

KICKS COUNT

England & Wales · Charity number 1145073

Details

Other names COUNT THE KICKS, COUNT THE KICKS TM

Status Registered

Legal form Other

Registered 2011-12-15

Register [View on the Charity Commission register](#)

Contact

Address 10 The Copse
Ripley
Woking
GU23 6BN

Phone 07961383699

Email info@kickscount.org.uk

Website www.kickscount.org.uk

Activities

Objects: TO PRESERVE AND PROTECT GOOD HEALTH FOR THE PUBLIC BENEFIT AND TO ADVANCE THE EDUCATION OF THE PUBLIC IN PARTICULAR BY:(A)PROMOTING SAFE PREGNANCY AND CHILDBIRTH FOR WOMEN AND NEWBORNS, AND(B)PROMOTING SAFE MOTHERHOOD.

Activities: Empowering women with knowledge and confidence throughout pregnancy, raising awareness of risks and ensuring women know the importance of monitoring their babies movements. Working to reduce stillbirth and neonatal deaths in the UK.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|--------|-----------|
| 2024-12-31 | £69,075 | £99,316 | - | - |
| 2023-12-31 | £140,900 | £125,423 | - | - |
| 2022-12-31 | £142,105 | £125,696 | - | - |
| 2021-12-31 | £112,597 | £115,743 | - | - |
| 2020-12-31 | £144,424 | £143,302 | - | - |

Trustees

| Name | Role | Appointed |
|---------------------|-------|------------|
| Julie Rae | Chair | 2014-07-17 |
| Barry Davies | | 2015-01-01 |
| Victoria Joy Groves | | 2020-02-01 |

KICKS COUNT

England & Wales - Charity number 1145073

Accounts

REGISTERED CHARITY NUMBER: 1145073

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024
FOR
KICKS COUNT**

LFM Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU23 1HG

KICKS COUNT
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FOR THE YEAR ENDED 31 DECEMBER 2024

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KICKS COUNT
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their annual report together with the financial statements for the Charity for the year ended 31 December 2024.

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

Legal and administrative information set out on the charity information page forms part of this report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a general Manager who handles the day to day communication, social media and volunteer management. Both are employed by the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity Number

1145073

Registered Office

10 The Copse
Ripley
Woking
Surrey
GU32 6BN

Trustees

B Davies (Treasurer)
J Rae (Chairperson)
V Groves

Independent Examiner

LFM Chartered Certified Accountants
The Stables, 23b Lenten Street
Alton
Hampshire
GU34 1HG

Bankers

HSBC
12A North Street
Guildford
Surrey
GU1 4AF

Chief Executive

Elizabeth Hutton

KICKS COUNT
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2024

Mission Statement

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

Current Statistics

- There were 2,680 stillbirths in the UK in 2022 (2,433 in England & Wales; 176 in Scotland; 71 Northern Ireland).
- In 2022, around 1 in every 250 pregnancies ended in stillbirth with the stillbirth rate decreasing to 4.0 per thousand births. This is still a long way off the governments target of 2.6 per thousand births.
- Approximately 8 babies were stillborn every day in 2022.

Neonatal Deaths

- In 2022, 1924 babies died in their first 28 days of life in the UK, a neonatal mortality rate of 2.9 deaths per 1,000 live births, an increase from 2.7 deaths per 1,000 live births in 2021.
- For every 1,000 babies born, nearly 3 died within 28 days in 2022 in the UK.

Importance of Baby Movements

- Around half of women who experience stillbirth noticed a reduction in fetal movement prior to diagnosis.
- A decrease in fetal movement can be a warning sign of distress, where early delivery could save nearly a third of stillborn babies.
- Causes of reduced movement include oxygen deprivation, cord compression, failing placenta, and smoke inhalation.
- The Confidential Enquiry into Stillbirths and Deaths in Infancy identified a lack of prompt management of reduced fetal movement as a contributing factor to stillbirth.
- A 'Kicks Count' campaign in Norway halved stillbirth rates. Similarly, a UK awareness campaign in the 1980s reduced sudden infant death rates by 70%.

Activities

- Midwife Resources: Free distribution of trifold leaflets, posters, banners, and other resources to midwives. Leaflets are a versatile and effective tool for raising awareness about important issues like fetal movements and the risks associated with reduced fetal activity.
- Website: The website provides updated information on fetal movement and pregnancy, complementing healthcare professional advice.
- Social Media: Social media enhances Kicks Count's efforts by reaching a broad audience, providing cost-effective promotion, facilitating community building, and enabling direct engagement. Through educational content, targeted campaigns, and real-time interaction, social media helps raise awareness about fetal movements and stillbirth prevention, ultimately contributing to reducing stillbirth and neonatal death rates.
- App: Free mobile app helps women track baby movements and identify changes in patterns.

Structure

The trustees have delegated the general running of the charity to the Chief Executive, who reports regularly to the Chairperson and the board of trustees biannually.

Chief Executive

Elizabeth Hutton continues to serve as CEO. In 2023, she was awarded an OBE in the King's New Year's Honours list for her work in education and the prevention of stillbirth.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2024

Focus in 2024

- Distribution of:
 - over 13,000 leaflets and fetal movement information packs to maternity units across the UK.
 - 310 Posters
 - 3250 stickers
 - 1200 Maternity Note inserts
- Operation of our social media platforms - Facebook had 454k followers and Instagram had 70K. A tiktok account was set up ready for growth in 2025
- Our website had 113k new visitors. The page receiving the most hits was about feeling movements with an anterior placenta. In 2024 we paid for Access to sort our google ads account so we could maximise the \$10,000 a month grant from google. This saw 77k new visitors finding us through google.

Looking forward

The charity faced financial challenges in 2024, in line with many other small charities, due to the ongoing cost of living crisis, rising inflation, and their subsequent impact on donation levels. However, 2025 has shown encouraging signs of recovery, with increased contributions from both corporate donors and individual supporters. At the beginning of the year, the charity undertook an operational restructuring aimed at enhancing the delivery of its charitable activities. This included enhanced collaboration with local organisations to streamline operations and optimise both the utilisation and inflow of donations.

STATEMENT OF TRUSTEES RESPONSIBILITIES

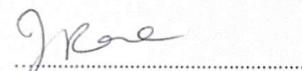
The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these accounts, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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 board of trustees on 26/10/25 and signed on its behalf by:



J Rae - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
KICKS COUNT
FOR THE YEAR ENDED 31 DECEMBER 2024**

I report on the accounts for the year ended 31 December 2024, which are set out on pages five to eleven.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(1) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

It is my responsibility to:

- Examine the accounts under Section 145 of the 2011 Act.
- Follow the procedure laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act.
- State whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

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

(1) which gives me reasonable cause to believe that, in any material respect, the requirements

- To keep accounting records in accordance with Section 130 of the 2011 Act; and
- To prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Act

have not been met; or

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

Tom Mason

.....
Thomas Mason FCA

LFM Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Date: 26 October 2025

KICKS COUNT

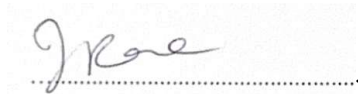
**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

| | | Unrestricted funds | Restricted funds | 2024 Total funds | 2023 Total funds |
|------------------------------------|-------|-------------------------------|-----------------------------|---------------------------------|------------------------|
| | Notes | £ | £ | £ | £ |
| INCOMING RESOURCES | | | | | |
| Donations received | | 37,928 | - | 37,928 | 63,744 |
| Charitable activities | 2 | 30,896 | - | 30,896 | 76,820 |
| Investment income | 3 | 251 | - | 251 | 336 |
| Total incoming resources | | 69,075 | - | 69,075 | 140,900 |
| RESOURCES EXPENDED | | | | | |
| Raising funds | | 9,089 | - | 9,089 | 29,586 |
| Charitable activities | | | | | |
| Charitable activities | | 76,301 | 1,061 | 77,362 | 78,936 |
| Governance costs | | 9,545 | - | 9,545 | 10,356 |
| Other resources expended | | 3,320 | - | 3,320 | 6,545 |
| Total resources expended | | 98,255 | 1,061 | 99,316 | 125,423 |
| NET INCOME/(EXPENDITURE) | | (29,180) | (1,061) | (30,241) | 15,477 |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | 32,584 | 3,064 | 35,648 | 20,171 |
| TOTAL FUNDS CARRIED FORWARD | | 3,404 | 2,003 | 5,407 | 35,648 |

KICKS COUNT
BALANCE SHEET
AS AT 31 DECEMBER 2024

| | Notes | Unrestricted funds £ | Restricted funds £ | 2024 Total funds £ | 2023 Total funds £ |
|--------------------------|-------|----------------------------|--------------------------|-----------------------------|-----------------------------|
| FIXED ASSETS | | | | | |
| Tangible assets | 6 | 1,704 | - | 1,704 | 2,105 |
| CURRENT ASSETS | | | | | |
| Cash at bank and on hand | | 1,700 | 2,003 | 3,703 | 33,543 |
| | | <u>3,404</u> | <u>2,003</u> | <u>5,407</u> | <u>35,648</u> |
| NET ASSETS | | <u>3,404</u> | <u>2,003</u> | <u>5,407</u> | <u>35,648</u> |
| FUNDS | | | | | |
| Unrestricted funds | | | | 3,404 | 32,584 |
| Restricted funds | | | | 2,003 | 3,064 |
| TOTAL FUNDS | | | | <u>5,407</u> | <u>35,648</u> |

The financial statements were approved by the Board of Trustees on 26/10/25 and were signed on its



J Ræ - Trustee

KICKS COUNT

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

1. ACCOUNTING POLICIES

Accounting convention

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

Kicks Count meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under historical cost conventions, modified to include certain items at fair value.

The financial statements have been prepared on a receipts and payments basis, in accordance with the Charities Act 2011.

The financial statements are present in pound sterling (£) which is the Charity's functional and presentation currency.

Incoming resources

Activities for generating funds

Income from shop sales, fundraising events and recycling are all included when receivable.

Investment income

Investment income is accounted for on a receivable basis and this covers interest and dividends.

Donations and grants

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

Resources expended

Expenditure is accounted for on a payment basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Computer equipment | - 33% on cost |
| Fixtures and fittings | - 33% on cost |

Taxation

Kicks Count is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and it is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

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 designation for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund.

KICKS COUNT

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

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. CHARITABLE ACTIVITIES

| | 2024 | 2023 |
|--------------------|---------------|---------------|
| | £ | £ |
| Fundraising events | 17,743 | 61,892 |
| Shop income | 13,153 | 14,928 |
| | <u>30,896</u> | <u>76,820</u> |

3. INVESTMENT INCOME

| | 2024 | 2023 |
|--------------------------|------------|------------|
| | £ | £ |
| Deposit account interest | 251 | 336 |
| | <u>251</u> | <u>336</u> |

4. EMPLOYEES AND KEY MANAGEMENT

The average number of employees during the year was 1 (2023 - 1).

The key management personnel of the Charity comprise the trustees and the Chief Executive Officer. The total remuneration of key management personnel during the year was £36,763 (2023: £37,222).

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or benefits for their roles as trustees for the year ended 31 December 2024 nor for the year ended 31 December 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

KICKS COUNT

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
FOR THE YEAR ENDED 31 DECEMBER 2024**

6. TANGIBLE FIXED ASSETS

| | Fixtures & Fittings £ | Computer Equipment £ | Totals £ |
|-----------------------|--|-------------------------------------|---------------------|
| COST | | | |
| At 1 January 2024 | 4,410 | 11,848 | 16,258 |
| Additions | 76 | 619 | 695 |
| At 31 December 2024 | <u>4,486</u> | <u>12,467</u> | <u>16,953</u> |
| DEPRECIATION | | | |
| At 1 January 2024 | 3,313 | 10,840 | 14,153 |
| Charge for the year | 551 | 545 | 1,096 |
| At 31 December 2024 | <u>3,864</u> | <u>11,385</u> | <u>15,249</u> |
| NET BOOK VALUE | | | |
| At 31 December 2024 | <u>622</u> | <u>1,082</u> | <u>1,704</u> |
| At 31 December 2023 | <u>1,097</u> | <u>1,008</u> | <u>2,105</u> |

8. MOVEMENT IN FUNDS

| | At 1.1.24 £ | Net movement in funds £ | At 31.12.24 £ |
|---------------------------|------------------------|--|--------------------------|
| Unrestricted funds | | | |
| General fund | 32,584 | (29,180) | 3,404 |
| Restricted funds | | | |
| South Asian Project | 2,528 | (1,061) | 1,467 |
| Other resitricted funds | 536 | - | 536 |
| TOTAL FUNDS | <u>35,648</u> | <u>(30,241)</u> | <u>5,407</u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| Unrestricted funds | | | |
| General fund | 69,075 | (98,255) | (29,180) |
| Restricted funds | | | |
| South Asian Project | - | (1,061) | (1,061) |
| Other resitricted funds | - | - | - |
| TOTAL FUNDS | <u>69,075</u> | <u>(99,316)</u> | <u>(30,241)</u> |

KICKS COUNT
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

| | 2024 | 2023 |
|--|---------------|----------------|
| | £ | £ |
| INCOME | | |
| Voluntary income | | |
| Donations received | 37,928 | 63,744 |
| | 37,928 | 63,744 |
| Activities for generating funds | | |
| Fundraising events | 17,743 | 61,892 |
| Shop income | 13,153 | 14,928 |
| | 30,896 | 76,820 |
| Investment income | | |
| Deposit account interest | 251 | 336 |
| | 251 | 336 |
| TOTAL INCOMING REOURCES | 69,075 | 140,900 |
| RESOURCES EXPENDED | | |
| Costs of generating voluntary income | | |
| Generating voluntary income | 9,089 | 11,860 |
| | 9,089 | 11,860 |
| Fundraising trading: cost of goods sold and other costs | | |
| Purchases | 1,890 | 8,706 |
| Fundraising costs | 2,781 | 9,020 |
| | 4,671 | 17,726 |
| Charitable activities | | |
| Telephone | 856 | 1,496 |
| Postage and stationery | 4,320 | 9,888 |
| Advertising | 1,848 | 5,187 |
| Consultants | 6,600 | 7,636 |
| Computer costs | 17,392 | 12,555 |
| Exhibitions | 4,912 | 4,952 |
| | 35,928 | 41,714 |
| Support Costs | | |
| Management | | |
| Wages | 36,763 | 37,222 |
| Social Security | - | - |
| | 36,763 | 37,222 |

KICKS COUNT
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

| | 2024 | 2023 |
|---|-----------------|-------------|
| | £ | £ |
| Finance | | |
| Bank charges | 680 | 328 |
| Other | | |
| Sundries | - | - |
| Depreciation | | |
| Depreciation | 1,096 | 1,037 |
| Governance costs | | |
| Accountancy and legal & professional fees | 9,545 | 10,356 |
| Other resources expended | | |
| Other expenses | 1,544 | 5,180 |
| TOTAL RESOURCES EXPENDED | 99,316 | 125,423 |
| | | |
| NET INCOME/(EXPENDITURE) | (30,241) | 15,477 |

KICKS COUNT

England & Wales - Charity number 1145073

Accounts

REGISTERED CHARITY NUMBER: 1145073

**REPORT OF THE TRUSTEES AND UNAUDITED
FINANCIAL STATEMENTS FOR THE
YEAR ENDED 31 DECEMBER 2023
FOR
KICKS COUNT**

KICKS COUNT

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FOR THE YEAR ENDED 31 DECEMBER 2023**

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KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2023.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a general Manager who handles the day to day communication, social media and volunteer management. Both are employed by the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

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Registered office

10 The Copse
Ripley
Woking
Surrey
GU32 6BN

Trustees

B Davies (Treasurer)
J Rae (Chairperson)
V Groves

Independent examiner

LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Bankers

HSBC
12A North Street
Guildford
Surrey
GU1 4AF

Chief Executive

Elizabeth Hutton

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2023

Mission Statement

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

Mission Statement

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

Current Statistics

- Stillbirths in 2021: 2,628, an increase of 199 from 2020 (2,429 stillbirths).
- Stillbirth Rate: 4.2 stillbirths per 1,000 births in 2021, up from 3.9 in 2020.
- The stillbirth rate in 2021 was above the five-year average in seven months.
- The monthly stillbirth rate increased for most months in 2021 compared to 2020, except for March and April. However, the 2021 rates remained similar to pre-pandemic levels.

Government Target

In 2010, the Government set a target to halve the stillbirth and neonatal death rate by 2025, aiming to reduce the stillbirth rate to 2.6 per 1,000 births.

Importance of Baby Movements

- Around half of women who experience stillbirth noticed a reduction in fetal movement prior to diagnosis.
- A decrease in fetal movement can be a warning sign of distress, where early delivery could save nearly a third of stillborn babies.
- Causes of reduced movement include oxygen deprivation, cord compression, failing placenta, and smoke inhalation.
- The Confidential Enquiry into Stillbirths and Deaths in Infancy identified a lack of prompt management of reduced fetal movement as a contributing factor to stillbirth.
- A 'Kicks Count' campaign in Norway halved stillbirth rates. Similarly, a UK awareness campaign in the 1980s reduced sudden infant death rates by 70%.

Activities

- Midwife Resources: Free distribution of trifold leaflets, posters, banners, and other resources to midwives. Leaflets are a versatile and effective tool for raising awareness about important issues like fetal movements and the risks associated with reduced fetal activity.
- Website: The website provides updated information on fetal movement and pregnancy, complementing healthcare professional advice.
- Social Media: Social media enhances Kicks Count's efforts by reaching a broad audience, providing cost-effective promotion, facilitating community building, and enabling direct engagement. Through educational content, targeted campaigns, and real-time interaction, social media helps raise awareness about fetal movements and stillbirth prevention, ultimately contributing to reducing stillbirth and neonatal death rates. Kicks Count reaches approximately 2 million users per week
- App: Free mobile app helps women track baby movements and identify changes in patterns.
- Media: National press and online articles to raise awareness.
- Business Collaborations: Partnerships with businesses to reach customers and raise funds.
- Fundraising Events: Raise funds and awareness through events where participants wear branded clothing.

Structure

The trustees have delegated the general running of the charity to the Chief Executive, who reports regularly to the Chairperson and the board of trustees biannually.

Chief Executive

Elizabeth Hutton continues to serve as CEO. In 2023, she was awarded an OBE in the King's New Year's Honours list for her work in education and the prevention of stillbirth.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2023

Focus in 2023

- Developed policies and procedures to streamline operations.
- Began upgrading the App to provide more general pregnancy information, increasing its appeal and awareness of fetal movements.
- Reinstated the Rainbow Project in a streamlined form to send support bundles directly to midwives.
- The Rainbow Project supports families navigating pregnancy after a loss with care bundles containing items like a Kicks Count wristband, a window to the womb voucher, a stillbirth/neonatal death sticker, a calm discount code, and a positivity postcard. Over 500 families have received these bundles in 2023.

Future plans for 2024

In 2024 Kicks Count will focus on social media as a means of raising awareness. We will also look to collaborate with other charities to ensure between us we reach the maximum number of people most efficiently.

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these accounts, the trustees are required to:

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- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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 board of trustees on 26 August 2024 and signed on its behalf by:

J Rae - Trustee

**REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES OF
KICKS COUNT
FOR THE YEAR ENDED 31 DECEMBER 2023**

I report on the accounts for the year ended 31 December 2023 set out on pages eight to fourteen.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(1) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

It is my responsibility to:

- Examine the accounts under Section 145 of the 2011 Act.
- Follow the procedure laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act.
- State whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - To keep accounting records in accordance with Section 130 of the 2011 Act; and
 - To prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Act

have not been met; or

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

Mr Tom Mason, FCA
LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Date: 26 August 2024

KICKS COUNT

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2023

| | | Unrestricted funds | Restricted funds | 2023 Total funds | 2022 Total funds |
|--|-------|-----------------------|---------------------|---------------------|---------------------|
| | Notes | £ | £ | £ | £ |
| INCOME FROM | | | | | |
| Donations received | | 63,744 | - | 63,744 | 65,889 |
| Charitable activities | 2 | 75,820 | 1,000 | 76,820 | 76,216 |
| Investment income | 3 | 336 | - | 336 | - |
| Total | | 139,900 | 1,000 | 140,900 | 142,105 |
| EXPENDITURE ON | | | | | |
| Raising funds | | 28,985 | 601 | 29,586 | 23,264 |
| Charitable activities | | | | | |
| Charitable activities | | 78,936 | - | 78,936 | 90,295 |
| Governance costs | | 10,356 | - | 10,356 | 10,226 |
| Other resources expended | | 6,545 | - | 6,545 | 1,911 |
| Total | | 124,822 | 601 | 125,423 | 125,696 |
| Net income/(expenditure) and net movement in funds | | 15,078 | 399 | 15,477 | 16,409 |
| NET INCOME | | 15,078 | 399 | 15,477 | 16,409 |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | 17,506 | 2,665 | 20,171 | 3,762 |
| Total funds carried forward | | 32,584 | 3,064 | 35,648 | 20,171 |

KICKS COUNT

**BALANCE SHEET AT
31 DECEMBER 2023**

| | | Unrestricted funds | Restricted Funds | 2023 Total funds | 2022 Total funds |
|-----------------------|-------|-----------------------|---------------------|------------------------|------------------------|
| | Notes | £ | £ | £ | £ |
| FIXED ASSETS | | | | | |
| Tangible assets | 6 | 2,105 | - | 2,105 | 655 |
| | | <u>2,105</u> | <u>-</u> | <u>2,105</u> | <u>655</u> |
| CURRENT ASSETS | | | | | |
| Cash at bank | | 30,479 | 3,064 | 33,543 | 19,516 |
| | | <u>30,479</u> | <u>3,064</u> | <u>33,543</u> | <u>19,516</u> |
| NET ASSETS | | <u>32,584</u> | <u>3,064</u> | <u>35,648</u> | <u>20,171</u> |
| TOTAL FUNDS | | <u><u>32,584</u></u> | <u><u>3,064</u></u> | <u><u>35,648</u></u> | <u><u>20,171</u></u> |

The financial statements were approved by the Board of Trustees on 26 August 2024 and were signed on its behalf by:

J Rae - Trustee

KICKS COUNT

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

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

Kicks Count meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under historical cost conventions, modified to include certain items at fair value.

The financial statements have been prepared on a receipts and payments basis, in accordance with the Charities Act 2011.

The financial statements are presented in pound sterling (£) which is the charity's functional and presentation currency.

Incoming resources

Activities for generating funds

Income from shop sales, fundraising events and recycling are all included when receivable.

Investment income

Investment income is accounted for on a receivable basis and this covers interest and dividends.

Donations and grants

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

Resources expended

Expenditure is accounted for on a payment basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Computer equipment | - 33% on cost |
| Fixtures and fittings | - 33% on cost |

Taxation

Kicks Count is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and it is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

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.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund.

KICKS COUNT

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

2. CHARITABLE ACTIVITIES

| | 2023 | 2022 |
|--------------------|---------------|---------------|
| | £ | £ |
| Fundraising events | 61,892 | 39,737 |
| Shop income | 14,928 | 36,479 |
| | <u>76,820</u> | <u>76,216</u> |

3. INVESTMENT INCOME

| | 2023 | 2022 |
|--------------------------|------------|----------|
| | £ | £ |
| Deposit account interest | 336 | - |
| | <u>336</u> | <u>-</u> |

4. EMPLOYEES AND KEY MANAGEMENT

The average number of employees during the year was 1 (2022 - 1).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total remuneration of key management personnel during the year was £37,222 (2022: £46,030).

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

Trustees' expenses

There were no trustees' expenses paid neither for the year ended 31 December 2023 nor for the year ended 31 December 2022.

KICKS COUNT

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

6. TANGIBLE FIXED ASSETS

| | Fixtures and fittings £ | Computer equipment £ | Totals £ |
|-----------------------|--|-------------------------------------|---------------------|
| COST | | | |
| At 1 January 2023 | 2,772 | 10,999 | 13,771 |
| Additions | 1,638 | 849 | 2,487 |
| Disposals | <u>-</u> | <u>-</u> | <u>-</u> |
| At 31 December 2023 | <u>4,410</u> | <u>11,848</u> | <u>16,258</u> |
| DEPRECIATION | | | |
| At 1 January 2023 | 2,772 | 10,344 | 13,116 |
| Charge for the year | 541 | 496 | 1,037 |
| At 31 December 2023 | <u>3,313</u> | <u>10,840</u> | <u>14,153</u> |
| NET BOOK VALUE | | | |
| At 31 December 2023 | <u>1,097</u> | <u>1,008</u> | <u>2,105</u> |
| At 31 December 2022 | <u>-</u> | <u>655</u> | <u>655</u> |

6. MOVEMENT IN FUNDS

| | At 1.1.23 £ | Net movement in funds £ | At 31.12.23 £ |
|---------------------------|------------------------|--|--------------------------|
| Unrestricted funds | | | |
| General fund | 17,506 | 15,078 | 32,584 |
| Restricted funds | | | |
| South Asian Project | 2,665 | (137) | 2,528 |
| Other Restricted funds | - | 536 | 536 |
| | <u> </u> | <u> </u> | <u> </u> |
| TOTAL FUNDS | <u>20,171</u> | <u>15,477</u> | <u>35,648</u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| Unrestricted funds | | | |
| General fund | 139,900 | (124,822) | 15,078 |
| Restricted funds | | | |
| South Asian Project | - | (137) | (137) |
| Other Restricted funds | <u>1,000</u> | <u>(464)</u> | <u>536</u> |
| | <u> </u> | <u> </u> | <u> </u> |
| TOTAL FUNDS | <u>140,900</u> | <u>(125,423)</u> | <u>15,477</u> |

KICKS COUNT

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023**

| | 2023 | 2022 |
|--|----------------|----------------|
| | £ | £ |
| INCOME | | |
| Voluntary income | | |
| Donations received | 63,744 | 65,889 |
| | <u>63,744</u> | <u>65,889</u> |
| Activities for generating funds | | |
| Fundraising events | 61,892 | 39,737 |
| Shop income | 14,928 | 36,479 |
| | <u>76,820</u> | <u>76,216</u> |
| Investment income | | |
| Deposit account interest | 336 | - |
| | <u>336</u> | <u>-</u> |
| Total incoming resources | 140,900 | 142,105 |
| RESOURCES EXPENDED | | |
| Costs of generating voluntary income | | |
| Generating voluntary income | 11,860 | 4,535 |
| Fundraising trading: cost of goods sold and other costs | | |
| Purchases | 8,706 | 9,831 |
| Fundraising costs | 9,020 | 8,898 |
| | <u>17,726</u> | <u>18,729</u> |
| Charitable activities | | |
| Telephone | 1,496 | 1,696 |
| Postage and stationery | 9,888 | 12,568 |
| Advertising | 5,187 | 2,470 |
| Consultants | 7,636 | 8,306 |
| Computer costs | 12,555 | 9,330 |
| Exhibitions | 4,952 | 5,434 |
| | <u>41,714</u> | <u>39,804</u> |
| Support costs | | |
| Management | | |
| Rent | - | - |
| Wages | 37,222 | 46,030 |
| Social security | - | 2,985 |
| | <u>37,222</u> | <u>49,015</u> |
| Finance | | |
| Bank charges | - | - |
| Other | 328 | 1,251 |
| Sundries | - | - |
| Depreciation | - | - |
| Depreciation | 1,037 | 225 |
| | <u>1,037</u> | <u>225</u> |
| | 1,365 | 1,476 |

KICKS COUNT

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023

| | 2023 £ | 2022 £ |
|---|-----------------------|-----------------------|
| Governance costs | | |
| Accountancy and Legal & Professional Fees | <u>10,356</u> | <u>10,226</u> |
| Other resources expended | | |
| Other expenses | <u>5,180</u> | <u>1,911</u> |
| Total resources expended | <u><u>125,423</u></u> | <u><u>125,696</u></u> |
| Net (expenditure)/income | <u><u>15,477</u></u> | <u><u>16,409</u></u> |

KICKS COUNT

England & Wales - Charity number 1145073

Accounts

REGISTERED CHARITY NUMBER: 1145073

**REPORT OF THE TRUSTEES AND UNAUDITED
FINANCIAL STATEMENTS FOR THE
YEAR ENDED 31 DECEMBER 2022
FOR
KICKS COUNT**

KICKS COUNT

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

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| Report of the Independent Examiner | 6 |
| Statement of Financial Activities | 7 |
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| Detailed Statement of Financial Activities | 12 to 13 |

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2022

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2022.

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn

Legal and administrative information set out on the charity information page forms part of this report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a general Manager who handles the day to day communication, social media and volunteer management. Both are employed by the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1145073

Registered office

10 The Copse
Ripley
Woking
Surrey
GU32 6BN

Trustees

B Davies (Treasurer)
J Rae (Chairperson)
V Groves

Independent examiner

LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Bankers

HSBC
12A North Street
Guildford
Surrey
GU1 4AF

Chief Executive

Elizabeth Hutton

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2022

OBJECTIVES AND ACTIVITIES

Summary of objects within governing document

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

What are the UK's stillbirth and neo-natal death rates?

- In 2021 there were 2,628 stillbirths, an increase of 199 from 2020 when there were 2,429 stillbirths.
- The stillbirth rate in 2021 was 4.2 stillbirths per 1,000 births compared with 3.9 in 2020; the stillbirth rate was above the five-year average in seven months of 2021.
- In 2021, the monthly stillbirth rate increased for the majority of months compared with 2020, with the exceptions of March and April 2021; however, the 2021 monthly rates remain similar to pre-coronavirus pandemic levels.

In 2010 the Government set an ambition to halve the stillbirth and neonatal death by 2025. Achieving this would mean reducing the stillbirth rate to 2.6 stillbirths per 1,000 births by 2025.

While there has been a steady decline in recent years this was the first increase. While not directly linked to the covid virus, it could be that the fear around attending hospitals, lack of face to face appointments and less interactions with a midwife lead to an increase in the stillbirth rate.

Why are baby's movements so important?

Around half of women experiencing a stillbirth perceived a reduction in fetal movement prior to diagnosis. While there isn't one cause of stillbirth, a decrease in fetal movement can be a key warning sign that a baby is in distress and early delivery could save nearly a third of stillborn babies. When the baby is being deprived of oxygen, he or she will slow their movements to conserve oxygen. Cord compression, a failing placenta, or a high intake of smoke may all lead to reduced movements and could be potentially fatal.

The Confidential Enquiry into Stillbirths and Deaths in Infancy found that lack of prompt management to reduced fetal movement was a contributing factor to stillbirth. A 'Kicks Count' campaign in Norway saw the rates of stillbirth halved and, in the UK, a similar awareness campaign in the 1980's around cot death saw rates of sudden infant deaths fall by a massive 70%.

How do we do it?

- Midwife Resources – We provide free resources to midwives.
- Website – Our website is a valuable resource for up to date fetal movement and pregnancy information. All information on the site is intended to complement advice or information from a healthcare professional, not replace it.
- Social Media – Our popular social media channels allow us to reach over 2 million people per week.
- App – Our free mobile app helps women to keep track of their baby's movements and identify a change in pattern.
- Media – Articles in national press and online allow us to raise more awareness of Kicks Count and our work.
- Businesses- We work with a number of businesses that help us reach their customers with our message, as well as raising vital funds.
- Fundraising Events – Although these events serve the purpose of raising funds, they also serve to raise awareness, as people wear branded clothes etc.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2022

MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

In 2022 Lisa Newhouse stepped down as General Manager.

Tracy Stratford began work as a fundraiser for Kicks Count. Tracy has previously worked for Kicks Count so it was great to welcome her back.

One of our key challenges in 2022 was to reduce the disparity in stillbirth rates among Black and South Asian communities. We did this in a number of ways-

We teamed up with FiveXmore, a grassroots organisation committed to changing Black women and birthing people's maternal health outcomes in the UK. We ran a targeted Kicks Count campaign on their social media and offered free wristbands. We also have a Kicks Count dedicated page on their website.

We updated our posters. Our previous posters displayed a silhouette of a woman. However, not having all ethnicities represented can lead to symbolic annihilation, the idea that if you don't see people like you in the media you assume you must somehow be unimportant.

With a message as important as baby's movements, it is vital that all women feel able to engage with the information. Imagery is so important in conveying information. According to Quicksprout, online content with images increases a view rate by 94% and posts with images produce 180% more engagement.

It is not enough to have an image of one pregnant woman as it may lead to apathy from a wide proportion of pregnant women who do not fully engage with it. Having a variety of images that represent a wide proportion of the population is likely to see an increase in the number of women engaging with it, and therefore lead to a reduction in the incidence of stillbirth. We have therefore created 6 new posters for midwives to order that best represent the people in her community. We will expand this to all our literature in 2023.

We increased the number of languages our literature was available in.

In 2022 we started another exciting project – The 'Internet Scrub'. We teamed up with US based charities PUSH pregnancy, Count the Kicks and a representative from Google. The aim was to encourage US companies to ensure their baby movement information is up to date. The idea is to 'clean up' the fetal movement information on the internet so wherever people access the information it is correct. A few years ago Kicks Count had great success in encouraging UK companies such as Mothercare, Bounty, Babycentre.co.uk to update their information on baby's movements so when their webpages were returned in searches the information is correct.

However many of the sites returned in google searches are US websites where the incorrect information is still prevalent. It is hoped this project will reduce the number of incorrect results and improve the stillbirth rate in the UK and worldwide.

FUNDRAISING

2021 saw a drop in income as the knock on effect of the covid pandemic was felt. It was hoped 2022 would be a better year but sadly that wasn't the case.

We scaled back many of our activities as funds became extremely limited. In October we needed to pause delivery of our literature as we didn't have the funds. We posted about this on Instagram and Facebook and the response was incredible.

The post read:

"This is such a hard post to write.

As many of our followers know we are a tiny charity that receives no government funding or support. We've been struggling since covid and while we hoped things would pick up when things got 'back to normal' they haven't. We have seen many of our favourite small businesses close down recently but remained optimistic that we could survive.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2022

But we are reaching breaking point. My head tells me it's time to admit defeat and close the charity but my heart, and the stillbirth statistics, won't let me do that. I want to keep fighting! We've had to stop many of our projects such as the rainbow appeal, developing our app and many others and were just keeping our core elements going, but we are now having to pause those too. We've sadly had to stop supplying our literature to hospitals. We really hope this is a temporary pause and we can reinstate it as soon as possible.

We know times are hard for everyone with cost of living but if you can spare anything at all to help us continue to raise awareness of the importance of baby's movements and reduce stillbirth and neonatal death we would be so grateful.

You can donate via our website (link in bio) or by text

*To donate by text please text KICKS LIT to 70660 to donate £3** or COUNT LIT to 70660 to setup a monthly donation of £3* you can change the amount by adding a different amount after KICKS LIT (eg KICKS LIT £5)*

If you would like to set up your own fundraising event or would like to find out about other ways you can support us please email Tracy on fundraising@kickscount.org.uk

While we try and get things back on track please continue to share our posts across social media so any family or friends that may be pregnant can still get their information about baby's movements from our website.

**Text costs £3 plus network charge. Kicks Count receives 100% of your donation. Obtain bill payer's permission. Customer care 01483600828. Charity No 1145073.*

*** Join Kicks Count subscription program for £3 per month. Charity receives 100%. This is a subscription service, it will cost £3 per month until you reply with a "STOP" text. Customer care 01483600828. Charity No 1145073."*

We received lots of messages of support and donations. This meant we could reinstate the literature and reopen some of our paused projects.

There were lots of offers of fundraising support that we hope to capitalise on in 2023.

We received a long term offer of collaboration from Scarbutts printers who agreed to print 100,000 leaflets for us in 2023.

FUTURE PLANS

Update mobile app- In 2023 we hope to develop the app to make it more of a pregnancy app instead of solely a kick counting app. People that download a Kick Counting app already have some awareness of the importance of fetal movement or have heard of Kicks Count. By making the app more widely appealing with general pregnancy information we hope it will be downloaded more widely and we can reach more people who would not otherwise have been aware of the importance of fetal movement.

Offer wristbands free to priority groups – The wristbands are a great way for mums to track their baby's movements and also act as a visual reminder of the importance of baby's movements. We would like to make these more widely available so will identify groups most at risk of stillbirth. These will include Black women, South Asian women, Teenage mums and people in deprived areas.

Rainbow Bundles – In 2023 we will reinstate the Rainbow Project in a slimmed down form so they can be sent direct to the midwives rather than needing codes.

Focus on developing social media – With the rise of social media we will need to further develop our social media presence. We will look at increasing our activity but also doing more links with celebrities and influencers. We will also do more targeted posts to priority groups.

KICKS COUNT

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these accounts, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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 board of trustees on 14.8.2023 and signed on its behalf by:


.....
J Rae - Trustee

**REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES OF
KICKS COUNT
FOR THE YEAR ENDED 31 DECEMBER 2022**

I report on the accounts for the year ended 31 December 2022 set out on pages eight to fourteen.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(1) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

It is my responsibility to:

- Examine the accounts under Section 145 of the 2011 Act.
- Follow the procedure laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act.
- State whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- To keep accounting records in accordance with Section 130 of the 2011 Act; and
 - To prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Act

have not been met; or

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

Tom Mason

Mr Tom Mason, FCA
LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Date: 14/08/2023

KICKS COUNT

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022**

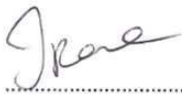
| | | Unrestricted funds | Restricted funds | 2022 Total funds | 2021 Total funds |
|--|-------|-----------------------|---------------------|---------------------|---------------------|
| | Notes | £ | £ | £ | £ |
| INCOME FROM | | | | | |
| Donations received | | 63,774 | 2,115 | 65,889 | 36,990 |
| Charitable activities | 2 | 69,910 | 6,306 | 76,216 | 75,607 |
| Investment income | 3 | - | - | - | - |
| Total | | 133,684 | 8,421 | 142,105 | 112,597 |
| EXPENDITURE ON | | | | | |
| Raising funds | | 20,804 | 2,460 | 23,264 | 23,953 |
| Charitable activities | | | | | |
| Charitable activities | | 86,999 | 3,296 | 90,295 | 82,144 |
| Governance costs | | 10,226 | - | 10,226 | 9,646 |
| Other resources expended | | 1,911 | - | 1,911 | - |
| Total | | 119,940 | 5,756 | 125,696 | 115,743 |
| Net income/(expenditure) and net movement in funds | | 13,744 | 2,665 | 16,409 | (3,146) |
| NET INCOME | | 13,744 | 2,665 | 16,409 | (3,146) |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | 3,762 | - | 3,762 | 6,908 |
| Total funds carried forward | | 17,506 | 2,665 | 20,171 | 3,762 |

KICKS COUNT

BALANCE SHEET AT
31 DECEMBER 2022

| | Notes | Unrestricted funds £ | Restricted Funds £ | 2022 Total funds £ | 2021 Total funds £ |
|-----------------------|-------|----------------------------|--------------------------|-----------------------------|-----------------------------|
| FIXED ASSETS | | | | | |
| Tangible assets | 6 | 655 | - | 655 | 225 |
| | | <u>655</u> | <u>-</u> | <u>655</u> | <u>225</u> |
| CURRENT ASSETS | | | | | |
| Cash at bank | | <u>16,851</u> | <u>2,665</u> | <u>19,516</u> | <u>3,537</u> |
| NET ASSETS | | <u>17,506</u> | <u>2,665</u> | <u>20,171</u> | <u>3,762</u> |
| TOTAL FUNDS | | <u><u>17,506</u></u> | <u><u>2,665</u></u> | <u><u>20,171</u></u> | <u><u>3,762</u></u> |

The financial statements were approved by the Board of Trustees on 14.8.2023 and were signed on its behalf by:



.....
J Rae - Trustee

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

Kicks Count meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under historical cost conventions, modified to include certain items at fair value.

The financial statements have been prepared on a receipts and payments basis, in accordance with the Charities Act 2011.

The financial statements are presented in pound sterling (£) which is the charity's functional and presentation currency.

Incoming resources

Activities for generating funds

Income from shop sales, fundraising events and recycling are all included when receivable.

Investment income

Investment income is accounted for on a receivable basis and this covers interest and dividends.

Donations and grants

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

Resources expended

Expenditure is accounted for on a payment basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Computer equipment | - 33% on cost |
| Fixtures and fittings | - 33% on cost |

Taxation

Kicks Count is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and it is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

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.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund.

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

2. CHARITABLE ACTIVITIES

| | 2022 | 2021 |
|--------------------|---------------|---------------|
| | £ | £ |
| Fundraising events | 39,737 | 40,483 |
| Shop income | 36,479 | 35,124 |
| | <u>76,216</u> | <u>75,607</u> |

3. INVESTMENT INCOME

| | 2022 | 2021 |
|--------------------------|----------|----------|
| | £ | £ |
| Deposit account interest | - | - |
| | <u>-</u> | <u>-</u> |

4. EMPLOYEES AND KEY MANAGEMENT

The average number of employees during the year was 1 (2021 - 2).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.
The total remuneration of key management personnel during the year was £37,080.00 (2021: £37,080.00).

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

Trustees' expenses

There were no trustees' expenses paid neither for the year ended 31 December 2022 nor for the year ended 31 December 2021.

KICKS COUNT

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022**

6. TANGIBLE FIXED ASSETS

| | Fixtures and fittings £ | Computer equipment £ | Totals £ |
|-----------------------|----------------------------|-------------------------|-------------|
| COST | | | |
| At 1 January 2022 | 2,772 | 10,344 | 13,116 |
| Additions | - | 655 | 655 |
| Disposals | - | - | - |
| At 31 December 2022 | 2,772 | 10,999 | 13,771 |
| DEPRECIATION | | | |
| At 1 January 2022 | 2,772 | 10,119 | 12,891 |
| Charge for the year | - | 225 | 225 |
| At 31 December 2022 | 2,772 | 10,344 | 13,116 |
| NET BOOK VALUE | | | |
| At 31 December 2022 | - | 655 | 655 |
| At 31 December 2021 | - | 225 | 225 |

6. MOVEMENT IN FUNDS

| | At 1.1.22 £ | Net movement in funds £ | At 31.12.22 £ |
|---------------------------|----------------|----------------------------|------------------|
| Unrestricted funds | | | |
| General fund | 3,762 | 13,744 | 17,506 |
| Restricted funds | | | |
| South Asian Project | - | 2,665 | 2,665 |
| TOTAL FUNDS | 3,762 | 16,409 | 20,171 |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|-------------------------|-------------------------|------------------------|
| Unrestricted funds | | | |
| General fund | 133,684 | (119,940) | 13,744 |
| Restricted funds | | | |
| South Asian Project | 8,421 | (5,756) | 2,665 |
| TOTAL FUNDS | 142,105 | (125,696) | 16,409 |

KICKS COUNT

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022**

| | 2022 | 2021 |
|--|----------------|----------------|
| | £ | £ |
| INCOME | | |
| Voluntary income | | |
| Donations received | 65,889 | 36,990 |
| | <u>65,889</u> | <u>36,990</u> |
| Activities for generating funds | | |
| Fundraising events | 39,737 | 40,483 |
| Shop income | 36,479 | 35,124 |
| | <u>76,216</u> | <u>75,607</u> |
| Investment income | | |
| Deposit account interest | - | - |
| | <u>-</u> | <u>-</u> |
| Total incoming resources | 142,105 | 112,597 |
| RESOURCES EXPENDED | | |
| Costs of generating voluntary income | | |
| Generating voluntary income | 4,535 | 3,542 |
| Fundraising trading: cost of goods sold and other costs | | |
| Purchases | 9,831 | 7,719 |
| Fundraising costs | 8,898 | 12,692 |
| | <u>18,729</u> | <u>20,411</u> |
| Charitable activities | | |
| Telephone | 1,696 | 2,072 |
| Postage and stationery | 12,568 | 14,676 |
| Advertising | 2,470 | 2,022 |
| Consultants | 8,306 | 3,718 |
| Computer costs | 9,330 | - |
| Exhibitions | 5,434 | - |
| | <u>39,804</u> | <u>22,488</u> |
| Support costs | | |
| Management | | |
| Rent | - | - |
| Wages | 46,030 | 58,834 |
| Social security | 2,985 | 338 |
| | <u>49,015</u> | <u>59,172</u> |
| Finance | | |
| Bank charges | | |
| Other | 1,251 | 259 |
| Sundries | | |
| Depreciation | - | - |
| Depreciation | 225 | 225 |
| | <u>1,476</u> | <u>484</u> |

KICKS COUNT

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022

| | 2022 £ | 2021 £ |
|---|-----------------------|-----------------------|
| Governance costs | | |
| Accountancy and Legal & Professional Fees | <u>10,226</u> | <u>9,646</u> |
| Other resources expended | | |
| Other expenses | <u>1,911</u> | <u>-</u> |
| Total resources expended | <u><u>125,696</u></u> | <u><u>115,743</u></u> |
| Net (expenditure)/income | <u><u>16,409</u></u> | <u><u>(3,146)</u></u> |

KICKS COUNT

England & Wales - Charity number 1145073

Accounts

REGISTERED CHARITY NUMBER: 1145073

**REPORT OF THE TRUSTEES AND UNAUDITED
FINANCIAL STATEMENTS FOR THE
YEAR ENDED 31 DECEMBER 2021
FOR
KICKS COUNT**

KICKS COUNT

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

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| Report of the Trustees | 1 to 5 |
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| Statement of Financial Activities | 7 |
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KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2021.

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn

Legal and administrative information set out on the charity information page forms part of this report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a general Manager who handles the day to day communication, social media and volunteer management. Both are employed by the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1145073

Registered office

10 The Copse
Ripley
Woking
Surrey
GU32 6BN

Trustees

B Davies (Treasurer)
J Rae (Chairperson)
V Groves

Independent examiner

LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Bankers

HSBC
12A North Street
Guildford
Surrey
GU1 4AF

Chief Executive

Elizabeth Hutton

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

OBJECTIVES AND ACTIVITIES

Summary of objects within governing document

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

What are the UK's stillbirth and neo-natal death rates?

Sadly, the death of a baby isn't rare. In 2020, the stillbirth rate in England reached its lowest level on record, at 3.8 stillbirths per 1,000 births, a decrease from 4.0 in 2018 and 5.1 stillbirths in 2010. In 2010 the Government set an ambition to halve the stillbirth and neonatal death by 2025. Achieving this would mean reducing the stillbirth rate to 2.6 stillbirths per 1,000 births by 2025.

Around a third of stillbirths happen after 37 weeks, when the baby is deemed full term. Stillbirth is 10 times more common than cot death. Stillbirths account for more than half of the death of infants under one year in the UK and more babies die at, or just before, birth than they do from cot death, road deaths and meningitis combined. There is a common misconception that stillbirths only happen in high risk pregnancies or when there is a known problem. However, stillbirth can affect any mum at any time.

Why are baby's movements so important?

Around half of women experiencing a stillbirth perceived a reduction in fetal movement prior to diagnosis. While there isn't one cause of stillbirth, a decrease in fetal movement can be a key warning sign that a baby is in distress and early delivery could save nearly a third of stillborn babies. When the baby is being deprived of oxygen, he or she will slow their movements to conserve oxygen. Cord compression, a failing placenta, or a high intake of smoke may all lead to reduced movements and could be potentially fatal.

The Confidential Enquiry into Stillbirths and Deaths in Infancy found that lack of prompt management to reduced fetal movement was a contributing factor to stillbirth. A 'Kicks Count' campaign in Norway saw the rates of stillbirth halved and, in the UK, a similar awareness campaign in the 1980's around cot death saw rates of sudden infant deaths fall by a massive 70%.

How do we do it?

- Midwife Resources – We provide free resources to midwives.
- Website – Our website is a valuable resource for up to date fetal movement and pregnancy information. All information on the site is intended to complement advice or information from a healthcare professional, not replace it.
- Social Media – Our popular social media channels allow us to reach over 2 million people per week.
- App – Our free mobile app helps women to keep track of their baby's movements and identify a change in pattern.
- Media – Articles in national press and online allow us to raise more awareness of Kicks Count and our work.
- Businesses- We work with a number of businesses that help us reach their customers with our message, as well as raising vital funds.
- Fundraising Events – Although these events serve the purpose of raising funds, they also serve to raise awareness, as people wear branded clothes etc.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a General Manager who handles the day to day communication, social media and volunteer management. This role continues to be fulfilled by Lisa Newhouse.

2021 continued to be a challenge following the coronavirus pandemic. Fundraising events were cancelled, and it became harder to fund the projects. Although staff and volunteers have always worked from home to keep overheads down, many practices including fundraising needed to be adapted to comply with restrictions.

It was feared there would be an increase in stillbirths in 2020 as an indirect result of Covid-19. Although the virus itself did not appear to pose a threat to unborn babies, the lockdown and stay at home message deterred women from attending hospital with their concerns.

In response to the pandemic, we created a new campaign called #KicksStillCount to get the message out that reporting a change in movement was as important as ever. This was supported by midwives and celebrities including Holly Willoughby, Kimberley Walsh and Kirsty Porter. The campaign also received national press coverage. While this was intended to be a short-term campaign it continued into 2021 as the pandemic and restrictions lasted longer than expected.

Following the unexpected covid pandemic it was decided that the plans in place for 2021 would be rolled over to 2022. 2021 would be spent maintaining current projects and ensuring the long-term survival of the charity.

With the drastic decrease in fundraising activities taking place, and that being a fundamental source of income for Kicks Count it was decided to identify the core ways the charity delivers its message and focus on those.

The core elements were identified as

The free mobile app – With many being furloughed and people having less disposable income, offering a free way for women and birthing people to keep track of their baby's movements was vital.

The Kicks Count app is designed to help mums to get to know their baby's regular pattern of movement.

Unlike many other available kick counting apps, the kicks count app doesn't stop counting at 10. It allows mums to get to know their own baby's pattern of movement.

The app is listed with [NHS Digital](#). NHS Digital provide information and technology for better health and care, so we are thrilled to be featured. To be listed, the app underwent complex technical reviews to ensure it met the high standard of quality, safety and effectiveness.

Website – With fewer people attending hospitals, antenatal classes and groups it was imperative that our website remained up to date and effective. This included improving search engine optimisation.

Social Media and Facebook Groups – This has always been a key way for us to reach expectant parents and this continued into 2021. Our Facebook groups became even more popular in 2021.

Our Facebook Groups are a place for mums-to-be due in the same month to support each other and engage in conversation.

As it's well known that mums will often express their concerns with others or search the internet before speaking to a midwife, our groups are watched over by moderators who do their best to ensure that misinformation isn't spread within the groups and that anybody who needs directing towards specific guidance is pointed in the right direction. The moderators are volunteers who are also due a baby within that month.

Media - Mentions in the media are vital to keep the Kicks Count name in people's consciousness as well as introducing new people to the charity.

In 2021 we featured in the following outlets:

ITV's Loose Women, Tyla, Daily star, Gov.uk, Mirror Online, Mail Online, RSVPlive, BBC, Irish Sun

Baby Show- Kicks count was due to return to the Baby show in 2021 but because of contact with a positive covid case this needed to be postponed until 2022.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

FUNDRAISING

Fundraising continued to be a challenge in 2021 as events were not back up to full capacity. We continued to operate our raffles and lotto which provided a small but steady income.

Recycling has previously been a popular fundraising method but many recyclers needed to scale back their operations, although this still generated the largest single donations.

FUTURE PLANS

With the rollover of 2021 plans, there is lots in the pipeline for 2022!

One of the key focuses of 2022 will be reducing inequality in pregnancy outcomes particularly for black and Asian Women.

- For babies of black and black British ethnicity, stillbirth rates were 7.23 per 1,000 births
- For babies of Asian and Asian British ethnicity, stillbirth rates were 5.05 per 1,000 births
- For babies of white ethnicity, stillbirth rates were 3.22 per 1,000 births

We will create projects that will help reduce this disparity.

We also hope to restart our rainbow baby project that had to be halted in 2021 as funds were focused on our core activities.

In 2022 we hope to get more fundraisers on board as fundraising events get back up and running.

With the covid pandemic dominating the last 2 years we hope 2022 will be the year we can get fundraising back on track and extend our activities beyond the core elements. While the core elements will have a steady impact on the stillbirth and neonatal death rate, with our focused projects we can make that impact far more significant.

KICKS COUNT

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these accounts, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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 board of trustees on  and signed on its behalf by:

26/09/2022
.....
J Rae - Trustee

**REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES OF
KICKS COUNT
FOR THE YEAR ENDED 31 DECEMBER 2021**

I report on the accounts for the year ended 31 December 2021 set out on pages eight to fourteen.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(1) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

It is my responsibility to:

- Examine the accounts under Section 145 of the 2011 Act.
- Follow the procedure laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act.
- State whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- To keep accounting records in accordance with Section 130 of the 2011 Act; and
 - To prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Act

have not been met; or

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

Tom Mason

Mr Tom Mason, FCA
LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Date: 25/10/2022

KICKS COUNT

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

| | Notes | Unrestricted funds £ | 2021 Total funds £ | 2020 Total funds £ |
|---|-------|----------------------------|-----------------------------|-----------------------------|
| INCOME FROM | | | | |
| Donations received | | 36,990 | 36,990 | 47,285 |
| Charitable activities | 2 | 75,607 | 75,607 | 97,137 |
| Investment income | 3 | - | - | 2 |
| | | <hr/> | <hr/> | <hr/> |
| Total | | 112,597 | 112,597 | 144,424 |
| EXPENDITURE ON | | | | |
| Raising funds | | 23,953 | 23,953 | 38,365 |
| Charitable activities | | | | |
| Charitable activities | | 82,144 | 82,144 | 94,287 |
| Governance costs | | 9,646 | 9,646 | 10,370 |
| Other resources expended | | - | - | 281 |
| | | <hr/> | <hr/> | <hr/> |
| Total | | 115,743 | 115,743 | 143,303 |
| Net income/(expenditure) and net movement in funds | | (3,146) | (3,146) | 1,121 |
| | | <hr/> | <hr/> | <hr/> |
| NET INCOME | | (3,146) | (3,146) | 1,121 |
| RECONCILIATION OF FUNDS | | | | |
| Total funds brought forward | | 6,908 | 6,908 | 5,787 |
| | | <hr/> | <hr/> | <hr/> |
| Total funds carried forward | | 3,762 | 3,762 | 6,908 |
| | | <hr/> <hr/> | <hr/> <hr/> | <hr/> <hr/> |

KICKS COUNT
BALANCE SHEET AT
31 DECEMBER 2021

| | Notes | Unrestricted funds £ | 2021 Total funds £ | 2020 Total funds £ |
|-----------------------|-------|----------------------------|-----------------------------|-----------------------------|
| FIXED ASSETS | | | | |
| Tangible assets | 6 | 225 | 225 | 450 |
| | | <u>225</u> | <u>225</u> | <u>450</u> |
| CURRENT ASSETS | | | | |
| Cash at bank | | 3,537 | 3,537 | 6,458 |
| | | <u>3,537</u> | <u>3,537</u> | <u>6,458</u> |
| NET ASSETS | | <u>3,762</u> | <u>3,762</u> | <u>6,908</u> |
| TOTAL FUNDS | | <u><u>3,762</u></u> | <u><u>3,762</u></u> | <u><u>6,908</u></u> |

The financial statements were approved by the Board of Trustees on *J Rae* and were signed on its behalf by:

26/9/2022
 J Rae - Trustee

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

Kicks Count meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under historical cost conventions, modified to include certain items at fair value.

The financial statements have been prepared on a receipts and payments basis, in accordance with the Charities Act 2011.

The financial statements are presented in pound sterling (£) which is the charity's functional and presentation currency.

Incoming resources

Activities for generating funds

Income from shop sales, fundraising events and recycling are all included when receivable.

Investment income

Investment income is accounted for on a receivable basis and this covers interest and dividends.

Donations and grants

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

Resources expended

Expenditure is accounted for on a payment basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Computer equipment | - 33% on cost |
| Fixtures and fittings | - 33% on cost |

Taxation

Kicks Count is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and it is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

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.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund.

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

2. CHARITABLE ACTIVITIES

| | 2021 | 2020 |
|--------------------|---------------|---------------|
| | £ | £ |
| Fundraising events | 40,483 | 48,068 |
| Shop income | 35,124 | 49,069 |
| | <u>75,607</u> | <u>97,137</u> |

3. INVESTMENT INCOME

| | 2021 | 2020 |
|--------------------------|----------|----------|
| | £ | £ |
| Deposit account interest | - | 2 |
| | <u>-</u> | <u>2</u> |

4. EMPLOYEES AND KEY MANAGEMENT

The average number of employees during the year was 2 (2020 - 2).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.
The total remuneration of key management personnel during the year was £37,080.00 (2020: £37,080.00).

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid neither for the year ended 31 December 2021 nor for the year ended 31 December 2020.

KICKS COUNT

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

6. TANGIBLE FIXED ASSETS

| | Fixtures and fittings £ | Computer equipment £ | Totals £ |
|-----------------------|------------------------------------|---------------------------------|---------------------|
| COST | | | |
| At 1 January 2021 | 2,772 | 10,344 | 13,116 |
| Additions | - | - | - |
| Disposals | - | - | - |
| At 31 December 2021 | <u>2,772</u> | <u>10,344</u> | <u>13,116</u> |
| DEPRECIATION | | | |
| At 1 January 2021 | - | 9,894 | 9,894 |
| Charge for the year | - | 225 | 225 |
| At 31 December 2021 | <u>-</u> | <u>10,119</u> | <u>10,119</u> |
| NET BOOK VALUE | | | |
| At 31 December 2021 | <u>-</u> | <u>225</u> | <u>225</u> |
| At 31 December 2020 | <u>-</u> | <u>450</u> | <u>450</u> |

6. MOVEMENT IN FUNDS

| | At 1.1.21 £ | Net movement in funds £ | At 31.12.21 £ |
|---------------------------|------------------------|------------------------------------|--------------------------|
| Unrestricted funds | | | |
| General fund | 6,908 | (3,146) | 3,762 |
| Restricted funds | | | |
| Bradford fund | - | - | - |
| TOTAL FUNDS | <u>6,908</u> | <u>(3,146)</u> | <u>3,762</u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|---------------------------------|---------------------------------|--------------------------------|
| Unrestricted funds | | | |
| General fund | 112,597 | (115,743) | (3,146) |
| Restricted funds | | | |
| Bradford fund | - | - | - |
| TOTAL FUNDS | <u>112,597</u> | <u>(115,743)</u> | <u>(3,146)</u> |

KICKS COUNT

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

| | 2021 | 2020 |
|--|----------------|----------------|
| | £ | £ |
| INCOME | | |
| Voluntary income | | |
| Donations received | 36,990 | 47,285 |
| | <u>36,990</u> | <u>47,285</u> |
| Activities for generating funds | | |
| Fundraising events | 40,483 | 48,068 |
| Shop income | 35,124 | 49,069 |
| | <u>75,607</u> | <u>97,137</u> |
| Investment income | | |
| Deposit account interest | - | 2 |
| | <u>-</u> | <u>2</u> |
| Total incoming resources | 112,597 | 144,424 |
| RESOURCES EXPENDED | | |
| Costs of generating voluntary income | | |
| Generating voluntary income | 3,541 | 6,312 |
| Fundraising trading: cost of goods sold and other costs | | |
| Purchases | 7,719 | 16,141 |
| Fundraising costs | 12,692 | 15,912 |
| | <u>20,411</u> | <u>32,053</u> |
| Charitable activities | | |
| Telephone | 2,072 | 1,262 |
| Postage and stationery | 14,676 | 17,866 |
| Advertising | 2,022 | 5,052 |
| Consultants | 3,718 | 6,080 |
| | <u>22,488</u> | <u>30,262</u> |
| Support costs | | |
| Management | | |
| Rent | - | - |
| Wages | 58,834 | 60,472 |
| Social security | 338 | 1,830 |
| | <u>59,172</u> | <u>62,302</u> |
| Finance | | |
| Bank charges | | |
| Other | 259 | 58 |
| Sundries | | |
| Depreciation | - | - |
| Depreciation | 225 | 1,664 |
| | <u>484</u> | <u>1,722</u> |

KICKS COUNT

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021

| | 2021 £ | 2020 £ |
|---|-----------------------|-----------------------|
| Governance costs | | |
| Accountancy and Legal & Professional Fees | <u>9,646</u> | <u>10,370</u> |
| Other resources expended | | |
| Other expenses | <u>-</u> | <u>281</u> |
| Total resources expended | <u><u>115,743</u></u> | <u><u>143,302</u></u> |
| Net (expenditure)/income | <u><u>(3,146)</u></u> | <u><u>1,121</u></u> |

KICKS COUNT

England & Wales - Charity number 1145073

Accounts

REGISTERED CHARITY NUMBER: 1145073

**REPORT OF THE TRUSTEES AND UNAUDITED
FINANCIAL STATEMENTS FOR THE
YEAR ENDED 31 DECEMBER 2020
FOR
KICKS COUNT**

KICKS COUNT

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

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KICKS COUNT
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard (FRS 102) applicable in the UK and Republic of Ireland published on 16 July 2014 (as amended by Update Bulletin 1 published on 2 February 2016 and Update Bulletin 2 published 5 October 2018).

Legal and administrative information set out on the charity information page forms part of this report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a general Manager who handles the day to day communication, social media and volunteer management. Both are employed by the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1145073

Registered office

10 The Copse
Ripley
Woking
Surrey
GU32 6BN

Trustees

B Davies (Treasurer)
J Rae (Chairperson)
V Groves

Independent examiner

LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Bankers

HSBC
12A North Street
Guildford
Surrey
GU1 4AF

Chief Executive

Elizabeth Hutton

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

OBJECTIVES AND ACTIVITIES

Summary of objects within governing document

Kicks Count aims to reduce the UK's shockingly high stillbirth and neonatal death rate by raising awareness of baby's movements.

What are the UK's stillbirth and neo-natal death rates?

Sadly, the death of a baby isn't rare. In 2019, the stillbirth rate in England reached its lowest level on record, at 3.9 stillbirths per 1,000 births, a decrease from 4.0 in 2018 and 5.1 stillbirths in 2010. In 2010 the Government set an ambition to halve the stillbirth and neonatal death by 2025. Achieving this would mean reducing the stillbirth rate to 2.6 stillbirths per 1,000 births by 2025.

The neonatal mortality rate in England in 2019 remained at 2.8 deaths per 1,000 live births. This is lower than the rate of 2.9 in 2010, but higher than the all-time low of 2.5 in 2014. Achieving the ambition would mean reducing the neonatal mortality rate to 1.5 deaths per 1,000 live births by 2025. If the number of live births were to remain constant until 2025, this would require the number of neonatal deaths to fall to 938 in 2025.

Around a third of stillbirths happen after 37 weeks, when the baby is deemed full term. Stillbirth is 10 times more common than cot death. Stillbirths account for more than half of the death of infants under one year in the UK and more babies die at, or just before, birth than they do from cot death, road deaths and meningitis combined. There is a common misconception that stillbirths only happen in high risk pregnancies or when there is a known problem. However, stillbirth can affect any mum at any time.

Why are baby's movements so important?

Around half of women experiencing a stillbirth perceived a reduction in fetal movement prior to diagnosis. While there isn't one cause of stillbirth, a decrease in fetal movement can be a key warning sign that a baby is in distress and early delivery could save nearly a third of stillborn babies. When the baby is being deprived of oxygen, he or she will slow their movements to conserve oxygen. Cord compression, a failing placenta, or a high intake of smoke may all lead to reduced movements and could be potentially fatal.

The Confidential Enquiry into Stillbirths and Deaths in Infancy found that lack of prompt management to reduced fetal movement was a contributing factor to stillbirth. A 'Kicks Count' campaign in Norway saw the rates of stillbirth halved and, in the UK, a similar awareness campaign in the 1980's around cot death saw rates of sudden infant deaths fall by a massive 70%.

How do we do it?

- Midwife Resources – We provide free resources to midwives.
- Website – Our website is a valuable resource for up to date fetal movement and pregnancy information. All information on the site is intended to complement advice or information from a healthcare professional, not replace it.
- Social Media – Our popular social media channels allow us to reach over 2 million people per week.
- App – Our free mobile app helps women to keep track of their baby's movements and identify a change in pattern.
- Media – Articles in national press and online allow us to raise more awareness of Kicks Count and our work.
- Businesses- We work with a number of businesses that help us reach their customers with our message, as well as raising vital funds.
- Fundraising Events – Although these events serve the purpose of raising funds, they also serve to raise awareness, as people wear branded clothes etc. We have a large number of key supporters who take on challenges, such as the Great North Run, Ride London, Marathons and many more exciting events.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

MANAGEMENT

The trustees have delegated the general running of the charity to the Chief Executive who reports regularly to the Chairperson and to the board of trustees on a biannual basis.

Elizabeth Hutton continues to act as CEO.

The charity has a General Manager who handles the day to day communication, social media and volunteer management. This role continues to be fulfilled by Lisa Newhouse.

2020 was a challenging year due to the Coronavirus pandemic. Fundraising events were cancelled and it became harder to fund the projects. Although staff and volunteers have always worked from home to keep overheads down, many practices including fundraising needed to be adapted to comply with restrictions.

It was feared there would be an increase in stillbirths in 2020 as an indirect result of Covid-19. Although the virus itself did not appear to pose a threat to unborn babies, the lockdown and stay at home message deterred women from attending hospital with their concerns.

In response to the pandemic, we created a new campaign called #KicksStillCount to get the message out that reporting a change in movement was as important as ever. This was supported by midwives and celebrities including Holly Willoughby, Kimberley Walsh and Kirsty Porter. The campaign also received national press coverage.

Resources

To complement our #kicksstillcount campaign we created covid specific posters to emphasize the importance of reporting reduced movement even during the pandemic and lockdown.

In 2020 we also distributed;

- 24,000 trifold leaflets with information about baby's movements.
- 24,030 Doppler leaflets informing mums of the dangers of home Doppers.
- 8,140 Antenatal note stickers to remind mums to keep track of movements and also keep their midwife's number to hand.
- 588 Previous Stillbirth and 474 Previous Neonatal death stickers to alert medical professionals to a mum's pregnancy history.
- 9510 Antenatal note inserts for medical professionals to use to keep track of how many times a mum reports reduced fetal movement.
- 27,900 Reduced fetal movement Alert stickers so medical professionals can quickly see if a mum has reported reduced fetal movement before.

These leaflets were distributed through hospitals, doctors' surgeries and maternity businesses.

Merchandise

In 2020 we launched our wristbands in a rainbow design. We also launched a range of personalised products that would be season/occasion specific, such as Mothers Day, Fathers Day and Easter.

Collaborations

Natal Active

We teamed up with Natal Active to help spread the kicks count message. Natal Active make maternity active wear, to support the Kicks Count message they include the Kicks Count message on the label of the leggings. They also sell Kicks Count wristbands on their website.

Media

Mentions in the media are vital to keep the Kicks Count name in people's consciousness as well as introducing new people to the charity.

In 2020, mainly thanks to the #kicksstillcount campaign, we featured in the following outlets: Mirror Online, Mail Online, Sun Online, Hello!, RSVPlive, BBC, Irish Sun, Headtopics, inkl, Daily Star, Entertainment Daily, Manchester Evening News, Rotherham FT.

KICKS COUNT

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2020

Social Media

Social Media became our main source of communication in 2020. We received a grant that enabled us to spend more time on our due in groups. As so many parenting and antenatal classes were cancelled, our due in groups were a great place for mums to speak about their fears and get advice.

We also did facebook and Instagram live streams with companies like Didofy and other charities such as Tommy's.

Fundraising

Fundraising became a much bigger challenge in 2020 as everything needed to be done remotely. We held virtual quizzes that proved popular as people were unable to attend social events.

We also held a virtual sports day and tried to help parents entertain their children and be able to use the activities as part of home schooling. Activities included an Easter activity pack.

The prizes that we had set aside for the baby show tombola we used to create prize bundles and did online raffles instead. These generated more income than would usually be raised at the baby show and were a huge success. The online raffle is something we will continue doing after the pandemic is over.

Future plans

It is thought the effects of the coronavirus pandemic will continue to be felt well into 2021. Our main focus in 2021 will be to continue to find alternative fundraising opportunities outside of events and continue to raise awareness of babies movements with the resources we have.

Many plans that were in place for 2020 will now be carried over to 2021. This includes development of the app. We will be looking to change the basis of the app so it emphasizes sessions of movement instead of individual movement. We will also add a feature to add sessions retrospectively.

As the Baby Show in 2020 was cancelled we will be attending it in 2021 when it returns. This will allow us to network with other businesses and meet mums to be face to face.

2020 has been a difficult year and has highlighted the need for a variety of fundraising methods and means of reaching mums to be.

KICKS COUNT
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these accounts, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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 board of trustees on 6/9/21 and signed on its behalf by:



.....
J Rae - Trustee

**REPORT OF THE INDEPENDENT EXAMINER TO THE TRUSTEES OF
KICKS COUNT
FOR THE YEAR ENDED 31 DECEMBER 2020**

I report on the accounts for the year ended 31 December 2020 set out on pages eight to fourteen.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required.

It is my responsibility to:

- Examine the accounts under Section 145 of the 2011 Act.
- Follow the procedure laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act.
- State whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

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

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
- To keep accounting records in accordance with Section 130 of the 2011 Act; and
 - To prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 2011 Act

have not been met; or

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



Mr Kevin Lee, FCA
LFM
Chartered Certified Accountants
The Stables
23b Lenten Street
Alton
Hampshire
GU34 1HG

Date: 26/03/2021

KICKS COUNT

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020**

| | Notes | Unrestricted funds £ | 2020 Total funds £ | 2019 Total funds £ |
|---|-------|----------------------------|-----------------------------|-----------------------------|
| INCOME FROM | | | | |
| Donations received | | 47,285 | 47,285 | 64,101 |
| Charitable activities | 2 | 97,137 | 97,137 | 79,913 |
| Investment income | 3 | 2 | 2 | 9 |
| | | <hr/> | <hr/> | <hr/> |
| Total | | 144,424 | 144,424 | 144,023 |
| EXPENDITURE ON | | | | |
| Raising funds | | 38,365 | 38,365 | 46,379 |
| Charitable activities | | | | |
| Charitable activities | | 94,287 | 94,287 | 100,554 |
| Governance costs | | 10,370 | 10,370 | 10,020 |
| Other resources expended | | 281 | 281 | 746 |
| | | <hr/> | <hr/> | <hr/> |
| Total | | 143,303 | 143,303 | 157,699 |
| Net income/(expenditure) and net movement in funds | | 1,121 | 1,121 | (13,676) |
| | | <hr/> | <hr/> | <hr/> |
| NET INCOME | | 1,121 | 1,121 | (13,676) |
| RECONCILIATION OF FUNDS | | | | |
| Total funds brought forward | | 5,787 | 5,787 | 19,463 |
| | | <hr/> | <hr/> | <hr/> |
| Total funds carried forward | | <u>6,908</u> | <u>6,908</u> | <u>5,787</u> |

KICKS COUNT
BALANCE SHEET AT
31 DECEMBER 2020

| | Notes | Unrestricted funds £ | 2020 Total funds £ | 2019 Total funds £ |
|-----------------------|-------|-------------------------|--------------------------|--------------------------|
| FIXED ASSETS | | | | |
| Tangible assets | 6 | 450 | 450 | 1,440 |
| | | 450 | 450 | 1,440 |
| CURRENT ASSETS | | | | |
| Cash at bank | | 6,458 | 6,458 | 4,347 |
| | | 6,458 | 6,458 | 4,347 |
| NET ASSETS | | 6,908 | 6,908 | 5,787 |
| TOTAL FUNDS | | 6,908 | 6,908 | 5,787 |

The financial statements were approved by the Board of Trustees on 06/09/21 and were signed on its behalf by:



 J Rae - Trustee

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared in accordance with Statement of Recommended Practice: Accounting and Reporting by Charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (issued 16 July 2014) - and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Charities Act 2011.

Kicks Count meets the definition of a public benefit entity under FRS 102. The financial statements are prepared on a going concern basis under historical cost conventions, modified to include certain items at fair value.

The financial statements have been prepared on a receipts and payments basis, in accordance with the Charities Act 2011.

The financial statements are presented in pound sterling (£) which is the charity's functional and presentation currency.

Incoming resources

Activities for generating funds

Income from shop sales, fundraising events and recycling are all included when receivable.

Investment income

Investment income is accounted for on a receivable basis and this covers interest and dividends.

Donations and grants

Income from donations and grants, including capital grants, is included in incoming resources when these are receivable, except as follows:

- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in incoming resources of restricted funds when receivable.

Resources expended

Expenditure is accounted for on a payment basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

| | |
|-----------------------|---------------|
| Computer equipment | - 33% on cost |
| Fixtures and fittings | - 33% on cost |

Taxation

Kicks Count is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and it is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

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.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund.

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. CHARITABLE ACTIVITIES

| | 2020 | 2019 |
|--------------------|---------------|---------------|
| | £ | £ |
| Fundraising events | 48,068 | 53,313 |
| Shop income | 49,069 | 26,600 |
| | <u>97,137</u> | <u>79,913</u> |

3. INVESTMENT INCOME

| | 2020 | 2019 |
|--------------------------|----------|----------|
| | £ | £ |
| Deposit account interest | 2 | 9 |
| | <u>2</u> | <u>9</u> |

4. EMPLOYEES AND KEY MANAGEMENT

The average number of employees during the year was 2 (2019 - 2).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.
The total remuneration of key management personnel during the year was £37,080.00 (2019: £37,080.00).

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the year ended 31 December 2019.

Trustees' expenses

There were no trustees' expenses paid neither for the year ended 31 December 2020 nor for the year ended 31 December 2019.

KICKS COUNT

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

6. TANGIBLE FIXED ASSETS

| | Fixtures and fittings £ | Computer equipment £ | Totals £ |
|-----------------------|----------------------------|-------------------------|---------------|
| COST | | | |
| At 1 January 2020 | 2,772 | 9,670 | 12,442 |
| Additions | - | 674 | 674 |
| Disposals | - | - | - |
| At 31 December 2020 | <u>2,772</u> | <u>10,344</u> | <u>13,116</u> |
| DEPRECIATION | | | |
| At 1 January 2020 | 2,772 | 8,230 | 12,667 |
| Charge for the year | - | 1,664 | 4,147 |
| At 31 December 2020 | <u>2,772</u> | <u>9,894</u> | <u>11,002</u> |
| NET BOOK VALUE | | | |
| At 31 December 2020 | <u>-</u> | <u>450</u> | <u>450</u> |
| At 31 December 2019 | <u>-</u> | <u>1,440</u> | <u>1,440</u> |

6. MOVEMENT IN FUNDS

| | At 1.1.20 £ | Net movement in funds £ | At 31.12.20 £ |
|---------------------------|----------------|----------------------------|------------------|
| Unrestricted funds | | | |
| General fund | 5,787 | 1,121 | 6,908 |
| Restricted funds | | | |
| Bradford fund | - | - | - |
| TOTAL FUNDS | <u>5,787</u> | <u>1,121</u> | <u>6,908</u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|-------------------------|-------------------------|------------------------|
| Unrestricted funds | | | |
| General fund | 144,424 | (143,303) | 1,121 |
| Restricted funds | | | |
| Bradford fund | - | - | - |
| TOTAL FUNDS | <u>144,424</u> | <u>(143,303)</u> | <u>1,121</u> |

KICKS COUNT

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020**

| | 2020 | 2019 |
|--|----------------|----------------|
| | £ | £ |
| INCOME | | |
| Voluntary income | | |
| Donations received | 47,285 | 64,101 |
| | <u>47,285</u> | <u>64,101</u> |
| Activities for generating funds | | |
| Fundraising events | 48,068 | 53,313 |
| Shop income | 49,069 | 26,600 |
| | <u>97,137</u> | <u>79,913</u> |
| Investment income | | |
| Deposit account interest | 2 | 9 |
| | <u>2</u> | <u>9</u> |
| Total incoming resources | 144,424 | 144,023 |
| RESOURCES EXPENDED | | |
| Costs of generating voluntary income | | |
| Generating voluntary income | 6,312 | 12,089 |
| Fundraising trading: cost of goods sold and other costs | | |
| Purchases | 16,141 | 1,153 |
| Fundraising costs | 15,912 | 33,137 |
| | <u>32,053</u> | <u>34,290</u> |
| Charitable activities | | |
| Telephone | 1,263 | 1,419 |
| Postage and stationery | 17,866 | 20,385 |
| Advertising | 5,052 | 12,171 |
| Consultants | 6,080 | 4,877 |
| | <u>30,262</u> | <u>38,852</u> |
| Support costs | | |
| Management | | |
| Rent | - | - |
| Wages | 60,472 | 56,471 |
| Social security | 1,830 | (73) |
| | <u>62,302</u> | <u>56,398</u> |
| Finance | | |
| Bank charges | 58 | 152 |
| Other | | |
| Sundries | - | 1,005 |
| Depreciation | | |
| Depreciation | 1,664 | 4,147 |
| | <u>1,722</u> | <u>5,304</u> |

KICKS COUNT

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020

| | 2020 £ | 2019 £ |
|---------------------------------|-----------------------|------------------------|
| Governance costs | | |
| Accountancy | <u>10,370</u> | <u>10,020</u> |
| Other resources expended | | |
| Other expenses | <u>281</u> | <u>746</u> |
| Total resources expended | <u><u>143,302</u></u> | <u><u>157,699</u></u> |
| Net (expenditure)/income | <u><u>1,121</u></u> | <u><u>(13,676)</u></u> |