

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

	Page
Report of the Trustees	1 to 5
Report of the Independent Examiner	6
Statement of Financial Activities	7
Balance Sheet	8
Notes to the Financial Statements	9 to 11
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of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn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 reduction in the incidence of stillbirth. We have therefore created 6 new posters for midwives to order that best represents 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 business 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

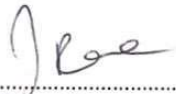
The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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.



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

Date: 14/08/2023
Date:

KICKS COUNT

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2022


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

KICKS COUNT

BALANCE SHEET AT 31 DECEMBER 2022

			2022	2021
		Unrestricted funds	Total funds	Total funds
	Notes	£	£	£
FIXED ASSETS				
Tangible assets	6	655	655	225
		655	655	225
CURRENT ASSETS				
Cash at bank		16,851	19,516	3,537
NET ASSETS		17,506	20,171	3,762
TOTAL FUNDS		17,506	20,171	3,762

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	<u>2,772</u>	<u>10,999</u>	<u>13,771</u>
DEPRECIATION			
At 1 January 2022	2,772	10,119	12,891
Charge for the year	-	225	225
At 31 December 2022	<u>2,772</u>	<u>10,344</u>	<u>13,116</u>
NET BOOK VALUE			
At 31 December 2022	<u>-</u>	<u>655</u>	<u>655</u>
At 31 December 2021	<u>-</u>	<u>225</u>	<u>225</u>

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	<u>3,762</u>	<u>16,409</u>	<u>20,171</u>

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	<u>142,105</u>	<u>(125,696)</u>	<u>16,409</u>

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>