

REGISTERED CHARITY NUMBER: 1145073

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

KICKS COUNT
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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 Dopplers.
- 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
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
Total		143,303	143,303	157,699
Net income/(expenditure) and net movement in funds		1,121	1,121	(13,676)
NET INCOME		1,121	1,121	(13,676)
RECONCILIATION OF FUNDS				
Total funds brought forward		5,787	5,787	19,463
Total funds carried forward		6,908	6,908	5,787

KICKS COUNT
BALANCE SHEET AT
31 DECEMBER 2020

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

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	10,370	10,020
	<u> </u>	<u> </u>
Other resources expended		
Other expenses	281	746
	<u> </u>	<u> </u>
Total resources expended	<u>143,302</u>	<u>157,699</u>
	<u> </u>	<u> </u>
Net (expenditure)/income	<u>1,121</u>	<u>(13,676)</u>