering and analysis, to make the data gathering process smarter as the number of families and practitioners continues to grow. These plans are key for the Charity, both to assess its own performance and impact and to contribute further to evidence-based policy and practice.

Diversification of funding, combining multi-agency public sector and philanthropic sources, continues to be a priority, as is the growth of funding commitments stretching beyond 12 months, given the challenges of financial planning when dependent on short-term grants.

The Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea doubled their contribution from 2021/22 to granting a total of £200,000 in 2022/23. This decision was made following an audit of the impact of *For Baby's Sake* for a sample of families who had been supported since April 2020. The report evidenced the breadth and depth of the team's work with families and the promising signs of outcomes for the babies and parents supported.

The grant awarded by the Home Office to the Office of the Police and Crime Commissioner in August 2021 had required OPCC Hertfordshire and Hertfordshire County Council to provide funding totalling £160,163, to extend the service from April to July 2022. The Home Office then awarded a further grant to the OPCC provide further short-term funding of £335,150 to continue the operation of *For Baby's Sake* across Hertfordshire from August 2022 to March 2023.

The Charity has made the strategic decision not to sustain the area-based Hertfordshire *For Baby's Sake* service once this funding ceases in April 2023 (apart from continuing to enable families currently engaging to complete their programme). Hertfordshire will always be special to the Charity as its largest prototype *For Baby's Sake* site and a major philanthropic investment since 2015.

The Hertfordshire team will be mobilised to deliver a national *For Baby's Sake* CONNECT model, as its capacity becomes available. This model uses a shared cost basis, including local public sector funding, and offers authorities flexible and scalable options in terms the number of their families who can be supported at a time.

The Charity sees its innovative *For Baby's Sake* CONNECT model as central to its business plan for expanding the geographical reach of *For Baby's Sake* and diversifying funding.

The Charity is grateful for further grant funding from EQ Foundation, UBS Optimus (which continues to provide 10% match funding for the grants originating from the Chairman's funding via the Stefanou Foundation) and to the Chairman and the Stefanou Foundation for this philanthropic support. A further tranche of contractual income from the Safer Beginnings Partnership is funding the Charity to lead on the creation of a trauma-informed 'emotional safety plan' tool, which expectant mothers and fathers can use to record what they need for themselves and their baby to feel safe before, during and after birth.

The Charity continues to influence national level understanding and practice in responding to domestic abuse through trauma-informed and attachment-focused, whole family approaches. In July 2022, the Government published the Statutory Guidance accompanying the new Domestic Abuse Act. This included text identifying babies as "*particularly vulnerable*", stating that : "*Domestic abuse experienced during pregnancy in utero and in the earliest years is harmful to birth outcomes and babies' early development*" and pointing to benefits for children and parents of "*trauma-informed support during pregnancy, post-birth and into childhood*."

TRUSTEES' REPORT
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This text honoured Government commitments made during the passage of the legislation through the House of Lords, in response to stakeholder evidence, led by the Charity, about the needs of babies and their parents.

In September 2022, *For Baby's Sake* was highlighted for its ground-breaking whole-family approach and work with fathers, in a national report by the Child Safeguarding Practice Review Panel, titled '*Multi-agency safeguarding and domestic abuse*'. A previous report by the Panel, published in September 2021 and titled '*The Myth of Invisible Men: safeguarding children under 1 from non-accidental injury caused by male carers*' had also cited *For Baby's Sake*, as one of very few programmes nationally working with fathers in ways that specifically incorporated the safeguarding and support needs of babies.

In November 2022, *For Baby's Sake* won a nationally significant safeguarding award. The Children and Young People Now (CYP Now) awards recognise and reward innovative and outstanding practice. Blackpool *For Baby's Sake*, delivered through the Charity's partnership with Blackpool Better Start won the CYP Now Safeguarding Award. This award was given to the project judged to be making the biggest contribution to keeping children and young people safe from harm, including through exceptional teamwork and multi-agency working. The citation highlighted the therapeutic delivery of the programme and the impact of the programme on babies and the whole family. Blackpool Better Start had nominated *For Baby's Sake* for the award in recognition of the difference that *For Baby's Sake* was making to babies and families participating in the programme and to wider system change, professional practice and culture, through the ripple effect of the programme and team's ways of working.

The Charity's national contribution to system change is demonstrated particularly by an initiative to identify a Core Outcome Set (COS) for domestic abuse programmes focused on children and families. This initiative aimed to identify a common set of outcomes, to be used as the starting point by those working with families, researchers, commissioners and policy-makers covering child and family interventions for domestic abuse (and also child maltreatment), harmonising measurement and enabling comparison of impact.

The Charity was instrumental in instigating discussions between stakeholders in 2015 about different approaches to assessing the impact of domestic abuse interventions and whether a consensus could be built. This ultimately led to two research projects led by University College London, supported by a Steering Group including leading academics from various universities and the Charity, and funded by the National Institute for Health Research and the Home Office. This research entailed extensive engagement with those with lived experience of domestic abuse, service providers, commissioners and researchers, to identify priority outcomes and to consider how best to measure or assess impact using these outcomes. The initiative identified five core outcomes:

- Child emotional health and wellbeing
- Feelings of safety
- Freedom to go about daily life
- Family Relationships
- Caregiver emotional health and wellbeing

The priority throughout the initiative has been to identify those outcomes which matter most to those with lived experience of domestic abuse, as children and as parents, rather than those that might be easiest to measure. Indeed, the initiative continues with recognition that it is not straightforward to assess impact of interventions in these terms.

The Charity remains an active partner within the Core outcome Set initiative and looks forward to contributing insights. The *For Baby's Sake* change mechanisms and desired outcomes map well against all five Core Outcomes, through its whole-family focus on emotional and social development of the baby and emotional regulation and empowerment of parents. It is exciting that the Home Office is focusing on these Core Outcomes, which are instrumental to transforming the response to domestic abuse. The Charity is keen to be an operational, strategic and evidence partner in pursuit of that ambition.

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Structure, governance and management

Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 October 2008 and registered as a Charity on 28 October 2008. The Charity's change of name from The Stefanou Foundation to The For Baby's Sake Trust took effect on 8 August 2020.

a. Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

b. Organisational structure and decision making

The Trustees were recruited to provide the Charity with the necessary Charity governance, commercial and management experience to meet its core objectives. In particular, Trustees were asked to:

- Be responsible for the strategic direction of the Charity, ensuring that it is well-run, achieves its goals and is adequately resourced
- Define the Charity's vision and goals
- Ensure the Charity complies with Charity Law and delivers the charitable outcomes for which it has been established
- Have an interest in the cause and bring a commitment of time, energy and networking to achieve goals
- Approve all grants made and programmes developed by the organisation
- Meet as a Board at least three times per annum.

Policies have been agreed concerning the following areas:

- Application of Funds
- Appointment of Trustees
- Compliments, Comments and Complaints
- Conflicts of Interest
- Data Protection, Information Security and Confidentiality
- Equality, Diversity and Inclusion
- Financial Procedures Manual
- Gift Acceptance
- Investment Management
- Reserves
- Staff Handbook
- Safeguarding

c. Policies and procedures for induction and training of Trustees

The Board of Trustees has fully undertaken its governance responsibilities throughout the year, including by thoroughly scrutinising the data and operational progress of *For Baby's Sake*. The Trustees are also actively involved in the strategic development of the Charity, notably the strategy for developing and expanding *For Baby's Sake*, deepening its evidence base and extending its contribution to system change.

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The induction and ongoing training of Trustees is designed to equip Trustees with the knowledge and understanding to fulfil these responsibilities, including through opportunities to meet *For Baby's Sake* practitioners to hear directly from them about how the programme operates.

Tracey Harrison joined the Board in April 2021 and used her expert facilitation skills to facilitate a Board strategy day in August 2021, which proved to be a valuable induction opportunity to absorb the current context and strategic objectives for the Charity. She subsequently supported the Senior Leadership Team to identify high level strategic objectives for the Charity, as the starting point for the creation of a new business plan. Tracey Harrison resigned from the Board in November 2022, due to relocating as she takes up a new senior executive position for an organisation based overseas. The Charity thanks her for her contribution and wishes her every success in her new role.

Dame Lin Homer has been working closely with the Senior Leadership Team in preparation for taking over as Chair. Her induction has included meeting *For Baby's Sake* teams and joining a visit to Blackpool to meet the team, key partners from Blackpool Council and Blackpool Better Start and, above all, to meet a group of parents and children who fed back on the transformational difference in their lives through participating in *For Baby's Sake*.

Trustees are well briefed on the evidence base underpinning the Trust's work, to ensure they are equipped to ascertain that the work remains evidence-based. The safeguarding of adults, babies and children is at the heart of the Trust's work. The Board continues to value the support of its Independent Safeguarding Advisor, Jon Chapman, who has established a strong working relationship with the Trust and whose support includes safeguarding training for Trustees.

Arrangements for settling pay and remuneration of Key Management Personnel

The Chairman settles pay awards for the Senior Leadership Team and indeed the whole staff team. As part of the charity's development, remuneration will be subject to a Board report and approval. Decisions on pay are taken in light of benchmark data about annual pay awards across the voluntary and public sector and reviews of comparative salaries, to ensure that salaries are competitive and reflective of the demanding nature of the Charity's work and the high calibre of staff at all levels, who deserve huge credit for what they are achieving.

d. Review and management of risk

A risk register is maintained, covering the most significant risks and an explanation of the corresponding mitigating actions. The categories of risk and mitigating actions and approaches are summarised below:

- Operational: for example, safeguarding risks to babies, children and adults related to domestic abuse or abuse or neglect of children; risks to staff; sensitive personal data breaches. Robust safeguarding policies and procedures are in place and regular audits of safeguarding take place. Various features of *For Baby's Sake* have distinct benefits for safeguarding, including its whole-family approach and strong multi-agency partnership working. Information sharing consent processes are kept under review as part of the Charity's protection of personal data. The Charity continues to assess risks and benefits associated with remote working by the *For Baby's Sake* CONNECT team and hybrid working across all other teams
- Strategic: for example, failure to maximise the impact of *For Baby's Sake* for current and future generations, for reasons such as insufficient funding to scale up the programme or a loss of fidelity to the programme's model as it expands. Strategic priorities include: achieving a successful transition, as the Charity's founding Chairman steps down from the Board; diversifying the Charity's income; and continuing to build and deepen the evidence base regarding how *For Baby's Sake* empowers parents with what it takes to break intergenerational cycles of domestic abuse and childhood trauma

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- Reputational: for example, problems with the operational delivery of *For Baby's Sake* or failure to deliver on commitments or to achieve wider strategic influence. The *For Baby's Sake* CONNECT delivery model includes careful communication and partnership working with multi-agency partners to ensure robust safeguarding and clear understanding of the *For Baby's Sake* model.

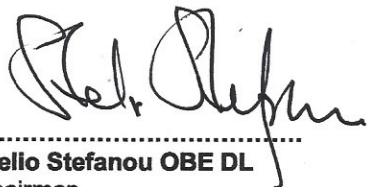
The register is reviewed at each Board meeting and updated in the light of latest actions and discussions at the Board meeting.

Fundraising standards information

The Charity is thankful to all those who have donated or awarded grants or contracts to the Charity. Every donation, grant and contract contributes to enabling the Charity to empower parents to break cycles of domestic abuse and give their baby the best start.

The Charity has been registered with the Fundraising Regulator with effect from 10 April 2019. The Charity has not fundraised actively at community level during the year. Some small donations from members of the public were received through the facility on the Charity's website to donate via the Charity's CAF account. The Gift Acceptance Policy supports the Board and Senior Leadership Team to ensure that only appropriate gifts are accepted. The Charity complies with the Code of Fundraising Practice. There have been no complaints to the Charity or the Regulator and no failures to comply with a scheme or fundraising standard.

This report was approved by the Trustees and signed on their behalf by:



.....
Stelio Stefanou OBE DL
Chairman

Date: 8 Dec. 2022

THE FOR BABY'S SAKE TRUST

(A Company Limited by Guarantee and Registered Charity)

**STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2022**

The Trustees (who are also the Directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

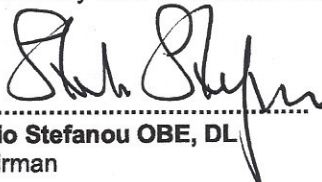
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by order of the Members of the Board of Trustees and signed on its behalf by:



Stello Stefanou OBE, DL

Chairman

Date:

8 Dec. 2022

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST

Opinion

We have audited the financial statements of The For Baby's Sake Trust (the 'Charity') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management and those charged with governance to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness;
- Evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Use of our report

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members, as a body, for our audit work, for this report, or for the opinions we have formed.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA MacIntyre Hudson

Statutory Auditor

London, United Kingdom

Date: 15/12/2022

THE FOR BABY'S SAKE TRUST
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STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from:					
Donations and grants	4	931,018	410,148	1,341,166	3,126,127
Charitable activities	5	21,000	-	21,000	-
Investments	6	45	-	45	70
Total income		952,063	410,148	1,362,211	3,126,197
Expenditure on:					
Raising funds	7	16,729	-	16,729	9,000
Charitable activities	8,9	1,045,345	410,148	1,455,493	3,154,779
Total expenditure		1,062,074	410,148	1,472,222	3,163,779
Net movement in funds		(110,011)	-	(110,011)	(37,582)
Reconciliation of funds:					
Total funds brought forward		540,937	-	540,937	578,519
Net movement in funds		(110,011)	-	(110,011)	(37,582)
Total funds carried forward		430,926	-	430,926	540,937

All income and expenditure derives from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)
REGISTERED NUMBER: 06713945

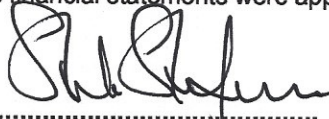
BALANCE SHEET
AS AT 31 MARCH 2022

	Note	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Tangible assets	13		8,026		14,003
			<u>8,026</u>		<u>14,003</u>
Current assets					
Debtors: Amounts falling due within one year	14	152,682		203,888	
Cash at bank and in hand	19	287,733		416,671	
		<u>440,415</u>		<u>620,559</u>	
Creditors: Amounts falling due within one year	15	(17,515)		(93,625)	
Net current assets			<u>422,900</u>		<u>526,934</u>
Total net assets			<u><u>430,926</u></u>		<u><u>540,937</u></u>
Charity funds					
Restricted funds	16	-		-	
Unrestricted funds	16		430,926		540,937
Total funds			<u><u>430,926</u></u>		<u><u>540,937</u></u>

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Stelio Stefanou, OBE, DL
Chairman

Date: 8 Dec. 2022



Adam Shutkever
Trustee

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2022

	Note	2022 £	2021 £
Cash flows from operating activities			
Net cash used in operating activities	18	(128,983)	82,202
Cash flows from investing activities			
Investment income	6	45	70
Net cash provided by investing activities		45	70
Change in cash and cash equivalents in the year		(128,938)	82,272
Cash and cash equivalents at the beginning of the year		416,671	334,399
Cash and cash equivalents at the end of the year	19	287,733	416,671

The notes on pages 23 to 45 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

1. General information

The For Baby's Sake Trust is a charitable company limited by guarantee and is registered with the Charity Commission (Charity Registered Number: 1126459) and Registrar of Companies (Company Registration Number: 06713945) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees Report.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The For Baby's Sake Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling which is the functional and presentational currency of the Charity and rounded to the nearest pound.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern including the impact of COVID-19. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Grants are recognised on this basis. Donations are recognised once the donation has been received.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

The Charity's Gift Acceptance Policy is to accept gifts from legally acquired sources that are in line with its values. Any gift with a value of £10,000 or more will require a greater level of due diligence to ensure any potential donor is supporting The For Baby's Sake Trust in line with the policy. The Charity uses the Annual Report and Accounts, including the Trustees' Report, as the main donor recognition tool.

Donated services that are consumed immediately are recognised in the accounts as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The Charity recognises donated services, which are given for its own use and which otherwise would have to be purchased. They are recognised when they are received, provided the value of the gift can be measured reliably. Donated services are measured and included in the accounts on the basis of the value of the gift to the Charity. This is the amount that the Charity would be willing to pay in the open market for an alternative item. It can be lower than, but not exceed, the open market price for the item.

2.4 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

2. Accounting policies (continued)

2.4 Expenditure (continued)

All expenditure is inclusive of irrecoverable VAT.

2.5 Support costs allocation

Support costs are those that assist the work of the Charity in fulfilling its charitable activities and include central office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include elements of project management and administration carried out at the central office. Where support costs cannot be directly attributed to particular headings they have been allocated to expenditure on raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Governance costs are those incurred in connection with the running of the Charity and compliance with constitutional and statutory requirements.

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.8 Tangible fixed assets and depreciation

Tangible fixed assets above thresholds set by Trustees are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. The threshold for fixtures, fittings and office equipment excluding IT is set at £500. The threshold for IT hardware is set at £1,500.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Office equipment	-	33%

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

2. Accounting policies (continued)

2.9 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.10 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.11 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.12 Financial instruments

The Charity holds basic financial instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 14. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at cost.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.13 Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

2. Accounting policies (continued)

2.15 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

- Allocation of support costs
- Depreciation rates for tangible fixed assets
- Useful economic lives of assets
- Valuation of donated services

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

4. Income from donations and grants

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Donations and sponsorships	4,018	-	4,018
Donated services - general support	5,000	-	5,000
Grants	875,000	410,148	1,285,148
Donated services - licences for Kim database	42,000	-	42,000
Donated services - For Baby's Sake (advisory)	5,000	-	5,000
Total 2022	931,018	410,148	1,341,166

The restricted grants were from: the Office of the Police and Crime Commissioner for Hertfordshire (originating from Home Office domestic abuse funding, focused on work with those who perpetrate domestic abuse); Westminster City Council; and the Royal Borough of Kensington & Chelsea.

An unrestricted grant of £50,000 from EQ Foundation was inspired by the creation of *For Baby's Sake* CONNECT. Two unrestricted grants totalling £825,000 from UBS Optimus Foundation included £750,000, originating from a donation from the Charity's Chairman, which passed through UBS Optimus Foundation, supplemented by a 10% matched funding contribution from UBS Optimus Foundation.

The Chairman also donated services of volunteer time of two his employees: principally of the Director of his personal office, who provides advisory support to the Charity, including as the Board's Whistleblowing Officer; and also of the Chairman's PA. The Charity places a total value of £10,000 (2021 - £25,000) on these donated services.

Donated services from Kim Technologies enable the charity to use its Kim system as a *For Baby's Sake* data platform and case management system. The Charity places a value of £42,000 (2021 - £84,000) on this donated service from Kim Technologies. The Charity is grateful to Kim Technologies, noting its Chair is Sir Nigel Knowles, the spouse of Lady Sally Knowles, a Trustee of the Charity.

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

4. Income from donations and grants (continued)

	<i>Unrestricted funds 2021 £</i>	<i>Restricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Donations and sponsorships	2,129	-	2,129
Donated services - general support	15,000	-	15,000
Grants	390,000	2,624,998	3,014,998
Donated services - set-up and licences for Kim database	84,000	-	84,000
Donated services - For Baby's Sake (advisory)	10,000	-	10,000
<i>Total 2021</i>	<i>501,129</i>	<i>2,624,998</i>	<i>3,126,127</i>

Restricted grants in the prior year included a grant totalling £2,375,000 originating from the Department for Digital, Culture, Media and Sports Community Match Challenge Fund, which supported service delivery and a major transformation programme, recognising the value of *For Baby's Sake* towards the COVID response and recovery for families affected by domestic abuse.

5. Income from charitable activities

	Unrestricted funds 2022 £	Total funds 2022 £	<i>Total funds 2021 £</i>
System Change - Contractual income	21,000	21,000	-

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

6. Income from investments

	Unrestricted funds 2022 £	Total funds 2022 £
Bank interest receivable	45	45

	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Bank interest receivable	70	70

7. Expenditure on raising funds

	Unrestricted funds 2022 £	Total funds 2022 £
Direct fundraising costs	16,729	16,729

	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Direct fundraising costs	9,000	9,000

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

8. Analysis of expenditure on charitable activities - by fund

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
For Baby's Sake	929,003	410,148	1,339,151
System Change	116,342	-	116,342
Total 2022	1,045,345	410,148	1,455,493
	<i>Unrestricted funds 2021 £</i>	<i>Restricted funds 2021 £</i>	<i>Total funds 2021 £</i>
For Baby's Sake	462,891	2,110,275	2,573,166
System Change	66,890	514,723	581,613
<i>Total 2021</i>	<i>529,781</i>	<i>2,624,998</i>	<i>3,154,779</i>

The restricted fund expenditure in the prior year reflected a grant totalling £2,375,000 originating from the Department for Digital, Culture, Media and Sport Community Match Challenge (CMC) Fund, to support the COVID-19 response and recovery for families affected by domestic abuse. This supported service delivery of *For Baby's Sake* to families, alongside a major transformation programme which included: digital transformation; programme content development (new creative resources and therapeutic content); and initiatives (mass outreach communications, a new website and partnership development) to reach expectant and new parents, the general public and professionals supporting parents, babies, children and families who would benefit from the learning from *For Baby's Sake*.

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

9. Analysis of expenditure on charitable activities - by type

	Activities undertaken directly or collaboratively 2022 £	Support costs 2022 £	Total funds 2022 £
For Baby's Sake	1,166,217	172,934	1,339,151
System Change	97,128	19,214	116,342
Total 2022	1,263,345	192,148	1,455,493

	<i>Activities undertaken directly or collaboratively 2021 £</i>	<i>Support costs 2021 £</i>	<i>Total funds 2021 £</i>
For Baby's Sake	2,433,356	139,810	2,573,166
System Change	566,079	15,534	581,613
<i>Total 2021</i>	<i>2,999,435</i>	<i>155,344</i>	<i>3,154,779</i>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs

	For Baby's Sake 2022 £	System Change 2022 £	Total funds 2022 £
Staff costs	907,045	90,333	997,378
Depreciation	3,168	1,733	4,901
Consultants' fees and charges	13,157	1,683	14,840
Travel, hospitality and other staff	8,880	787	9,667
Training and conferences	10,971	255	11,226
Memberships and subscriptions	352	1,500	1,852
Marketing and communications	1,390	-	1,390
Recruitment	1,972	-	1,972
Project or operational resources	2,404	-	2,404
IT and telecomms and mobile phones	37,953	540	38,493
Administration office and accommodation	12,214	297	12,511
Contribution to Cambridgeshire For Baby's Sake	119,711	-	119,711
Donated services - For Baby's Sake (advisory)	47,000	-	47,000
Total 2022	1,166,217	97,128	1,263,345

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs (continued)

	<i>For Baby's Sake 2021 £</i>	<i>System Change 2021 £</i>	<i>Total funds 2021 £</i>
Staff costs	758,206	98,493	856,699
Depreciation	3,496	1,913	5,409
Consultants' fees and charges	50,194	-	50,194
Travel, hospitality and other staff	1,860	25	1,885
Training and conferences	56,665	-	56,665
Marketing and communications	24,005	-	24,005
Recruitment	7,530	-	7,530
Project or operational resources	6,204	-	6,204
IT and telecomms and mobile phones	24,811	495	25,306
Administration office and accommodation	11,731	506	12,237
Professional fees	-	4,421	4,421
Contribution to Cambridgeshire For Baby's Sake	139,350	-	139,350
Donated services - For Baby's Sake (advisory)	10,000	-	10,000
CMC transformation programme costs	1,255,304	460,226	1,715,530
Donated services - set-up and licenses for Kim database	84,000	-	84,000
<i>Total 2021</i>	<i>2,433,356</i>	<i>566,079</i>	<i>2,999,435</i>

The direct costs in the prior year indicated as CMC (Community Match Challenge) related to expenditure on workstreams within the transformation programme funded through the Community Match Challenge Fund grant. The costs for each workstream have been allocated either to *For Baby's Sake* or System Change, based on the primary purpose, though in all cases there will have been cross-over benefits from one to the other.

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs

	For Baby's Sake 2022 £	System Change 2022 £	Total funds 2022 £
Staff costs	48,039	5,338	53,377
Depreciation	968	108	1,076
Consultants' fees and charges	21,505	2,389	23,894
Travel, hospitality and other staff	17	2	19
Memberships and subscriptions	3,861	429	4,290
Recruitment	25,941	2,882	28,823
IT and telecomms and mobile phones	10,564	1,174	11,738
Administration office and accommodation	39,190	4,354	43,544
Professional fees	2,228	247	2,475
Bank interest and charges	615	68	683
Governance costs	15,506	1,723	17,229
Donated services - general support	4,500	500	5,000
Total 2022	172,934	19,214	192,148

	For Baby's Sake 2021 £	System Change 2021 £	Total funds 2021 £
Staff costs	55,020	6,113	61,133
Depreciation	1,068	119	1,187
Consultants' fees and charges	4,104	456	4,560
Memberships and subscriptions	6,578	731	7,309
IT and telecomms and mobile phones	11,309	1,257	12,566
Administration office and accommodation	25,482	2,831	28,313
Professional fees	7,926	880	8,806
Bank interest and charges	621	69	690
Governance costs	14,202	1,578	15,780
Donated services - general support	13,500	1,500	15,000
Total 2021	139,810	15,534	155,344

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

10. Governance costs

	2022 £	2021 £
Auditors' remuneration - Audit of the financial statements	10,800	8,500
Auditors' remuneration - Taxation services	342	780
Auditors' remuneration - Other services	3,816	3,000
Other governance costs	2,271	3,500
	17,229	15,780

11. Staff costs

	2022 £	2021 £
Wages and salaries	927,726	796,269
Social security costs	90,866	78,555
Pension costs	48,892	43,008
	1,067,484	917,832

The average number of persons employed by the Charity during the year was as follows:

	2022 No.	2021 No.
For Baby's Sake	18	14
For Baby's Sake and System Change	5	6
	23	20

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022 No.	2021 No.
In the band £70,001 - £80,000	2	2
In the band £80,001 - £90,000	1	1

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2021 - £NIL).

During the year ended 31 March 2022, no Trustee expenses have been incurred (2021 - £NIL).

The total amount of employee benefits, including employer national insurance and pension contributions, received by Key Management Personnel was £273,084 (2021 - £266,397). As detailed within the Trustees' Report, the Charity considers its Key Management personnel to comprise;

- Trustees
- Senior Leadership Team.

13. Tangible fixed assets

	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation			
At 1 April 2021	52,766	29,006	81,772
At 31 March 2022	52,766	29,006	81,772
Depreciation			
At 1 April 2021	41,991	25,778	67,769
Charge for the year	3,299	2,678	5,977
At 31 March 2022	45,290	28,456	73,746
Net book value			
At 31 March 2022	7,476	550	8,026
At 31 March 2021	10,775	3,228	14,003

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

14. Debtors

	2022 £	2021 £
Due within one year		
Trade debtors	-	150,000
Other debtors	111,851	21,811
Prepayments and accrued income	40,831	32,077
	<u>152,682</u>	<u>203,888</u>

15. Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	(2,186)	2,748
Accruals	19,701	90,877
	<u>17,515</u>	<u>93,625</u>

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2021 £	Income £	Expenditure £	Balance at 31 March 2022 £
Unrestricted funds				
Designated funds				
Fixed Asset Fund	14,003	-	(5,977)	8,026
General funds				
General Fund	526,934	952,063	(1,056,097)	422,900
Total Unrestricted funds	540,937	952,063	(1,062,074)	430,926
Restricted funds				
London Bi-Borough	-	99,998	(99,998)	-
Office of the Police and Crime Commissioner for Hertfordshire (OPCC)	-	310,150	(310,150)	-
	-	410,148	(410,148)	-
Total of funds	540,937	1,362,211	(1,472,222)	430,926

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FOR THE YEAR ENDED 31 MARCH 2022

16. Statement of funds (continued)

The General Fund is unrestricted for use in any of the Charity's activities, including all costs associated with *For Baby's Sake* and all costs of contributing to wider system change, through sharing and embedding the transferrable practice from *For Baby's Sake*, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence.

Activity-based accounting has continued into the current year, providing ongoing visibility of the major investment in *For Baby's Sake*, the Charity's innovative programme to support expectant parents to break the cycle of domestic abuse and give their baby the best start in life.

The Fixed Asset Fund represents the Charity's holding of fixed assets. Fixed assets are considered to be not easily realisable and so should not be represented by general funds. The fund balance carried forward is equal to the net book value of the fixed assets.

In the current year, the Charity maintained two restricted funds into which restricted grants were received and spent in full within the year. The largest fund supported work in Hertfordshire, funded by the grant from the Office of the Police and Crime Commissioner for Hertfordshire. This originated from Home Office funding for domestic abuse services, focused on working with those who use abusive behaviour and integrating support for the whole family, notably during pregnancy and postnatally. The Bi-Borough restricted fund received grants from the London Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea to contribute to the costs of delivering *For Baby's Sake* in these local authority areas.

In the prior year, the Charity maintained three restricted funds into which restricted grants were received and spent in full within the year. The Community Match Challenge Fund (CMC) grant was funding that originated from the Department for Digital, Culture, Media and Sport (DCMS) and was received by the Charity as a sub-grant. This funding recognised the unique strengths of *For Baby's Sake* in addressing the immediate and longer-term impact of domestic abuse and COVID-19. Funding was granted to build the capacity required for sustaining, scaling up and further developing *For Baby's Sake* and deliver on an action plan that included a contribution towards system change through communications and sharing transferrable practice.

The restricted grants in the prior year from Hertfordshire County Council and the Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea were awarded to contribute towards the cost of delivering *For Baby's Sake* in these local authority areas by the Hertfordshire and London Bi-Borough *For Baby's Sake* teams.

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16. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2020 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 March 2021 £</i>
Unrestricted funds				
Designated funds				
Fixed Asset Fund	20,599	-	(6,596)	14,003
General funds				
General Fund	557,920	501,199	(532,185)	526,934
Total Unrestricted funds	578,519	501,199	(538,781)	540,937
Restricted funds				
Community Match Challenge (CMC)	-	2,375,000	(2,375,000)	-
Bi-Borough	-	99,998	(99,998)	-
Hertfordshire County Council (HCC)	-	150,000	(150,000)	-
	-	2,624,998	(2,624,998)	-
Total of funds	578,519	3,126,197	(3,163,779)	540,937

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17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	Total funds 2022 £
Tangible fixed assets	8,026	8,026
Current assets	440,415	440,415
Creditors due within one year	(17,515)	(17,515)
Total	430,926	430,926

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Tangible fixed assets	14,003	14,003
Current assets	620,559	620,559
Creditors due within one year	(93,625)	(93,625)
Total	540,937	540,937

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	2021 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	(110,011)	(37,582)
Adjustments for:		
Depreciation charges	13 5,977	6,596
Investment income	6 (45)	(70)
Decrease in debtors	14 51,206	199,387
Decrease in creditors	15 (76,110)	(86,129)
Net cash provided by/(used in) operating activities	(128,983)	82,202

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19. Analysis of cash and cash equivalents

	2022	2021
	£	£
Cash in hand	287,733	416,671
Total cash and cash equivalents	287,733	416,671

20. Analysis of changes in net debt

	At 1 April	Cash flows	At 31 March
	2021		2022
	£	£	£
Cash at bank and in hand	416,671	(128,938)	287,733
	416,671	(128,938)	287,733

21. Pension commitments

The Charity offers to match each employee's pension contribution, up to 5% of their salary, into the defined contributions pension scheme of their choice, including but not limited to the workplace pension scheme. It also offers a salary sacrifice arrangement. Over the course of the year, twenty-three employees benefited from the matched employer contribution to their salaries and six employees additionally took up the salary sacrifice offer. In all cases, the assets of the schemes chosen by the employees are held separately from the Charity in independently administered funds.

The Charity contributes to defined contribution pension schemes for its employees. The amount recognised as an expense in the year was £48,892 (2021 - £43,008). Contributions totalling £NIL (2021 - £NIL) were payable to the fund at the Balance Sheet date.

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22. Operating lease commitments

At 31 March 2022 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2022 £	<i>As restated</i> 2021 £
Not later than 1 year	30,300	30,300
Later than 1 year and not later than 5 years	8,052	38,352
	38,352	68,652

The 2021 comparative disclosure has been restated to recognise the break clause of the lease which if utilised, would be to 6 July 2023. This condition existed as at the year ended 31 March 2021.

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2022 £	2021 £
Operating lease rentals	30,300	30,300

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23. Related party transactions

The Chairman, Mr Stefanou, made aggregate donations of £750,000 to a separate charity which granted that funding to UBS Optimus Foundation (UBSOF) under an agreement for UBSOF to grant that funding without conditions to The For Baby's Sake Trust. In 2021, the Charity had received donations without conditions directly from the Chairman totalling £390,000.

The Chairman contributed £22,813 (2021 - £21,698) towards the office costs in recompense for making personal use of the space while also working on behalf of the Charity. The amount outstanding to the Charity at year end was £22,813 (2021 - £21,698). The Chairman also contributed £3,500 (2021 - £NIL) to the Charity, calculated on an hourly rate basis, for personal book keeping support, provided by the Charity's book keeper. The amount owing to the Charity at year end was £3,500 (2021- £NIL).

The Chairman made a donation of volunteer time of two his employees: principally of the Director of his personal office, who provides advisory support to the Charity and also acts as the Trust's Whistleblowing Officer; and also of the Chairman's PA. The Charity places a value of £10,000 (2021 - £25,000) on these donated services.

Lady Sally Knowles, a Trustee of the Charity, is the spouse of Sir Nigel Knowles, who is the Chairman of Kim Technologies, the company continuing to provide a gift in kind to the Charity in the form of use of its Kim system as a *For Baby's Sake* case management system and data platform. The Charity places a value on this donated service from Kim Technologies of £42,000. The value of this gift in 2021 was £84,000, which included an additional element for support to configure the system.

Trustee and Key Management Personnel transactions are detailed otherwise in Note 12.

The For Baby's Sake Trust

England & Wales - Charity number 1126459

Accounts

Company Registered Number: 06713945
Charity Registered Number: 1126459

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TRUSTEES' REPORT AND FINANCIAL STATEMENTS
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THE FOR BABY'S SAKE TRUST
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 MARCH 2021**

Trustees	Phillip Fellowes-Prynne Dame Linda Homer Lady Sally Knowles Adam Shutkever Tracey-Joy Harrison (appointed 30 April 2021) Stelio Stefanou OBE, DL, Chairman Susie Stefanou (resigned 2 June 2020)
Company registered number	06713945
Charity registered number	1126459
Registered office	4 Meadway Court Rutherford Close Stevenage SG1 2EF
Company secretary	Susie Stefanou (resigned 2 June 2020) Adam Shutkever (appointed 13 July 2020)
Independent auditors	MHA MacIntyre Hudson Chartered Accountants Statutory Auditor 6th Floor 2 London Wall Place London EC2Y 5AU
Senior Leadership Team	Elaine Fulton, Director of Strategic Partnerships Amanda McIntyre, CEO Judith Rees, Director of Operations

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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

The Trustees present their annual report together with the financial statements of The For Baby's Sake Trust for the year 1 April 2020 to 31 March 2021. The Trustees confirm that the Annual Report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

Reference and administrative details

a. Name of Charity, registration numbers and address

The For Baby's Sake Trust is a registered Charity (1126459) and company limited by guarantee (6713945). Its principal and registered office address is: 4 Meadway Court, Rutherford Close, Stevenage, SG1 2EF.

The Trustees decided on 2 June 2020 to change the Charity's name from The Stefanou Foundation to The For Baby's Sake Trust and the new name took effect on 8 August 2020. The Charity's flagship programme to break the cycle of domestic abuse and give babies the best possible start in life is known as *For Baby's Sake*.

Trustees

Unless otherwise stated, the Trustees listed below were already Trustees at the start of the financial year and were still Trustees on the date when this report was signed:

- Philip Fellowes-Prynn
- Tracey Harrison (appointed 30 April 2021)
- Dame Lin Homer
- Lady Sally Knowles
- Adam Shutkever
- Stelio H Stefanou OBE, DL (Chairman)
- Susie Stefanou (resigned 2 June 2020)

The Trustees record their grateful thanks to Susie Stefanou for her wisdom as a Board member and for her passionate commitment and generous contribution to the work of the Charity. The Trustees were pleased to welcome Tracey Harrison to the Board at the end of April 2021.

b. Senior Leadership Team

The Senior Leadership Team, to whom the Trustees delegate day to day management and from whom they take advice are:

- Elaine Fulton (Director of Strategic Partnerships)
- Amanda McIntyre (CEO)
- Judith Rees (Director of Operations)

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Providers of banking services or professional advice

During the year covered by this report, the Charity has bought in financial or legal services or advice to the Board from the individuals or organisations listed below and is grateful for their support. Julie Verne was contracted to the Charity in July 2020 for six months on a part-time basis as Director of Development.

Nature of support	Provider
Independent Safeguarding Advisor to the Trustees	Jon Chapman, PS3 Safeguarding Ltd
Development and fundraising	Julie Verne, V Fundraising
Banking	Coutts Bank, 2nd Floor 440 Strand London WC2R 0QS
Investment management	Cazenove Capital, 1 London Wall Place, London EC2Y 5AU
Auditors	Macintyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU
Legal advice	Bates Wells, 10 Queen Street Place, London, EC4R 1BE

The Board is also grateful to Weil, Gotshal & Manges (110 Fetter Lane, London EC4A 1AY), notably to Rob Powell, Head of Pro Bono and CSR, for being willing to provide pro bono legal advice where possible.

Objectives and Activities

a. Purposes of the Charity

As set out in the Memorandum of Association, the objects for which the Charity was formed are for charitable activity in the furtherance of such exclusively charitable purposes as the Trustees may in their absolute discretion determine.

The Charity's primary objective is to improve the wellbeing and long-term life-chances of babies who are at risk and unable to tell others. Evidence about the scale of domestic abuse, affecting one in five children, and about how babies are particularly affected, led the Charity to focus on empowering parents to break the cycle of domestic abuse and give their baby the best start in life, especially when they did not have that themselves. The Charity does this in two ways. Firstly, its innovative programme, *For Baby's Sake*, works with both parents, from pregnancy until the baby is aged two, empowering them to address the cycle of domestic abuse and their histories of traumatic experiences that typically lie at the heart of the problem. Secondly, the Charity seeks to contribute to system change at local and national levels, as part of its commitment to a catalytic model of philanthropy. This includes sharing and embedding the transferrable practice from *For Baby's Sake*, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence. This dimension of the Charity's work extends the Charity's impact by directly and indirectly reaching more babies, parents and families in need of trauma-informed support and helping to equip professionals provide such support. Working with multi-agency partnerships and stakeholders is a key element of the Charity's approach to the delivery and development of *For Baby's Sake* and to contributing to system change.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

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b. Strategic objectives for 2020-21

These accounts cover the financial year from April 2020 to March 2021, which began soon after the COVID-19 pandemic struck. Upon lockdown, the Charity's immediate operational priority was to adapt to delivering *For Baby's Sake* using audio and video technology, to continue supporting parents and babies affected by domestic abuse at a time of heightened risk, while also protecting the health and safety of the *For Baby's Sake* Practitioners. The four *For Baby's Sake* teams in operation at the start of lockdown included the Blackpool team, which had only started operating in January 2020 and the Cambridgeshire team, which had started in August 2019. It was an operational priority to support the development of these new services and teams, while also sustaining the momentum of the well-established Hertfordshire and London Three Boroughs teams.

The year also began with the publication in May 2020 of a major four-year evaluation, led by King's College London, of *For Baby's Sake* during the prototype phase, which began in 2015 when the first two sites were launched in Hertfordshire (covering the areas of Stevenage, North Hertfordshire and Welwyn Hatfield) and London Three Boroughs (spanning Westminster, Kensington & Chelsea and Hammersmith & Fulham).

A key strategic objective, set for the year, was to build on the prototype phase and the evidence from the evaluation, to move successfully into sustaining and scaling up the programme. As the year began, the Board decided to hold to this objective. Similarly, the Board decided to hold to the strategic objective of continuing to share the learning from *For Baby's Sake* and contribute to local and national strategies to disrupt cycles of disadvantage and trauma for individuals and families and across generations. While COVID-19 created a challenging context for fulfilling these objectives, it also strengthened the imperative to succeed, as the pandemic shone a spotlight on domestic abuse and indeed the UN has described the world-wide increase in domestic abuse as 'the shadow pandemic'.

Activities, achievements and performance

For Baby's Sake works with families deeply over a sustained period. In March 2020, *For Baby's Sake* was working with 274 individuals, including mothers, fathers, babies and siblings in the family. A year later, in March 2021, 338 individuals were being supported across the two original teams in Hertfordshire and London Three Boroughs and the two new teams in Cambridgeshire and Blackpool. Most of this increase in capacity was explained by the new Blackpool team successfully building up their caseload. As some families finished their *For Baby's Sake* journey and others began, during the year across the four area-based teams, there was an increase of 285 individuals, including mothers, fathers and babies, who had ever engaged with the programme.

The strong engagement of existing families and the recruitment of new families during the pandemic demonstrated the particular strengths of *For Baby's Sake* in responding to domestic abuse and the additional pressures of lockdown. The programme creates a different opportunity for families to seek and receive support, through allocating practitioners to work individually and separately with both parents, while improving visibility and management of safeguarding risks for adults and children. It addresses the mental health needs of parents and babies in a way that recognises how traumatic past experiences, particularly from childhood, can affect current behaviour, responses to stressful situations and self-worth. A survey of parents highlighted how much they valued the flexibility and accessibility of their practitioners and the distinctive ways in which the programme supported them with their emotional regulation. Examples of feedback from parents during lockdown included:

"My For Baby's Sake Practitioner is one of the best workers I've worked with in a long time, even during lockdown. It's mainly for our baby, but whatever I can learn, I'm willing to learn, and it helps me and it helps our relationship. I've done enough group meetings, but when I work with my practitioner, it's like I'm working with someone who understands and on my level"

"Keeping in touch with me so I can keep going with the sessions has stopped me feeling scared that my son will be taken away from us"

"It would've been very hard and isolating if I didn't have the session with you every week. I look forward to our sessions as that's my space and time to get out of the house"

"You have helped us use this lockdown to communicate and understand ourselves better"

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In May 2020, the Charity was proud to publish the independent evaluation report on *For Baby's Sake*, which concluded that the programme was the 'first' of its kind to 'fill an important gap' in provision and 'addressed key limitations' to responding to domestic violence and abuse (DVA).

The academic research team was led by King's College London and included academics from University of Warwick, University of Central Lancashire, University of Cambridge and McMaster University Canada. They concluded that the programme is 'unique' in responding holistically to the evidence about the impact of domestic abuse, stating that 'other interventions do not target the impacts of DVA in utero, or combine trauma-informed DVA support with attachment-focused parenting support for both parents; key gaps that *For Baby's Sake* is addressing within this programme'.

The researchers evaluated the feasibility, acceptability and impact of *For Baby's Sake*. Professor Louise Howard from King's College London, who led the evaluation, marked the publication of the report by saying, '*The For Baby's Sake team have worked with local government, especially children's social care, and engaged parents with multiple complex needs and histories of childhood trauma. Most of the people we interviewed for the evaluation, who remained in For Baby's Sake over time, were able to identify specific ways that they had changed their behaviour and related these to aspects of the programme.*' Examples of these changes, given by parents to the evaluation team, included:

"It has improved my confidence...my ability to set healthy boundaries. It's been amazing" (mother)

'My dad wasn't loving; he was very strict and very controlling...Doing this programme made me realise I was very controlling without realising. To me it was normal' (father)

"I've made a lot of changes on my parenting efforts, because I don't agree with the way I was brought up" (mother)

"The fact that it integrates everything from children, work life and personal life...Even if you're not together it's about being able to co-parent your child, which is massive"(father)

The evaluation drew out the key change mechanisms for the parents, notably: the motivation to give their baby a different childhood from the one they had experienced themselves; their relationship with their *For Baby's Sake* Practitioner; the 'Inner Child' therapeutic work to come to terms with their own childhood experiences; the parenting interventions enabling mothers and fathers to bond with their baby; and the tools for parents to improve safety for themselves and their family. Parents described the step-changes in their relationships with their babies and their parenting with comments such as:

"I'm putting my kids first, instead of myself" (father)

"I couldn't believe how much she (baby) loves me and how much she looks at me. The way she smiled at me, the way I smiled at her.." (mother)

The academic evaluation team used various metrics to assess the outcomes for families and babies in particular. They found that birth outcomes and child development outcomes at one and two years (including babies' social, emotional and behavioural development) were largely in the normal range. Only a third of families participating in the evaluation had any social care input at the two-year stage, contrasting with 70% at baseline.

The academic evidence, confirming *For Baby's Sake* as a globally significant innovation, reinforced the impetus to press ahead with the strategy to sustain and expand the programme, embed the transferrable lessons and use the evidence and experience to contribute to wider system change.

The Trustees recognised that this strategy would require the Charity to build capacity, diversify its funding and develop its positioning and narrative. The necessary changes included orienting the Charity's communications to address the requirements of funders across the public, private, charitable foundations and philanthropic sectors. The decision in June 2020 to change the Charity's name from The Stefanou Foundation to The For Baby's Sake Trust was part of this strategy to strengthen the communication of Charity's mission and focus attention on the babies whose life-chances we are seeking to transform.

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The local area-based *For Baby's Sake* teams in Cambridgeshire and Blackpool were funded through innovative collaborative funding agreements with public sector partners. The Charity had been clear with local authority partners in the two prototype sites of Hertfordshire and London Three Boroughs that, once the prototype period had concluded and the evaluation was published, sustaining these sites would similarly require a financial contribution from public sector resources. Significant progress was achieved during the year through negotiations that secured substantial contributions from Hertfordshire County Council and jointly from Westminster City Council and the Royal Borough of Kensington & Chelsea.

Experience of delivering *For Baby's Sake* during lockdown has helped to shape the strategy for scaling *For Baby's Sake*. Local area-based teams feature within the scale-up model. They provide dedicated support to a caseload of local families. They also achieve a multiplier effect, through boosting local capacity and sharing expertise, which was particularly apparent through the various additional ways in which the *For Baby's Sake* teams supported colleagues in Children's Services in responding to the pressures of the pandemic. Reflections from professionals such as social workers and health visitors have included:

"If I know For Baby's Sake are involved, it puts my mind at rest"

"If these parents have a fighting chance of keeping this baby, it will be with the support of For Baby's Sake"

"Thanks to the work you have been doing, we are able to see Dad from a very different perspective"

"The work you have been completing has reassured us that Mum and Dad are coping at this time"

The powerful learning from delivering *For Baby's Sake* using audio and video technology led the Charity to broaden its scale-up strategy. Alongside the area-based services, the Charity decided to develop a national channel, *For Baby's Sake* CONNECT, whereby a team of practitioners deliver the programme to families located anywhere in the UK, using technology to work directly with mothers and fathers and also to contribute to multi-agency safeguarding arrangements.

This decision to create *For Baby's Sake* CONNECT was illustrative of the Charity's determination to sustain service delivery, press ahead with its scale-up ambitions and continue innovating, despite the challenging circumstances, as pressures intensified for the voluntary sector and its funders and stakeholders.

The Charity was delighted to secure a transformational grant of £2.375 million in September 2020, through the Department for Digital Culture, Media and Sport (DCMS) Community Match Challenge Fund. The DCMS funding had required philanthropic matched funding for charitable causes, which was generously committed by the Charity's Chairman, Stelio Stefanou, who had set up a new Charitable Incorporated Organisation. This CIO became the conduit for receiving the grant from DCMS, establishing a sub-grant with the Trust and making the disbursements of £2.375 million to the Trust. (The CIO will also receive Mr Stefanou's match funding commitments over the coming years.)

The grant was awarded to build the capacity required for sustaining, scaling up and further developing *For Baby's Sake* and deliver on an action plan that included a contribution towards system change and achieving a ripple effect, through outreach communications and embedding transferrable practice from the *For Baby's Sake* approach. The funding was granted as a distinctive contribution towards the national response to COVID-19, recognising the unique strengths of *For Baby's Sake* to address the immediate and longer-term repercussions of the pandemic for those affected by domestic abuse. The grant also recognised the value of combining deep support to a cohort of babies and their parents and families, through the *For Baby's Sake* programme, with a wider reach to families, directly and indirectly, through communications, resources and support for professionals.

A key success factor in delivering the workplan was the extraordinary opportunity to make progress simultaneously on every dimension of the Charity's work. This fuelled innovation, creativity, cohesion and a multiplier effect between the elements. For example, the decision to create *For Baby's Sake* CONNECT to reach families across the country, using video and audio technology, created the impetus to develop an app to support this (with realisation that the app would also benefit parents supported through area-based teams); meanwhile the digitalisation strengthened the impetus for a rebranding, which has underpinned the creation of an extremely impactful new suite of programme resources and a website that is receiving widespread praise.

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Another example was how the expert review of *For Baby's Sake* data coincided with the configuration and implementation of the new *For Baby's Sake* data hub, enabling the Charity to maximise the gains from the generous pro bono gift from Kim Technologies of its system.

The disbursements of the DCMS grant to the Charity, totalling £2.375m, had to be spent in full by 31 March 2021 and the Charity achieved this through an ambitious, comprehensive work plan. Achievements funded through the Community Match Challenge Fund (CMC) grant included:

- Sustaining and developing existing operations and local and central teams; recruiting and training the *For Baby's Sake* CONNECT team and launching the new service following a national awareness-raising campaign in March 2021
- Developing a new therapeutic component of *For Baby's Sake* through a bespoke approach to using Video Interaction Guidance (which supports attuned parenting)
- Digitalisation of *For Baby's Sake* through creating a parents' app and practitioners' web portal to support the parent-practitioner relationship and parents' engagement with resources and enable parents and practitioners to chart parents' journeys through the programme
- Creating new evergreen tools and resources, including redesigned manual materials and animated films, boosting the therapeutic value and bringing the material to life through creative treatment, for use by *For Baby's Sake* Practitioners with parents and for wider application across a range of agencies and disciplines
- Supporting key professionals in trauma-informed working with families affected by domestic abuse and intergenerational trauma, through partnership initiatives with The Association of Safeguarding Partners, Home-Start UK and also the Institute of Health Visiting, with whom the Charity co-produced a new 'Domestic Abuse – Changing Conversations' toolkit to train and support health visitors across the UK
- Conducting a mass outreach communications exercise, reaching expectant and new parents affected by domestic abuse, including through a YouGov survey of over 2000 parents and associated media coverage and radio adverts reaching 7.69 million people
- Building and implementing the *For Baby's Sake* central data hub to enable consistent data collection, performance monitoring and analysis. Kim Technologies had made a generous gift in kind to the Charity to make available its data and case management platform. CMC funding enabled the Charity to bring in a specialist IT consultant to support its configuration to meet the needs of *For Baby's Sake*
- Reviewing the Charity's policy, practice and *For Baby's Sake* materials in relation to equality, diversity and inclusion, supporting continuous improvement and informing the review of the programme's manual and future monitoring and evaluation activities
- Working with RAND Europe to mine the data collected by the *For Baby's Sake* teams to extract further insights and inform the Charity as it refreshes its evaluation strategy
- Rebranding of The For Baby's Sake Trust and *For Baby's Sake*, strengthening the Charity's social media presence and launching a new website to underpin the sharing of resources and to act as a contact point for potential service users and others wishing to learn about the Charity's work and collaborate

This workplan could not have been achieved without DCMS having the appetite to nurture innovation or without the creativity, teamwork and purposeful commitment of the expert partners who worked with the Charity: Flipside Group (digitalisation); Snappin' Turtle and Forster Communications (communications and creative content); ForMed Films (creation of films featuring parents' voices); Hilary Kennedy (VIG clinician); RAND Europe (data review and analysis); Magnus Lindberg (database configuration); Sigrid Fisher (equality, diversity and inclusion); Spencer du Bois (branding); The PC Agency (media training); Institute of Health Visiting, Home-Start UK and The Association of Safeguarding Partners (partnership development and cascading trauma-informed practice).

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Earlier in the year, BAFTA award-winning director, Emma Lazenby, of ForMed Films, had finished making a short animated film, commissioned by the Charity, where parents told their story, in their own voices, of what had brought them into *For Baby's Sake* and the life-changing difference that the programme had made to them and their baby. The Charity had launched this powerful film in September 2020 with a webinar where the speakers had included Nicole Jacobs, the Domestic Abuse Commissioner. The CMC funding enabled the Charity to commission a further seven animated films from ForMed, each focusing on a different aspect of *For Baby's Sake*. Parents from across the four *For Baby's Sake* sites were interviewed and recorded, generously sharing their experiences and their voices to create the oral content of the films. Through the parents' voices and poignant animation, these films provide compelling and clear explanations of how *For Baby's Sake* empowers parents to make profound changes in their lives and transform life-chances for themselves and their babies. Examples of parents' contributions to the films include:

"I feel like I have grown more in the last two years than I have in my whole life. They taught me so much about myself, my upbringing, my parents, my behaviour, my reactions, and now I feel more in control of myself" (father)

"I've always had low self-esteem...I would stay in a corner...just overthink...now I feel a lot better within myself.. talk a lot more...my daughter has that confidence in her...I love her to pieces and I think I'm doing good" (mother)

The YouGov survey of parents, commissioned by the Charity in February 2021 had confirmed that the period from pregnancy until a baby's second birthday was the most common time during parenthood for domestic abuse to occur. It also found that the desire to give their baby the best start was the top motivator to seek help while the top barrier was feeling ashamed. The Charity used these findings to create radio adverts, encouraging new parents to reach out for professional support. These adverts also used the words and voices of parents who had been recorded to make the films.

A mother described the difference that support had made, saying: *"It's given me confidence to be a good mum and to really say what it is that I think and feel. And also stand up for myself and say what it is I'm willing to accept and not accept."*

A father spoke *"to anyone feeling guilty, feeling shameful, feeling like they're not worth anything"*, encouraging them to take action by saying, *"You will be a better person. I am and it's worth it."*

The radio adverts were broadly pitched to encourage parents to embark on a help-seeking journey, rather than specifically seeking referrals into *For Baby's Sake*. The adverts were launched at the point when the new *For Baby's Sake* CONNECT team was in post, trained and ready to open up for referrals from families located anywhere in the country where there was not already a local area-based team. It was wonderful that the *For Baby's Sake* CONNECT team did receive its first self-referral as a result of a mother, who was concerned about her partner's behaviour, hearing the radio adverts. Both parents had experienced abuse as children and wanted to give their baby a better start. The parents decided to start working with the *For Baby's Sake* CONNECT team, who also connected them into local safeguarding pathways, given the level of risk (midwifery had not been aware of the abuse). Each parent engaged well with their *For Baby's Sake* Practitioner, drawing on the support with safety planning, emotional regulation and antenatal bonding with their baby. At the outset, the mother described feeling disconnected from her unborn baby and the pregnancy. Empowered by her practitioner, who commended her courage for self-referring and opening up, the mother began feeling closer to her baby and started speaking to her baby, saying *"I love you baby"* and waiting for a bump back in response!

Financial review

a. Results for the year

The accounts for this financial year, April 2020 to March 2021, provide separate information on the Trust's two distinct areas of charitable activity: *For Baby's Sake* (the Charity's flagship programme); and System Change (embedding transferrable lessons on practice and shaping decision-making frameworks such as policy and public understanding). The accounts also clearly identify how restricted funding has been put towards these areas of activity.

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

The Charity achieved income of £3,126,197 in the year and spent £3,163,779. The comparative figures for the previous year were income of £1,302,696 and spending of £987,138. The Charity had brought forward £578,519 at the beginning of the financial year and carried forward £540,937 at year-end. Total income included the one-off transformational grant of £2,375,000 from the Community Match Challenge Fund grant, which was received and spent in full during the year. The Charity is extremely grateful to DCMS and the Charity's Chairman for making this possible. The Charity is also grateful to the Chairman for his grants received earlier in the year, totaling £390,000 and for his in-kind donations. The grants received from Hertfordshire County Council, Westminster City Council and the Royal Borough of Kensington & Chelsea constituted strategically significant progress towards a sustainable funding model for these area-based services and the Charity values its funding partnerships with local authorities.

The total expenditure of £3,163,779 included £2,624,998 of restricted spending. Of this, £1,715,530 of the CMC grant was spent on transformational programme costs, while the remainder of the CMC grant was spent on sustaining *For Baby's Sake*, establishing *For Baby's Sake* CONNECT and ongoing contributions to system change.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources and a strategy to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. The Charity's strategic plan to sustain and expand *For Baby's Sake*, and to continue contributing to system change, hinges on attracting external funds from public sector, charitable and philanthropic sources, to complement and build on the Chairman's philanthropy. This continues to be the strategy, with various factors, including the aftermath and longer-term repercussions of COVID-19, affecting the timescale and the range of funding opportunities that are potentially available. While competition for funding remains intense, there may be various additional funding streams aligned to *For Baby's Sake*, given the increased focus on tackling domestic abuse in light of the pandemic and also new domestic abuse legislation.

Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

b. Reserves policy

The Trustees have adopted a reserves policy to ensure that the Charity Trust remains a going concern. The reserves policy agreed by the Trustees is to aim to maintain reserves to cover three months' worth of the Trust's expenditure. This is based primarily on ensuring that the Charity can manage its cashflow requirements. The reserves policy takes into account unrestricted reserves and any reserves restricted to *For Baby's Sake*, given that this represents the majority of the Charity's expenditure. Free reserves, those reserves which are unrestricted as to use and easily realisable, were £526,934 at the year end (2019 - £557,920). Total expenditure in the year included the one-off CMC grant. Trustees have set a budget for the year ending 31 March 2022 of almost £1,675,000, creating a reserves target of £418,750, meaning that actual reserves were above the target level.

Plans for the future

The current period is pivotal in harnessing the independent academic evidence about *For Baby's Sake* and building on what was achieved through the transformational funding from the Community Match Challenge Fund grant. This includes: continuing to build the caseload of the new *For Baby's Sake* CONNECT team (which is succeeding in attracting self-referrals from parents in addition to referrals from professionals); mobilising the new parents' app and practitioners' portal; and rolling out new creative resources to parents participating in *For Baby's Sake* and also more widely to professionals as part of the Charity's contribution to system change.

The Charity's strategic plan focuses on scaling up *For Baby's Sake* and also extending the contribution to system change, including by continuing to develop partnership working with key stakeholders. The Charity continues to develop its data analysis and is considering key research questions and priorities for the next phase of evaluation, to assess its own performance and impact and contribute further to evidence-based policy and practice.

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

Underpinning this strategy is the Trustees' determination to ensure that the Charity grows successfully. While the culture of the Charity will undoubtedly evolve, the Charity will be guided by its unchanging values of:

- Dignity and respect
- Efficiency and high performance
- Being a team – we, not I
- Making a difference
- Doing the right thing

Building on the equality, diversity and inclusion review, funded by the CMC grant, the Charity has established a new Diversity and Inclusion Forum, with representation from across the organisation, including a Trustee representative, and also from the *For Baby's Sake* partnership teams based in Cambridgeshire County Council and Blackpool Council. The natural way in which Forum members anchor the Forum's workplan in the Charity's values are testament to how well rooted they are.

Diversifying the philanthropic and public sector funding base is a strategic priority. There has been promising progress already since year end. In April 2021, the Charity was honoured to receive a grant of £50,000 from the EQ Foundation, which had first conducted extensive due diligence on the Charity and commended it to funders through its 'Giving is Great' charity search engine. In July 2021, the Charity was also honoured to have secured a funding partnership agreement with UBS Optimus Foundation (UBSOF), again following extensive due diligence by UBSOF. They are providing 10% match funding on top of grants and donations to the Charity, routed through UBSOF from the Charity's Chairman, and also potentially from other philanthropists.

It was exciting to hear in August 2021 that the Home Office had selected a bid from the Police and Crime Commissioner for Hertfordshire to receive funding for innovative interventions to work with those who perpetrate domestic abuse and integrate support for those experiencing the abuse. It was especially encouraging that this Home Office funding stream had prioritised support during pregnancy. A sub-grant from Hertfordshire's Police and Crime Commissioner will be funding the Charity to sustain *For Baby's Sake* in Hertfordshire for the remainder of the year and to expand the programme to cover the whole county.

The Charity will be building on this progress within the context of the new Domestic Abuse Act and a new Government commitment for the statutory guidance accompanying the legislation to recognise the impact of domestic abuse on babies, starting in pregnancy and the importance of supporting parents during the period from pregnancy until their baby's second birthday. The evidence from *For Baby's Sake* had been instrumental in shaping this commitment and the Charity had brought this to the attention of Parliament during the passage of the Domestic Abuse Bill, through debates in the House of Lords with cross-party leading contributions from Baroness Stroud and Baroness Armstrong of Hill Top.

As Baroness Stroud said, in opening one of these debates, *"Domestic abuse in pregnancy...can affect children's cognitive functioning and emotional regulation, shaping behavioural and emotional outcomes for years to come...An evaluation of the For Baby's Sake programme...found that support at this time can harness parents' motivation and empower them to make changes for their babies and themselves"*.

Baroness Armstrong reminded Parliament in one debate that *"We know what to do; we know that we can prevent years and years of abuse"*, building on her earlier contribution, describing how *For Baby's Sake* *"uses trauma-informed work to better support parents in those early days and months and during pregnancy...the optimum period for intervention...Effective intervention works, and it is the best way of breaking that cycle of violence. Surely, that is what our ambition ought to be."*

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

Structure, governance and management

Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 October 2008 and registered as a Charity on 28 October 2008. The Charity's change of name from The Stefanou Foundation to The For Baby's Sake Trust took effect on 8 August 2020.

a. Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

b. Organisational structure and decision making

The Trustees were recruited to provide the Charity with the necessary Charity governance, commercial and management experience to meet its core objectives. In particular, Trustees were asked to:

- Be responsible for the strategic direction of the Charity, ensuring that it is well-run, achieves its goals and is adequately resourced
- Define the Charity's vision and goals
- Ensure the Charity complies with Charity Law and delivers the charitable outcomes for which it has been established
- Have an interest in the cause and bring a commitment of time, energy and networking to achieve goals
- Approve all grants made and programmes developed by the organisation
- Meet as a Board at least three times per annum.

Policies have been agreed concerning the following areas:

- Application of Funds
- Appointment of Trustees
- Compliments, Comments and Complaints
- Conflicts of Interest
- Data Protection, Information Security and Confidentiality
- Equality, Diversity and Inclusion
- Financial Procedures Manual
- Gift Acceptance
- Investment Management
- Reserves
- Staff Handbook
- Safeguarding

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

c. Policies and procedures for induction and training of Trustees

The Board of Trustees has fully undertaken its governance responsibilities throughout the year, including by thoroughly scrutinising the data and operational progress of *For Baby's Sake* and overseeing the management of the Community Match Challenge Fund grant. The Trustees are also actively involved in the strategic development of the Charity, notably the strategy for scaling up and rolling out *For Baby's Sake* and extending its contribution to system change.

The induction and ongoing training of Trustees is designed to equip Trustees with the knowledge and understanding to fulfil these responsibilities, including through opportunities to meet *For Baby's Sake* practitioners to hear directly from them about how the programme operates. Tracey Harrison joined the Board in April 2021 and used her expert facilitation skills to facilitate a Board strategy day in August 2021, which proved to be a valuable induction opportunity to absorb the current context and strategic objectives for the Charity.

Trustees are well briefed on the evidence base underpinning the Trust's work, to ensure they are able to ascertain that the work remains evidence-based. The safeguarding of adults, babies and children is at the heart of the Trust's work. The Board continues to value the support of its Independent Safeguarding Advisor, Jon Chapman, who has established a strong working relationship with the Trust and whose support includes safeguarding training for Trustees.

Arrangements for settling pay and remuneration of Key Management Personnel

The Chairman settles pay awards for the Senior Leadership Team and indeed the whole staff team. Where new Senior Leadership posts are created, the Board of Trustees may also be involved in deciding the starting salary for the post. Decisions on pay are taken in light of benchmark data about annual pay awards across the voluntary and public sector and reviews of comparative salaries, to ensure that salaries are competitive and reflective of the demanding nature of the Trust's work and the high calibre of staff at all levels, who deserve huge credit for what they are achieving

d. Review and management of risk

A risk register is maintained, covering the most significant risks and an explanation of the corresponding mitigating actions. The categories are explained below and the COVID-19 context for mitigating each risk area is outlined:

- Operational: for example, safeguarding risks to babies, children and adults related to domestic abuse or abuse or neglect of children; risks to staff; sensitive personal data breaches. Updated guidance was issued on matters such as working safely, safeguarding, risk management and using technology during COVID-19
- Strategic: for example, failure to maximise the impact of *For Baby's Sake* for current and future generations, for reasons such as lack of sufficient funding to scale up the programme or a loss of fidelity to the programme's success factors as it expands. COVID-19 has stimulated innovation in our scale-up strategy through the decision to create *For Baby's Sake* CONNECT; fundraising plans are set in the context of the continuing repercussions of COVID-19, including the longer-term impact on the mental health of parents, children, babies and families.
- Reputational: for example, problems with the operational delivery of *For Baby's Sake* or failure to deliver on commitments or to achieve wider strategic influence. The careful design and mobilisation *For Baby's Sake* CONNECT is building on operational learning from delivery during COVID-19 lockdown and indeed the programme is being delivered to parents in the local area-based sites through a blended model of face-to-face and video or phone technology, based on learning from parents' experiences and preferences.

The register is reviewed at each Board meeting and updated in the light of latest actions and discussions at the Board meeting.

THE FOR BABY'S SAKE TRUST
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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2021

Fundraising standards information

The Charity made substantial progress in diversifying its funding base in the year and success included raising restricted and unrestricted funds for ongoing delivery, in addition to the extraordinary Community Match Challenge Fund grant. The Charity is thankful to all those who have donated or awarded grants to the Charity. Every donation and grant makes a difference.

The Charity's ambitions and strategy requires an intensified focus on fundraising and the Trust has put processes in place to support this, notably by registering with the Fundraising Regulator with effect from 10 April 2019.

This report was approved by the Trustees, on **20 December 2021** and signed on their behalf by:



.....
Stelio Stefanou OBE, DL
Chairman

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2021

The Trustees (who are also the Directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

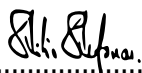
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the Charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by order of the Members of the Board of Trustees and signed on its behalf by:



.....
Stelio Stefanou OBE, DL

Chairman

Date: 20 December 2021

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST

Opinion

We have audited the financial statements of The For Baby's Sake Trust (the 'Charity') for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2021 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- Obtaining an understanding of the legal and regulatory frameworks that the entity operates in, focusing on those laws and regulations that had a direct effect on the financial statements;
- Enquiry of management to identify any instances of known or suspected instances of fraud;
- Enquiry of management and those charged with governance around actual and potential litigation and claims;
- Enquiry of management about any instances of non-compliance with laws and regulations;
- Reviewing the control systems in place and testing the effectiveness of the controls;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for bias;
- Reviewing minutes of meetings of those charged with governance;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

THE FOR BABY'S SAKE TRUST
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FOR BABY'S SAKE TRUST
(CONTINUED)

Use of our report

This report is made solely to the Charity's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its Members, as a body, for our audit work, for this report, or for the opinions we have formed.



Stuart McKay BSc FCA DChA (Senior Statutory Auditor)

for and on behalf of

MHA MacIntyre Hudson

Statutory Auditor

London, United Kingdom

Date: 22/12/2021

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from:					
Donations and grants	4	501,129	2,624,998	3,126,127	1,300,320
Charitable activities	5	-	-	-	1,450
Investments	6	70	-	70	926
		<u>501,199</u>	<u>2,624,998</u>	<u>3,126,197</u>	<u>1,302,696</u>
Total income					
Expenditure on:					
Raising funds	7	9,000	-	9,000	146
Charitable activities	8,9	529,781	2,624,998	3,154,779	986,992
		<u>538,781</u>	<u>2,624,998</u>	<u>3,163,779</u>	<u>987,138</u>
Total expenditure					
		<u>(37,582)</u>	<u>-</u>	<u>(37,582)</u>	<u>315,558</u>
Net movement in funds					
Reconciliation of funds:					
Total funds brought forward		578,519	-	578,519	262,961
Net movement in funds		(37,582)	-	(37,582)	315,558
		<u>540,937</u>	<u>-</u>	<u>540,937</u>	<u>578,519</u>
Total funds carried forward					

All income and expenditure derives from continuing activities.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 22 to 43 form part of these financial statements.

THE FOR BABY'S SAKE TRUST**(A Company Limited by Guarantee and Registered Charity)****REGISTERED NUMBER: 06713945**

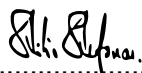
**BALANCE SHEET
AS AT 31 MARCH 2021**

	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	13		14,003		20,599
			14,003		20,599
Current assets					
Debtors	14	203,888		403,275	
Cash at bank and in hand	19	416,671		334,399	
		620,559		737,674	
Creditors: amounts falling due within one year	15	(93,625)		(179,754)	
Net current assets			526,934		557,920
Total net assets			540,937		578,519
Charity funds					
Restricted funds	16		-		-
Unrestricted funds	16		540,937		578,519
Total funds			540,937		578,519

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

**Stelio Stefanou, OBE, DL**

Chairman

Date: 20 December 2021

**Adam Shutkever**

Trustee

The notes on pages 22 to 43 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2021

	Note	2021 £	2020 £
Cash flows from operating activities			
Net cash used in operating activities	18	82,202	56,958
Cash flows from investing activities			
Investment income	6	70	926
Purchase of tangible fixed assets	13	-	(17,196)
Net cash provided by/(used in) investing activities		70	(16,270)
Change in cash and cash equivalents in the year		82,272	40,688
Cash and cash equivalents at the beginning of the year		334,399	293,711
Cash and cash equivalents at the end of the year	19	416,671	334,399

The notes on pages 22 to 43 form part of these financial statements.

THE FOR BABY'S SAKE TRUST
(A Company Limited by Guarantee and Registered Charity)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

1. General information

The For Baby's Sake Trust is a charitable company limited by guarantee and is registered with the Charity Commission (Charity Registered Number: 1126459) and Registrar of Companies (Company Registration Number: 06713945) in England and Wales.

In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity.

The address of the registered office is given in the Charity information on page 1 of these financial statements. The nature of the Charity's operations and principal activities are detailed in the Trustees Report.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The For Baby's Sake Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling which is the functional and presentational currency of the Charity and rounded to the nearest pound.

2.2 Going concern

The Trustees have assessed the use of going concern and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern including the impact of COVID-19. The Trustees have made this assessment for a period of at least one year from the date of the approval of these financial statements. The Trustees have concluded that there is a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. The Charity therefore continues to adopt the going concern basis in preparing these financial statements.

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NOTES TO THE FINANCIAL STATEMENTS
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2. Accounting policies (continued)

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably. Grants are recognised on this basis. Donations are recognised once the donation has been received.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

The Charity's Gift Acceptance Policy is to accept gifts from legally acquired sources that are in line with its values. Any gift with a value of £10,000 or more will require a greater level of due diligence to ensure any potential donor is supporting The For Baby's Sake Trust in line with the policy. The Charity uses the Annual Report and Accounts, including the Trustees' Report, as the main donor recognition tool.

Donated services that are consumed immediately are recognised in the accounts as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The Charity recognises donated services, which are given for its own use and which otherwise would have to be purchased. They are recognised when they are received, provided the value of the gift can be measured reliably. Donated services are measured and included in the accounts on the basis of the value of the gift to the Charity. This is the amount that the Charity would be willing to pay in the open market for an alternative item. It can be lower than, but not exceed, the open market price for the item.

2.4 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

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NOTES TO THE FINANCIAL STATEMENTS
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2. Accounting policies (continued)

2.4 Expenditure (continued)

All expenditure is inclusive of irrecoverable VAT.

2.5 Support costs allocation

Support costs are those that assist the work of the Charity in fulfilling its charitable activities and include central office costs, governance costs and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the Charity and include elements of project management and administration carried out at the central office. Where support costs cannot be directly attributed to particular headings they have been allocated to expenditure on raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Governance costs are those incurred in connection with the running of the Charity and compliance with constitutional and statutory requirements.

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.8 Tangible fixed assets and depreciation

Tangible fixed assets above thresholds set by Trustees are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably. The threshold for fixtures, fittings and office equipment excluding IT is set at £500. The threshold for IT was increased with effect from 1 April 2020 from £500 to £1,500 as a prudent measure.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Office equipment	-	33%

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NOTES TO THE FINANCIAL STATEMENTS
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2. Accounting policies (continued)

2.9 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.10 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.11 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.12 Financial instruments

The Charity holds basic financial instruments. The financial assets and financial liabilities of the Charity are as follows:

Debtors - trade and other debtors (including accrued income) are basic financial instruments and are debt instruments measured at amortised cost as detailed in Note 14. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at cost.

Liabilities - trade creditors, accruals and other creditors will be classified as financial instruments, and are measured at amortised cost as detailed in Note 15. Taxation and social security are not included in the financial instruments disclosure. Deferred income is not deemed to be a financial liability, as in the cash settlement has already taken place and there is simply an obligation to deliver charitable services rather than cash or another financial instrument.

2.13 Operating leases

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

2.14 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

2. Accounting policies (continued)

2.15 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

2.16 Restatement of activities

During the year the Charity decided to merge both the 'Strategic Influence' and 'Project and Grants' activities into one. The new activity is now called 'System Change' and the prior year comparatives relating to 'Strategic Influence' and 'Projects and Grants' have been merged to ensure comparability with the current year. Affected notes have been marked as such throughout these financial statements.

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

- Allocation of support costs
- Depreciation rates for tangible fixed assets
- Useful economic lives of assets
- Valuation of donated services

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4. Income from donations and grants

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Donations and sponsorships	2,129	-	2,129
Donated services - general support	15,000	-	15,000
Grants	390,000	2,624,998	3,014,998
Donated services - set-up and licenses for Kim database	84,000	-	84,000
Donated services - For Baby's Sake (advisory)	10,000	-	10,000
Total 2021	501,129	2,624,998	3,126,127

The restricted grants included £2,375,000, received as a sub-grant from the DCMS Community Match Challenge Fund, plus grants from Hertfordshire County Council and from the Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea towards the cost of the Hertfordshire and London Three Boroughs *For Baby's Sake* teams.

The Chairman granted unrestricted funds to the Charity totalling £390,000. The Chairman also donated services of in-work volunteer time of two his employees: principally of the Director of his personal office, who provides advisory support to the Charity, including as the Board's Whistleblowing Officer; and also of the Chairman's PA. The Charity places a total value of £25,000 on these donated services.

The Charity is also grateful for donated services from Kim Technologies, which has granted access to the Kim system and supported the Charity to create a bespoke configuration so that the system is now the *For Baby's Sake* data management platform. The Charity places a value of £84,000 on this donated service from Kim Technologies, reflecting the value of implementing the new system and the value of the service licences for all those who are using the system. The Charity is grateful to the technology experts at Kim Technologies, noting that the Company's Board is chaired by Sir Nigel Knowles, who is the spouse of Lady Sally Knowles, a Trustee of the Charity.

	Unrestricted funds 2020 £	Total funds 2020 £
Donations and sponsorships	108	108
Donated services - general support	15,000	15,000
Grants	1,275,212	1,275,212
Donated services - For Baby's Sake (advisory)	10,000	10,000
Total 2020	1,300,320	1,300,320

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5. Income from charitable activities

	Total funds 2021 £
System Change - Contractual income	-

	<i>As restated Unrestricted funds 2020 £</i>	<i>As restated Total funds 2020 £</i>
System Change - Contractual income	1,450	1,450

6. Income from investments

	Unrestricted funds 2021 £	Total funds 2021 £
Bank interest receivable	70	70

	<i>Unrestricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Bank interest receivable	926	926

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7. Expenditure on raising funds

	Unrestricted funds 2021 £	Total funds 2021 £
Direct fundraising costs	9,000	9,000
	<i>Unrestricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Direct fundraising costs	146	146

8. Analysis of expenditure on charitable activities - by fund

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
For Baby's Sake	462,891	2,110,275	2,573,166
System Change	66,890	514,723	581,613
Total 2021	529,781	2,624,998	3,154,779

The restricted fund expenditure in the year ended 31 March 2021 includes the major transformation programme which was supported by £1,715,530 of the Community Match Challenge Fund grant. Of this total, £1,255,304 was spent on the *For Baby's Sake* transformation programme, which included: digital transformation; programme content development (new creative resources and therapeutic content); equality, diversity and inclusion development; and data collection, analysis and data platform development. The other components of the transformation programme, totalling £460,226, contributed to system change, through initiatives (mass outreach communications, a new website and partnership development) to reach expectant and new parents, the general public and professionals supporting parents, babies, children and families who would benefit from the learning from *For Baby's Sake*.

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NOTES TO THE FINANCIAL STATEMENTS
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8. Analysis of expenditure on charitable activities - by fund (continued)

(continued)

	<i>As restated Unrestricted funds 2020 £</i>	<i>As restated Total funds 2020 £</i>
For Baby's Sake	1,206,243	1,206,243
System Change	(219,251)	(219,251)
<i>Total 2020 as restated</i>	<u>986,992</u>	<u>986,992</u>

9. Analysis of expenditure on charitable activities - by type

	Activities undertaken directly or collaboratively 2021 £	Support costs 2021 £	Total funds 2021 £
For Baby's Sake	2,433,356	139,810	2,573,166
System Change	566,079	15,534	581,613
Total 2021	<u>2,999,435</u>	<u>155,344</u>	<u>3,154,779</u>

	<i>As restated Activities undertaken directly or collaboratively 2020 £</i>	<i>As restated Grant funding of activities 2020 £</i>	<i>As restated Support costs 2020 £</i>	<i>As restated Total funds 2020 £</i>
For Baby's Sake	1,061,225	-	145,018	1,206,243
System Change	139,387	(374,750)	16,112	(219,251)
<i>Total 2020 as restated</i>	<u>1,200,612</u>	<u>(374,750)</u>	<u>161,130</u>	<u>986,992</u>

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs

	For Baby's Sake 2021 £	System Change 2021 £	Total funds 2021 £
Staff costs	758,206	98,493	856,699
Depreciation	3,496	1,913	5,409
Consultants' fees and charges	50,194	-	50,194
Travel, hospitality and other staff	1,860	25	1,885
Training and conferences	56,665	-	56,665
Marketing and communications	24,005	-	24,005
Recruitment	7,530	-	7,530
Project or operational resources	6,204	-	6,204
IT and telecomms and mobile phones	24,811	495	25,306
Administration office and accommodation	11,731	506	12,237
Professional fees	-	4,421	4,421
Contribution to Cambridgeshire For Baby's Sake	139,350	-	139,350
Donated services - For Baby's Sake (advisory)	10,000	-	10,000
CMC transformation programme costs (see Note 8)	1,255,304	460,226	1,715,530
Donated services - set-up and licenses for Kim database	84,000	-	84,000
Total 2021	2,433,356	566,079	2,999,435

The direct costs indicated as CMC relate to expenditure on workstreams within the transformation programme funded through the Community Match Challenge Fund grant. The costs for each workstream have been allocated either to *For Baby's Sake* or *System Change*, based on the primary purpose, though in all cases there will have been cross-over benefits from one to the other.

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of direct costs (continued)

	<i>As restated For Baby's Sake 2020 £</i>	<i>As restated System Change 2020 £</i>	<i>As restated Total funds 2020 £</i>
Staff costs	764,946	114,168	879,114
Depreciation	2,460	1,354	3,814
Consultants' fees and charges	77,015	-	77,015
Travel, hospitality and other staff	23,708	7,972	31,680
Training and conferences	45,583	1,851	47,434
Memberships and subscriptions	180	-	180
Marketing and communications	21,834	70	21,904
Recruitment	2,099	1,148	3,247
Project or operational resources	6,353	-	6,353
IT and telecomms and mobile phones	8,532	604	9,136
Administration office and accommodation	12,299	58	12,357
Professional fees	-	12,162	12,162
Contribution to Cambridgeshire For Baby's Sake	86,216	-	86,216
Donated services - For Baby's Sake (advisory)	10,000	-	10,000
<i>Total 2020 as restated</i>	<u>1,061,225</u>	<u>139,387</u>	<u>1,200,612</u>

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9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs

	For Baby's Sake 2021 £	System Change 2021 £	Total funds 2021 £
Staff costs	55,020	6,113	61,133
Depreciation	1,068	119	1,187
Consultants' fees and charges	4,104	456	4,560
Memberships and subscriptions	6,578	731	7,309
IT and telecomms and mobile phones	11,309	1,257	12,566
Administration office and accommodation	25,482	2,831	28,313
Professional fees	7,926	880	8,806
Bank interest and charges	621	69	690
Governance costs	14,202	1,578	15,780
Donated services - general support	13,500	1,500	15,000
Total 2021	139,810	15,534	155,344

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

9. Analysis of expenditure on charitable activities - by type (continued)

Analysis of support costs (continued)

	<i>As restated For Baby's Sake 2020 £</i>	<i>As restated System Change 2020 £</i>	<i>As restated Total funds 2020 £</i>
Staff costs	63,780	7,086	70,866
Depreciation	753	84	837
Consultants' fees and charges	1,944	216	2,160
Travel, hospitality and other staff	119	14	133
Training and conferences	19	2	21
Memberships and subscriptions	4,561	506	5,067
Marketing and communications	20	2	22
Recruitment	642	71	713
IT and telecomms and mobile phones	8,212	913	9,125
Administration office and accommodation	36,423	4,047	40,470
Professional fees	2,387	265	2,652
Bank interest and charges	683	76	759
Governance costs	11,975	1,330	13,305
Donated services - general support	13,500	1,500	15,000
<i>Total 2020 as restated</i>	<u>145,018</u>	<u>16,112</u>	<u>161,130</u>

10. Governance costs

	2021 £	2020 £
Auditors' remuneration - Audit of the financial statements	8,500	7,500
Auditors' remuneration - Taxation services	780	650
Auditors' remuneration - Other services	3,000	2,500
Other governance costs	3,500	2,655
	<u>15,780</u>	<u>13,305</u>

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11. Staff costs

	2021	2020
	£	£
Wages and salaries	796,269	824,587
Social security costs	78,555	83,299
Pension costs	43,008	42,094
	917,832	949,980

The average number of persons employed by the Charity during the year was as follows:

	2021	2020
	No.	No.
For Baby's Sake	14	14
For Baby's Sake and System Change	6	6
	20	20

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
	No.	No.
In the band £70,001 - £80,000	2	2
In the band £80,001 - £90,000	1	1

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12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 March 2021, no Trustee expenses have been incurred (2020 - £NIL).

The total amount of employee benefits, including employer national insurance and pension contributions, received by Key Management Personnel was £266,397 (2020 - £289,337). As detailed within the Trustees' Report, the Charity considers its Key Management personnel to comprise;

- Trustees
- Senior Leadership Team.

13. Tangible fixed assets

	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation			
At 1 April 2020	52,766	29,006	81,772
At 31 March 2021	52,766	29,006	81,772
Depreciation			
At 1 April 2020	38,683	22,490	61,173
Charge for the year	3,308	3,288	6,596
At 31 March 2021	41,991	25,778	67,769
Net book value			
At 31 March 2021	10,775	3,228	14,003
At 31 March 2020	14,083	6,516	20,599

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14. Debtors

	2021 £	2020 £
Due within one year		
Trade debtors	150,000	-
Other debtors	21,811	5,769
Prepayments and accrued income	32,077	397,506
	203,888	403,275

15. Creditors: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	2,748	4,923
Accruals	90,877	174,831
	93,625	179,754

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16. Statement of funds

Statement of funds - current year

	Balance at 1 April 2020 £	Income £	Expenditure £	Balance at 31 March 2021 £
Unrestricted funds				
Designated funds				
Fixed Asset Fund	20,599	-	(6,596)	14,003
General funds				
General Fund	557,920	501,199	(532,185)	526,934
Total Unrestricted funds	578,519	501,199	(538,781)	540,937
Restricted funds				
Community Match Challenge (CMC)	-	2,375,000	(2,375,000)	-
Bi-Borough	-	99,998	(99,998)	-
Hertfordshire County Council (HCC)	-	150,000	(150,000)	-
	-	2,624,998	(2,624,998)	-
Total of funds	578,519	3,126,197	(3,163,779)	540,937

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NOTES TO THE FINANCIAL STATEMENTS
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16. Statement of funds (continued)

The General Fund is unrestricted for use in any of the Charity's activities, including all costs associated with *For Baby's Sake* and all costs of contributing to wider system change, through sharing and embedding the transferrable practice from *For Baby's Sake*, as well as influencing and informing decision-making frameworks, such as legislation, policy, public understanding and academic evidence.

Activity-based accounting has continued into the current year, providing ongoing visibility of the major investment in *For Baby's Sake*, the Charity's innovative programme to support expectant parents to break the cycle of domestic abuse and give their baby the best start in life.

The Fixed Asset Fund represents the Charity's holding of fixed assets. Fixed assets are considered to be not easily realisable and so should not be represented by general funds. The fund balance carried forward is equal to the net book value of the fixed assets.

The Charity maintained three restricted funds into which restricted grants were received and spent in full within the year. The Community Match Challenge Fund (CMC) grant was funding that originated from the Department for Digital, Culture, Media and Sport (DCMS) and was received by the Charity as a sub-grant. This funding recognised the unique strengths of *For Baby's Sake* in addressing the immediate and longer-term impact of domestic abuse and COVID-19. Funding was granted to build the capacity required for sustaining, scaling up and further developing *For Baby's Sake* and deliver on an action plan that included a contribution towards system change through communications and sharing transferrable practice.

The restricted grants from Hertfordshire County Council and the Bi-Borough authorities of Westminster City Council and the Royal Borough of Kensington & Chelsea were awarded to contribute towards the cost of delivering *For Baby's Sake* in these local authority areas by the Hertfordshire and London Three Boroughs *For Baby's Sake* teams.

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16. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2019 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 March 2020 £</i>
Unrestricted funds					
Designated funds					
Fixed Asset Fund	8,054	-	(4,651)	17,196	20,599
General funds					
General Fund	254,907	1,302,696	(982,487)	(17,196)	557,920
Total Unrestricted funds	<u>262,961</u>	<u>1,302,696</u>	<u>(987,138)</u>	<u>-</u>	<u>578,519</u>

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17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	14,003	14,003
Current assets	620,559	620,559
Creditors due within one year	(93,625)	(93,625)
Total	540,937	540,937

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Tangible fixed assets	20,599	20,599
Current assets	737,674	737,674
Creditors due within one year	(179,754)	(179,754)
Total	578,519	578,519

18. Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	(37,582)	315,558
Adjustments for:		
Depreciation charges	13 6,596	4,651
Investment income	6 (70)	(926)
Decrease/(increase) in debtors	14 199,387	(366,440)
(Decrease)/increase in creditors	15 (86,129)	104,115
Net cash provided by operating activities	82,202	56,958

THE FOR BABY'S SAKE TRUST
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NOTES TO THE FINANCIAL STATEMENTS
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19. Analysis of cash and cash equivalents

	2021	2020
	£	£
Cash in hand	416,671	334,399
Total cash and cash equivalents	416,671	334,399

20. Analysis of changes in net debt

	At 1 April 2020	Cash flows	At 31 March 2021
	£	£	£
Cash at bank and in hand	334,399	82,272	416,671
	334,399	82,272	416,671

21. Pension commitments

The Charity offers to match each employee's pension contribution, up to 5% of their salary, into the defined contributions pension scheme of their choice, including but not limited to the workplace pension scheme. It also offers a salary sacrifice arrangement. Over the course of the year, twenty-three employees benefited from the matched employer contribution to their salaries and six employees additionally took up the salary sacrifice offer. In all cases, the assets of the schemes chosen by the employees are held separately from the Charity in independently administered funds.

The Charity contributes to defined contribution pension schemes for its employees. The amount recognised as an expense in the year was £43,008 (2020 - £42,094). Contributions totalling £NIL (2020 - £NIL) were payable to the fund at the Balance Sheet date.

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22. Operating lease commitments

At 31 March 2021 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2021 £	2020 £
Not later than 1 year	30,300	30,300
Later than 1 year and not later than 5 years	121,200	121,200
Later than 5 years	68,652	98,952
	<u>220,152</u>	<u>250,452</u>

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2021 £	2020 £
Operating lease rentals	<u>30,300</u>	<u>30,300</u>

23. Related party transactions

The aggregate amount of donations received without conditions from the Chairman, Mr Stefanou, is £390,000 (2020 - £1,275,000)

The Chairman contributed £21,698 (2020 - £19,070) towards the office costs in recompense for making personal use of the space while also working on behalf of the Charity. The amount outstanding to the Charity at year end was £21,698 (2020 - £4,319). In 2020, there had been an additional related party transaction in that the Chairman also made a financial contribution of £6,062 to the Charity, calculated on an hourly rate basis, for personal book keeping support, provided by the Charity's book keeper. This was not the case in 2021.

The Chairman makes a donation of in-work volunteer time of two his employees: principally of the Director of his personal office, who provides advisory support to the Charity and also acts as the Trust's Whistleblowing Officer; and also of the Chairman's PA. The Charity places a value of £25,000 on these donated services.

Lady Sally Knowles, a Trustee of the Charity, is the spouse of Sir Nigel Knowles, who is the Chairman of Kim Technologies, the company providing a gift in kind to the Charity in the form of access and support to create and use a bespoke configuration of the Kim system to act as the *For Baby's Sake* data platform. The Charity places a value of £84,000 on this donated service from Kim Technologies.

Trustee and Key Management Personnel transactions are detailed otherwise in Note 12.