

**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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**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.

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of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn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

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**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:

- 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 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

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

# KICKS COUNT

## BALANCE SHEET AT 31 DECEMBER 2023

			2023	2022
		Unrestricted funds	Total funds	Total funds
	Notes	£	£	£
<b>FIXED ASSETS</b>				
Tangible assets	6	2,105	2,105	655
		<u>2,105</u>	<u>2,105</u>	<u>655</u>
<b>CURRENT ASSETS</b>				
Cash at bank		<u>30,479</u>	<u>33,543</u>	<u>19,516</u>
<b>NET ASSETS</b>		<u>32,584</u>	<u>35,648</u>	<u>20,171</u>
<b>TOTAL FUNDS</b>		<u><u>32,584</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 £
<b>COST</b>			
At 1 January 2023	2,772	10,999	13,771
Additions	1,638	849	2,487
Disposals	-	-	-
At 31 December 2023	<u>4,410</u>	<u>11,848</u>	<u>16,258</u>
<b>DEPRECIATION</b>			
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>
<b>NET BOOK VALUE</b>			
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 £
<b>Unrestricted funds</b>			
General fund	17,506	15,078	32,584
<b>Restricted funds</b>			
South Asian Project	2,665	(137)	2,528
Other Restricted funds	-	536	536
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	139,900	(124,822)	15,078
<b>Restricted funds</b>			
South Asian Project	-	(137)	(137)
Other Restricted funds	<u>1,000</u>	<u>(464)</u>	<u>536</u>
<b>TOTAL FUNDS</b>	<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
	£	£
<b>INCOME</b>		
<b>Voluntary income</b>		
Donations received	63,744	65,889
	<u>63,744</u>	<u>65,889</u>
<b>Activities for generating funds</b>		
Fundraising events	61,892	39,737
Shop income	14,928	36,479
	<u>76,820</u>	<u>76,216</u>
<b>Investment income</b>		
Deposit account interest	336	-
	<u>336</u>	<u>-</u>
<b>Total incoming resources</b>	<b>140,900</b>	<b>142,105</b>
<b>RESOURCES EXPENDED</b>		
<b>Costs of generating voluntary income</b>		
Generating voluntary income	11,860	4,535
<b>Fundraising trading: cost of goods sold and other costs</b>		
Purchases	8,706	9,831
Fundraising costs	9,020	8,898
	<u>17,726</u>	<u>18,729</u>
<b>Charitable activities</b>		
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>
<b>Support costs</b>		
<b>Management</b>		
Rent	-	-
Wages	37,222	46,030
Social security	-	2,985
	<u>37,222</u>	<u>49,015</u>
<b>Finance</b>		
Bank charges		
<b>Other</b>	328	1,251
Sundries		
<b>Depreciation</b>	-	-
Depreciation	1,037	225
	<u>1,365</u>	<u>1,476</u>

# KICKS COUNT

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

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