

REGISTERED CHARITY NUMBER: 1145073

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

KICKS COUNT

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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of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn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

		2021	2020
	Unrestricted	Total	Total
	funds	funds	funds
Notes	£	£	£
INCOME FROM			
Donations received	36,990	36,990	47,285
Charitable activities	2 75,607	75,607	97,137
Investment income	3 -	-	2
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
Total	115,743	115,743	143,303
Net income/(expenditure) and net movement in funds	(3,146)	(3,146)	1,121
NET INCOME	(3,146)	(3,146)	1,121
RECONCILIATION OF FUNDS			
Total funds brought forward	6,908	6,908	5,787
Total funds carried forward	3,762	3,762	6,908

KICKS COUNT
BALANCE SHEET AT
31 DECEMBER 2021

		Unrestricted funds	2021 Total funds	2020 Total funds
	Notes	£	£	£
FIXED ASSETS				
Tangible assets	6	225	225	450
		<u>225</u>	<u>225</u>	<u>450</u>
CURRENT ASSETS				
Cash at bank		<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 ...  ... 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	2021
	£	£
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>