

Annual Report Y/E 2024



Table of Contents:

Item:	Page
1 Reference and administrative details of the charity, its Trustees and Advisers	3
2 Chair's Statement (for the year ending 31 March 2024)	4
Trustees' Report	
3 Our Objectives	6
4 Strategies for achieving objectives	6
5 Review of Activities	7
6 Groups & Support	7-10
7 Volunteers	10-11
8 Campaigning	11
9 Fundraising Activities/Income Generation	11
10 Fundraising Outputs	11
11 Structure, Governance and Management	12
12 Organisational Structure and Decision-Making	12
13 Financial Review	12-13
14 Future Developments	13
Trustees' Responsibilities Statement	14
Independent Examiner's Report	15
Statement of Financial Activities	16
Balance Sheet	17
Notes to the Financial Statements	18-29

1. Reference and administrative details of the charity, its Trustees and Advisers

Trustees

Miss C Scott (Resigned 18th April 2023)

Mr J Butler (Resigned 5th September 2023)

Mrs C Carter

Mrs R McArthur

Mrs E Queensborough - Chair Person

Miss V Vazquez - Treasurer

Emily Egle

Tracey Pretty (Joined 14th August 2023)

Company Registered Number

06891388 – Keeping Abreast is a registered charitable company limited by guarantee and was set up by a Trust deed

Charity Registered Number

1129522

Registered Office

7 The Close, Norwich, Norfolk, NR1 4DJ

Accountants

MA Partners LLP, 7 The Close, Norwich, Norfolk, NR1 4DJ

Bankers

The Co-operative Bank, 69 London Street, Norwich, Norfolk, NR2 1HT

Solicitors

Hansells Solicitors and Financial Advisers, 13 The Close, Norwich, Norfolk, NR1 4DS

Other Information

We have a team of three part-time staff operating from a licenced office in Norwich and we are members of the NCVO (National Council of Voluntary Organisations).

2. Chair's Statement (For the year ending 31 March 2024)

It is with great honour that I present this report, my first since assuming the role of Chair of the Board of Trustees in April 2023.

Keeping Abreast remains steadfast in its mission to provide comprehensive information, support, practical help, and advice to those considering breast reconstruction. We continue to offer the invaluable opportunity to share experiences with others who have faced similar decisions. Our commitment extends to enriching the quality of care for individuals recovering from breast reconstruction, raising awareness of our work across the UK, and encouraging the establishment of new Keeping Abreast (KA) groups nationwide.

Over the past 12 months, we have reinforced our dedication to supporting those navigating breast reconstruction surgery. We have also expanded our non-medical support to families and friends of patients. Our key achievements this year include:

- Securing significant grant funding through multiple successful applications.
- Delivering tailored support through various communication channels, 'personal to every person'
- Offering both Zoom and in-person wellbeing sessions.
- Hosting our online volunteers' conference, which served to empower and connect those who support others.
- Continuing to distribute Pink Packs and Comfort and Care bags to hospitals across the UK, benefiting breast reconstruction patients.
- Welcoming a full house of supporters at our Biennial Fundraising Ball and Auction.
- Growing our informational resources and virtual support through our newly revamped website.

With the help of our Support and Volunteer Officer, we have delivered a structured support package to our groups and volunteers, who are the backbone of Keeping Abreast's success. We are proud to have established new groups in additional areas of the UK and diversified our reach through innovative initiatives.

This year, we also welcomed Caitlin Quinn as our new Fundraising Officer. Caitlin has brought a wealth of creativity and enthusiasm to her role, driving forward new fundraising activities and setting dynamic goals to ensure our continued success.

Our community of supporters continues to grow, alongside a rising interest in volunteering and fundraising for our cause.

Our core mission remains focused on providing support to those facing decisions about breast reconstruction following a breast cancer diagnosis or the discovery of a hereditary breast cancer gene mutation. This mission is central to everything we do and serves as the benchmark for measuring our success. I trust this report clearly demonstrates the significant impact we have achieved.

As we look ahead, Keeping Abreast can take pride in the support it offers, and we remain committed to further developing our fundraising efforts, support structures, and group offerings. We are also focused on strengthening our strategic direction for the future. Our key strength continues to lie in our dedicated staff, volunteers, and everyone involved in the charity's activities. I am deeply grateful to my fellow Trustees for their experience, judgment, and commitment to their roles throughout the past year.

Together, we are making a meaningful difference in the lives of those facing difficult decisions about breast reconstruction. As such, heartfelt recognition must be directed to all individuals associated with the functioning of our Charity. Our loyal and dedicated team of staff, our devoted army of volunteers, our committed founders and patrons and my faithful, fellow trustees, are all vital pillars to our continued success.

Name Emma Queensborough
Chair of Trustees



Date: 21 November 2024

3. Our Objectives

Our Objectives

Since our conception we have always had four main objectives:

- To provide information, support, practical help and advice for those considering breast reconstruction, including the opportunity to share the experiences of others.
- To enrich the quality of care for those recovering from breast reconstruction.
- To raise awareness of Keeping Abreast within the UK.
- To encourage and support the establishment of other KA groups nationwide.

4. Strategies for achieving objectives

We have continued to assess our strategies for achieving our objectives and have:



5. Review of Activities

Our specific objectives from last year were to ensure that the charity had stability, longevity and was working productively and as cost-effectively as possible. This included;

- Reviewing the Trustee mix to ensure that the Trustees have a good mix of skills and experience.
- Reviewing our fundraising income streams considering external factors.
- Adapting our work patterns and resource mix to maximise service level.

6. Groups & Support

How Keeping Abreast delivers public benefits:

The charity's main activities and its beneficiaries are outlined below:-

Keeping Abreast helps people who are considering, facing or going through breast reconstruction after a breast cancer diagnosis or the discovery of a hereditary breast cancer gene. The charity also helps those who have gone through breast reconstruction surgery but who still require support during their recovery. This support is provided in a number of different ways; in person at face-to-face Support Groups across the UK, and by a team of registered Keeping Abreast Volunteers who support others over the phone, by email, WhatsApp, Zoom etc. The charity is also very active on social media, with posts and stories placed across it many platforms on an almost daily basis. The charity is active on Facebook, Instagram, Twitter and LinkedIn.

The Support Groups provide a relaxed, friendly, welcoming environment for those facing breast reconstruction surgery to meet others who have already been through this experience so that they can receive peer-to-peer support. Besides being able to have conversations and ask questions in person, the Support Groups run 'Show & Tell' sessions, where those attending can see a number of different real-life breast reconstruction surgery results in a safe, controlled space. The Support Groups are also supplemented on occasion by talks and activities, with invited speakers giving presentations on breast reconstruction-related subjects, and with events such as well-being days.

The Support Groups take place at different days and times and in a host of different venues, from village halls to cancer centres. Their common denominator is that they are led by dedicated Keeping Abreast Volunteers who support the breast reconstruction patients as well as their partners, friends and families and offer 'personal support to every person'.

During the financial year 2023/2024 there were around 60 individual face-to-face Support Groups, with around 900 attendees.

Besides the Support Groups and Volunteers, there is also a great deal of useful peer-to-peer support information on the Keeping Abreast website, www.keepingabreast.org.uk. The website is unique in that it contains a series of real-life breast reconstruction accounts and videos, where Keeping Abreast Volunteers show the results of their breast reconstruction operations to camera and tell their own breast reconstruction stories in their own words. The videos are proving very popular, and they are supplemented by patient stories, helpful hints and tips for going into hospital, as well as FAQs.

The charity also runs also a closed Facebook group, the Keeping Abreast Online Support Group UK, which currently has nearly 570 members and which was established so that people can have conversations about breast reconstruction, swap stories, receive helpful hints and tips, and ask questions about the different

types of surgery and recovery. The online support group is working well, with posts receiving plenty of comments.

In addition, most of the Support Groups run a WhatsApp group for their volunteers and the people they're supporting, so that they can continue to help one another in-between the Support Group dates and let everyone know about upcoming events and activities.

To aid well-being, free Keeping Abreast Mindfulness For All sessions continue to be offered on the first Tuesday of the month via Zoom, and these are led by a long-standing KA Leicester Volunteer who is a Mindfulness coach and who has also been through breast reconstruction herself.

The number of Registered KA Volunteers remains steady and there are currently 192 Volunteers who help out at support groups as well as at fundraisers, activities and events.

We receive positive feedback and testimonials on a regular basis from people who have been supported by the charity and who often become volunteers themselves once they've finished their own breast cancer and reconstruction journeys. Testimonials such as these:-

"I appreciate so much the fact that you exist, and I was told about you. Once I am recovered, I would like to volunteer with you. Claire was fabulous. Thank you for matching me with her. She was so lovely, we talked for an hour, and I feel we could have talked for longer. There was not a single question I couldn't ask her. She even showed me her reconstructed breasts which was really generous of her. Thank you so much!"

"I wanted to thank you for putting me in touch with Zoe. What a lovely and inspiring woman she is. We had a lovely chat, and she helped to ease a lot of my fears. She said I can contact her any time, which is a real comfort. I am so grateful I found out about your charity, it has really helped me feel supported and less alone, so a big thank you!"

"I found your peer-to-peer support so helpful. Sue was fantastic and was able to answer nearly all my questions at a time when I was terrified!"

"It is so good to be able to hear other people's stories. The speakers were excellent. Keeping Abreast is brilliant. Thanks."

"Being able to chat to others about their experiences has been so helpful and given me a little bit more inner strength for the coming months."

"I just want to say that I received such a warm and friendly welcome at the last meeting. Was invaluable in terms of getting information from people that had gone through it."

"It was a lovely session Tuesday evening after my very busy day. I 'lost' myself during the Loving Kindness meditation – not sleeping, but totally relaxed and focused on the different parts of the meditation as Nerissa introduced them."

To spread the word about the support on offer, the charity provides local hospitals and cancer centres with 'Pink Packs' – information packs which are given out to breast reconstruction patients – along with 'KA Comfort and Care Bags' which contain a number of useful items to help them both pre- and post-surgery.

The Pink Packs contain a KA leaflet, notebook and pen, information about the charity's free monthly Mindfulness sessions, and herbal tea and coffee sachets. They also signpost the patients to the charity's website, www.keepingabreast.org.uk, as well as a host of other useful breast reconstruction-related websites.

Meanwhile, the Comfort & Care Bags contain items including a heart-shaped cushion, drain bags, eye mask, fan, slipper socks and a voucher for a new post-surgery bra.

During the financial year 2023/2024 over 1,014 Pink Packs were sent out by KA HQ, along with 107 Comfort & Care Bags, while the individual Support Groups provided those people they supported with Comfort & Care Bags too.

The packs and bags are always well received by individual patients and hospitals alike, as these comments testify:-

"We received lots of packs today – thank you so much – great feedback from patients."

"Thank you very much indeed for the gift pack which was so thoughtfully put together and presented. I used the cushion under the seatbelt on the way back from hospital, the bag for the pressure dressing control, wore the socks in bed on the first night back and found the spray very refreshing."

"I just wanted to thank you for the lovely surprise that arrived this morning. It's thoughtful and the items are useful and beautiful."

"Thank you so much for the care bag – I really appreciate it and know for a fact I will be using everything in there!"

KA HQ delivers Pink Packs and Comfort & Care Bags to local hospitals and cancer centres as well as to individuals who haven't yet got a Support Group in their area. We continue to see an increase in individuals who contact the charity direct, having heard about Keeping Abreast online or via social media, or via other people who have been supported by the charity.

Meanwhile at KA HQ we continue to support our face-to-face Support Groups by providing them with whatever they need, from publicity materials to KA merchandise to training and ideas.

Besides attending the Support Groups themselves, Keeping Abreast Volunteers also help out at Cancer Awareness Days and other related support events. These have included a regular KA attendance at the monthly Coffee, Cake & Natter mornings and 'Tulip' sessions (a breast and gynaecological support group) at the James Paget University Hospital in Gorleston; a Wellbeing Day organised by the Royal United Hospitals Bath NHS Foundation Trust; and a Facing Cancer Together event in Norwich.

The Support Groups also help their local hospitals wherever possible, by providing equipment and/or training where they can. For example, the KA Norwich Support Group recently paid for a new nipple-tattooing machine for the Plastic Surgery Department at the Norfolk & Norwich University Hospital as well as for corresponding training for one of the Breast Reconstruction Nurse Specialists.

The current locations of KA's Support Groups are:

- Norwich
- King's Lynn
- Stalham (Outreach)
- Wymondham (Outreach)
- Gorleston (monthly drop-in sessions)
- Liverpool
- Cheltenham
- Bristol & Bath
- Herts & Beds
- Leicester

- Sheffield (currently inactive, but hoping to re-instate this in due course)

We have also been working with the breast reconstruction team at the Salisbury Hospital by providing them with pink packs and KA Comfort & Care Bags, and we are also building our relationship with the breast reconstruction team at the Morriston Hospital in Swansea.

KA HQ receives calls, emails and social media requests for support several times a week and these requests are dealt with centrally, with the Head Office team finding a suitable volunteer for the breast reconstruction patients who contact them as well as letting them know about their local face-to-face support group, if applicable, and signposting them to information on the charity's website and, in some cases, to other charities that can help. During the financial year 2023/2024 KA HQ handled 163 individual support requests. KA Comfort & Care Bags are often sent out to these individuals from the Head Office too.

"I came out of hospital yesterday and was greeted by the lovely care bag that you so kindly sent to me. My husband had opened the parcel and brought the heart cushion into the hospital for me to use. I just want to say a big thank you for all the wonderful items that you sent - as I write this email, I am wearing the lovely fluffy socks. Thank you to all who are involved in the charity."

7. Volunteers

Volunteers

The number of registered Keeping Abreast Volunteers currently sits at 192, most of whom are previous breast reconstruction patients and the remainder either breast reconstruction nurses/breast care staff or individuals who support the administrative or fundraising elements of the charity.

Volunteers are key to the success of Keeping Abreast and without their hard-work, time and commitment, coupled with their own personal knowledge of breast reconstruction procedures, the charity could not operate. We consider ourselves very fortunate to be supported by a group of highly committed and enthusiastic individuals who undertake a variety of roles which include:

Patient Point of Contact (POC) – able and willing to talk to and offer support to other patients, in person or by phone or via email, WhatsApp, Zoom or other means.

'Show & Tell' Model – willing and comfortable to show the results of their breast reconstruction surgery to others in a controlled, safe environment.

Running a Support Group or Event – part of the team of volunteers that organises, co-ordinates and facilitates the running of a group – whether an actual or virtual occasion.

Supporting Administrative Tasks – helping to ensure the smooth running of the charity by supporting the team with operational and administrative tasks, as required, such as putting together Pink Packs (information packs) and KA Comfort & Care Bags and sending out leaflets and posters etc.

Keeping Abreast Events – supporting the charity at various awareness events or fundraising activities, usually by manning stands or holding collection buckets – at bake sales, concerts, fun-runs, marathons, sky dives, sponsored swims and cycles and festive fairs etc. For example, KA Volunteers manned Keeping Abreast stands in the Jarrold and John Lewis department stores in Norwich in October 2023 as part of Breast Cancer Awareness Month, and also helped man a Charity Christmas Card Shop in the centre of Norwich, which raised money for the charity. They also helped out at a very successful fundraising jazz & cabaret night in the city.

There was also a successful Keeping Abreast Ball which took place in Norfolk in November 2023 and a Quiz Night in February 2024 where volunteers helped out in all sorts of ways, from helping set up and decorating the tables to manning KA raffles and merchandise stalls.

Trustee – part of the team responsible for governing the charity and supporting its direction to achieve its aims and objectives. There are currently six Trustees, each of whom has a particular skill set eg. Event organisation or Marketing.

All of our volunteers are encouraged to attend training courses to help them with their volunteering and to give them more experience. We have recently produced a series of interactive online training modules which we are currently rolling out to KA Volunteers to help them with the support-side of things.

In addition, all Keeping Abreast Volunteers are equipped with a Volunteer Kit which comes in a pink KA-branded tote bag, and which includes a pink KA Volunteer T-shirt, lanyard, and a branded notebook and pen. These items make them feel part of the wider Keeping Abreast volunteer family.

What's more, in order to keep breast reconstruction patients and their friends and families and the charity's volunteers and supporters up to date, a regular online newsletter is produced containing information on the charity and its activities across the country.

8. Campaigning

October is an important month for the charity; it is not only Breast Cancer Awareness Month but it also sees International Breast Reconstruction Awareness (BRA) Day. We had presence in two Norwich based shops to raise awareness in addition to our online campaign.

9. Central Support activities

Fundraising:

Many fundraising activities were held during 2023/24. We held our bi-annual Ball which was in memory of 'Danni' a lady supported by Keeping Abreast. This was followed by our annual 'Give back' free to attend Carol Service, our annual winter quiz and Booby Cupcake Month.

Fundraising campaigns:

Other fundraising:

Christmas cards were designed and purchased for sale in the Original Christmas Card Shop.

Grant funding:

We were awarded grant funding from various grant givers to enable us to continue to provide the charity services. We thank all those who kindly supported Keeping Abreast during this financial year for specific projects and core costs.

Charity of Year:

We continue to work with corporate supporters who provide a valuable income stream.

10. Fundraising outputs

Fundraising has been able to support the charity's running costs, support costs and development throughout this year. We have had great support from the local community who have done various fundraisers to support us.

11. Structure, Governance and Management

Constitution

The charity is registered as a charitable company limited by guarantee (registered number: 06891388) and is a registered charity (registered number: 1129522).

The charity is constituted under a Memorandum of Association dated 29 April 2009 as amended by special resolutions dated 18 May 2010 and 9 May 2012.

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.

Policies Adopted for The Induction and Training of Trustees

New Trustees undergo a Trustee induction to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, and to inform them of the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. Typically, they will meet with other Trustees and a KA employee to gain a better insight into the role.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

12. Organisational Structure and Decision-Making

Policy decisions are made by the Trustees in Trustee Meetings or by email in accordance with the Governing document.

Insurance Cover

Public and Product Liability cover £5,000,000.

Professional Liability £1,000,000.

13. Financial Review

Going Concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the charity has adequate reserves and cash surplus to continue in operational existence for the short to mid-term.

The main risk is economic volatility. The report process in place allows this situation to be monitored by the Trustees.

Financial and Risk Management Objectives and Policies

The Trustees met virtually on five occasions and once face-to-face during the year ending 31st March 2024 to discuss and review charity business. The Trustees constantly monitor cash balances and future income streams against obligations and fixed costs. Office rent is paid monthly with no automatic renew clause to give us flexibility.

There are no other fixed costs or on-going commitments other than minor administrative expenses.

Smith and Pinching continue to administer our Pension Scheme for our small team and the administrative side is delivered by our Payroll Provider, CBR Business Solutions in Norwich. We perform regular reviews in relation to the hourly rate paid to all our staff members.

In this time of unknown we have reviewed which event types were more successful both financially and, most importantly, how they have supported our members and Keeping Abreast community.

Principal Risks and Uncertainties

These still centre on a reduction in fundraising and/or a loss of volunteers to run the support groups. Reporting procedures enable the staff and Trustees to constantly monitor this, and fundraising plans and strategies are being reviewed regularly, to ensure they are generating the desired outcomes.

Reserves Policy

The Trustees review the balance of their reserves annually as a minimum, and it is their current policy that they will retain at least £89,097 as a minimum balance. This provides sufficient funds to employ three part-time staff and pay other fixed overheads for a full year without any other income being forthcoming. This year again sees a positive in reserves with free reserves of £83,246 as of March 2024 (2023: £87,239). The level of reserves will be monitored closely moving forward. The review of internal financial rules will allow increased visibility of the cash flow.

Principal Funding

The principal sources of funding is internal fundraising, grants and public donations and internal funding, mainly from individual fundraising efforts.

14. Future Developments

- We intend to strengthen existing support groups and create new ones where possible, considering alternative approaches where necessary.
- We seek to identify additional projects that fulfil our objectives and contribute to the well-being of patients in a safe environment.
- The Trustees will continue to meet regularly, at least six times a year, with the option for virtual meetings to accommodate a broader demographic of Trustees. We maintain our monitoring and, where appropriate, modification of our Strategic Plan to ensure alignment with our objectives.
- We will continue to operate using a hybrid approach, blending the charity's traditional methods with the successful virtual strategies that emerged in response to Covid-19 and the cost of living crisis.

In Conclusion:

- The charity has successfully risen to continuing challenges in terms of development and fundraising.
- We have been able to introduce new initiatives and ways of working thanks to grant funding.
- It is our intention to continue to develop new ways of working to enable us to further support those in need of help when undergoing breast reconstruction.
- Thanks again to the Founders, our army of enthusiastic volunteers, and to my fellow Trustees and our fabulous team of committed staff.



Emma Queensborough

Acting Chair of Trustees - Keeping Abreast

Date: 21 November 2024

KEEPING ABREAST
(A Company Limited by Guarantee)

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

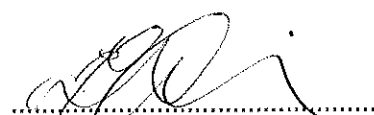
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 judgments 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.

Approved by order of the members of the board of Trustees and signed on its behalf by:


.....
Emma Queensborough

Date: 21 November 2024

KEEPING ABREAST
(A Company Limited by Guarantee)

INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2024

Independent Examiner's Report to the Trustees of Keeping Abreast ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 March 2024.

Responsibilities and Basis of Report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent Examiner's Statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:



Dated: 22 November 2024

Frank Shippam BSc FCA DChA

MA Partners Audit LLP
7 The Close
Norwich
NR1 4DJ

KEEPING ABREAST
(A Company Limited by Guarantee)

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

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from:					
Donations and legacies	3	3,961	23,543	27,504	47,011
Other trading activities	4	75,996	-	75,996	96,097
Total income		79,957	23,543	103,500	143,108
Expenditure on:					
Raising funds	5	26,829	-	26,829	42,086
Charitable activities	6	56,973	32,209	89,182	94,886
Total expenditure		83,802	32,209	116,011	136,972
Net movement in funds		(3,845)	(8,666)	(12,511)	6,136
Reconciliation of funds:					
Total funds brought forward		115,969	21,467	137,436	131,300
Net movement in funds		(3,845)	(8,666)	(12,511)	6,136
Total funds carried forward	13	112,124	12,801	124,925	137,436

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

The notes on pages 18 to 29 form part of these financial statements.

KEEPING ABREAST
(A Company Limited by Guarantee)
REGISTERED NUMBER: 06891388

BALANCE SHEET
AS AT 31 MARCH 2024

	Note	2024 £	2023 £
Current assets			
Stocks	10	444	407
Debtors	11	4,956	7,317
Cash at bank and in hand		123,858	132,096
		<u>129,258</u>	<u>139,820</u>
Creditors: amounts falling due within one year	12	(4,333)	(2,384)
Net current assets		<u>124,925</u>	<u>137,436</u>
Total net assets		<u><u>124,925</u></u>	<u><u>137,436</u></u>
Charity funds			
Restricted funds	13	12,801	21,467
Unrestricted funds	13	112,124	115,969
Total funds		<u><u>124,925</u></u>	<u><u>137,436</u></u>

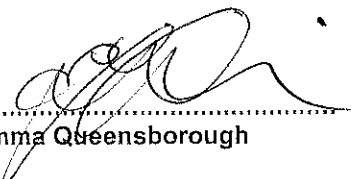
The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act 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:


.....
Emma Queensborough

Date: 21 November 2024

The notes on pages 18 to 29 form part of these financial statements.

KEEPING ABREAST
(A Company Limited by Guarantee)

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

1. General information

Keeping Abreast is a private company limited by guarantee and incorporated in England and Wales. The Charity's registered office is 7 The Close, Norwich, Norfolk, NR1 4DJ.

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) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Keeping Abreast 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.

2.2 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 included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

2.3 Expenditure

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 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.

All expenditure is inclusive of irrecoverable VAT.

2.4 Stocks

Stocks are valued at the lower of cost and net realisable value.

2.5 Debtors

Other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid.

KEEPING ABREAST
(A Company Limited by Guarantee)

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

2. Accounting policies (continued)

2.6 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.

2.7 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.

2.8 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2.9 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.

2.10 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.

KEEPING ABREAST
(A Company Limited by Guarantee)

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

3. Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Donations	2,961	-	2,961	2,354
Grants	1,000	23,543	24,543	44,657
Total 2024	3,961	23,543	27,504	47,011
<i>Total 2023</i>	<i>4,854</i>	<i>42,157</i>	<i>47,011</i>	

4. Income from other trading activities

Income from fundraising events

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Fashion show	-	-	37,407
Ball	19,206	19,206	-
Merchandise	-	-	44
Other fundraising income	56,790	56,790	58,646
Total 2024	75,996	75,996	96,097
<i>Total 2023</i>	<i>96,097</i>	<i>96,097</i>	

KEEPING ABREAST
(A Company Limited by Guarantee)

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

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Merchandise - opening stock	407	407	1,151
Merchandise purchases	43	43	389
Other	26,823	26,823	40,953
Merchandise - closing stock	(444)	(444)	(407)
Total 2024	<u>26,829</u>	<u>26,829</u>	<u>42,086</u>
<i>Total 2023</i>	<u>42,086</u>	<u>42,086</u>	

6. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Support costs 2024 £	Total funds 2024 £	Total funds 2023 £
Charitable activities	<u>72,919</u>	<u>16,263</u>	<u>89,182</u>	<u>94,886</u>
<i>Total 2023</i>	<u>77,666</u>	<u>17,220</u>	<u>94,886</u>	

KEEPING ABREAST
(A Company Limited by Guarantee)

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

6. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Total funds 2024 £	Total funds 2023 £
Staff costs	47,462	43,872
Patient support	25,457	33,794
	<u>72,919</u>	<u>77,666</u>

Analysis of support costs

	Total funds 2024 £	Total funds 2023 £
Rent	8,280	8,280
Professional fees	3,853	3,728
Telephone, broadband and office	2,270	2,790
Insurance	1,478	1,435
Group and staff expenses	382	987
	<u>16,263</u>	<u>17,220</u>

7. Independent examiner's remuneration

The independent examiner's remuneration amounts to an independent examiner fee of £2,340 (2023 - £2,250).

8. Staff costs

	2024 £	2023 £
Wages and salaries	45,589	42,249
Contribution to defined contribution pension schemes	1,873	1,623
	<u>47,462</u>	<u>43,872</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

8. Staff costs (continued)

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

	2024 No.	2023 No.
Fundraising and development	2	2
Administration and development	1	1
	<u>3</u>	<u>3</u>

No employee received remuneration amounting to more than £60,000 in either year.

9. 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).

10. Stocks

	2024 £	2023 £
Finished goods and goods for resale	<u>444</u>	<u>407</u>

11. Debtors

	2024 £	2023 £
Due within one year		
Other debtors	4,505	7,146
Tax recoverable	451	171
	<u>4,956</u>	<u>7,317</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

12. Creditors: Amounts falling due within one year

	2024 £	2023 £
Other creditors	-	134
Accruals and deferred income	4,333	2,250
	<u>4,333</u>	<u>2,384</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

13. Statement of funds

Statement of funds - current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Balance at 31 March 2024 £
Unrestricted funds				
Designated funds				
Local group funds	25,730	13,198	(10,050)	28,878
Pink Ribbon Foundation	3,000	-	(3,000)	-
	<u>28,730</u>	<u>13,198</u>	<u>(13,050)</u>	<u>28,878</u>
General funds				
General funds	<u>87,239</u>	<u>66,759</u>	<u>(70,752)</u>	<u>83,246</u>
Total Unrestricted funds	<u>115,969</u>	<u>79,957</u>	<u>(83,802)</u>	<u>112,124</u>
Restricted funds				
Pink Ribbon Foundation	-	5,000	(5,000)	-
Art exhibition	643	-	(643)	-
Other restricted funds	-	1,988	(1,988)	-
Art for Cure	8,282	16,555	(12,036)	12,801
Postcode Places	12,542	-	(12,542)	-
	<u>21,467</u>	<u>23,543</u>	<u>(32,209)</u>	<u>12,801</u>
Total of funds	<u>137,436</u>	<u>103,500</u>	<u>(116,011)</u>	<u>124,925</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

13. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 April 2022 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 March 2023 £</i>
Unrestricted funds					
Designated funds					
Local group funds	32,174	8,747	(17,375)	2,184	25,730
Pink Ribbon Foundation	-	3,000	-	-	3,000
	<u>32,174</u>	<u>11,747</u>	<u>(17,375)</u>	<u>2,184</u>	<u>28,730</u>
General funds					
General funds	<u>94,672</u>	<u>89,204</u>	<u>(94,204)</u>	<u>(2,433)</u>	<u>87,239</u>
Total Unrestricted funds	<u>126,846</u>	<u>100,951</u>	<u>(111,579)</u>	<u>(249)</u>	<u>115,969</u>
Restricted funds					
Pink Ribbon Foundation	-	5,800	(5,932)	132	-
Macmillan Cancer Support	740	-	(800)	60	-
Art exhibition	3,608	-	(2,965)	-	643
Co-op	49	-	(49)	-	-
Yorkshire Building Society	57	-	(61)	4	-
Art for Cure	-	11,355	(3,073)	-	8,282
Postcode Places	-	21,502	(8,960)	-	12,542
RWHA Charity fund	-	3,000	(3,053)	53	-
John Lewis	-	500	(500)	-	-
	<u>4,454</u>	<u>42,157</u>	<u>(25,393)</u>	<u>249</u>	<u>21,467</u>
Total of funds	<u>131,300</u>	<u>143,108</u>	<u>(136,972)</u>	<u>-</u>	<u>137,436</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

13. Statement of funds (continued)

Designated funds

The funds that relate to local groups are designated to be spent within the respective local group region.

The Pink Ribbon Foundation awarded the Charity £3,000 that is to be used toward increased salary costs in 2023/24.

Restricted funds

In the year ended 31 March 2018, the Charity received a grant of £740 from **Macmillan Cancer Support** toward our "Women's Wellbeing and Support Weekend".

In the year ended 31 March 2020, the Charity received funds from an **Art Exhibition** toward support related costs.

In the year ended 31 March 2021, the Charity received:

- a grant from **Norfolk Community Foundation** towards support related and employee costs during the Covid pandemic;
- a grant of £2,500 from South Norfolk Council towards office rent costs during the Covid pandemic. This grant was fully utilised in the year;
- a grant from The National Lottery Community Fund in partnership with the Department for Digital, Culture, Media and Sport in support of the charity's "**Now More Than Ever**" project. In response to the challenges of the Covid-19 pandemic, this project aim to introduce new ways to offer support into local communities across the UK to enable the charity to reach more vulnerable women in isolated situations;
- funding from the **Co-op** for support related costs;
- funding from The **Pink Ribbon Foundation** for support, volunteer and employee costs.

In the year ended 31 March 2022, the Charity received funding from the **Yorkshire Building Society** for comfort bags.

In the year ended 31 March 2023, the Charity received:

- a grant from **Art for Cure** to provide a new bespoke volunteer training offering to ensure that our volunteers feel valued and supported.
- a grant from **Postcode Places** to provide assistance with core costs to cover the office rent and a proportion of employees' salaries.
- a grant from the **RWHA Charity fund** to respond to the increasing demand for comfort and care bags and pink packs to increase our support offering reach.
- a grant from the **John Lewis** health fund for support costs.
- the **Pink Ribbon Foundation** provided us with funds to respond to the increasing demand for comfort and care bags and pink packs to increase our support offering reach. In addition, their funding has been used to fund mindfulness sessions for all our volunteers and people we support.

In the year ended 31 March 2024, the grants from Art For Cure have helped us to continue to offer personalised support for every individual faced with breast reconstruction due to breast cancer by enhancing various support materials and resources, including our online videos that showcase real-life surgery outcomes.

The Pink Ribbon Foundation has generously provided us with essential funds that enable us to meet the growing demand for comfort and care bags, as well as pink packs, expanding the reach of our support services.

KEEPING ABREAST
(A Company Limited by Guarantee)

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

14. Summary of funds

Summary of funds - current year

	Balance at 1 April 2023 £	Income £	Expenditure £	Balance at 31 March 2024 £
Designated funds	28,730	13,198	(13,050)	28,878
General funds	87,239	66,759	(70,752)	83,246
Restricted funds	21,467	23,543	(32,209)	12,801
	<u>137,436</u>	<u>103,500</u>	<u>(116,011)</u>	<u>124,925</u>

Summary of funds - prior year

	Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2023 £
Designated funds	32,174	11,747	(17,375)	2,184	28,730
General funds	94,672	89,204	(94,204)	(2,433)	87,239
Restricted funds	4,454	42,157	(25,393)	249	21,467
	<u>131,300</u>	<u>143,108</u>	<u>(136,972)</u>	<u>-</u>	<u>137,436</u>

15. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Current assets	116,457	12,801	129,258
Creditors due within one year	(4,333)	-	(4,333)
Total	<u>112,124</u>	<u>12,801</u>	<u>124,925</u>

KEEPING ABREAST
(A Company Limited by Guarantee)

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

15. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Current assets	118,353	21,467	139,820
Creditors due within one year	(2,384)	-	(2,384)
Total	<u>115,969</u>	<u>21,467</u>	<u>137,436</u>

16. Pension commitments

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund and amounted to **£1,873** (2023 - £1,623). Contributions totalling **£Nil** (2023 - £134) were payable to the fund at the balance sheet date and are included in creditors.

17. Related party transactions

There were no related party transactions during the year.