

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

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CONTENTS

	Page
Reference and Administrative Details of the Charity, its Trustees and Advisers	1
Trustees' Report	2 - 15
Statement of Trustees' Responsibilities	16
Independent Auditors' Report to the Members of The For Baby's Sake Trust	17 - 20
Statement of Financial Activities (Incorporating Income and Expenditure Account)	21
Balance Sheet	22
Statement of Cash Flows	23
Notes to the Financial Statements	24 - 47

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.'

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

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

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.

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

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2024

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:

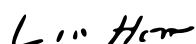
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject 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

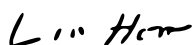
BALANCE SHEET
AS AT 31 MARCH 2024


	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
		<hr/>	<hr/>
Cash flows from investing activities			
Investment income	6	13,483	2,362
		<hr/>	<hr/>
Net cash provided by investing activities		13,483	2,362
		<hr/>	<hr/>
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
		<hr/>	<hr/>
Cash and cash equivalents at the end of the year	19	1,000,393	493,191
		<hr/> <hr/>	<hr/> <hr/>

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.

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

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.

NOTES TO THE FINANCIAL STATEMENTS
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

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

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).

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

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
(A Company Limited by Guarantee and Registered Charity)

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

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

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

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

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>

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

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>

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

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
(A Company Limited by Guarantee and Registered Charity)

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

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>

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

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

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

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>

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

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

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

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.

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

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.

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**

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
(A Company Limited by Guarantee and Registered Charity)

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
(A Company Limited by Guarantee and Registered Charity)

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
(A Company Limited by Guarantee and Registered Charity)

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

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**

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
(A Company Limited by Guarantee and Registered Charity)

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.