

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of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.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

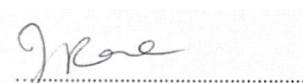
The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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.



.....
Thomas Mason FCA

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

Date: 26 October 2025

KICKS COUNT

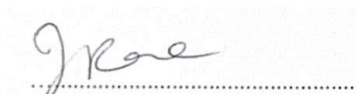
**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

		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

		Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
	Notes	£	£	£	£
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	4,486	12,467	16,953
DEPRECIATION			
At 1 January 2024	3,313	10,840	14,153
Charge for the year	551	545	1,096
At 31 December 2024	3,864	11,385	15,249
NET BOOK VALUE			
At 31 December 2024	622	1,082	1,704
At 31 December 2023	1,097	1,008	2,105

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	35,648	(30,241)	5,407

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	69,075	(99,316)	(30,241)

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
	<hr/> 37,928	<hr/> 63,744
Activities for generating funds		
Fundraising events	17,743	61,892
Shop income	13,153	14,928
	<hr/> 30,896	<hr/> 76,820
Investment income		
Deposit account interest	251	336
	<hr/> 251	<hr/> 336
TOTAL INCOMING RESOURCES	<hr/> 69,075	<hr/> 140,900
 RESOURCES EXPENDED		
Costs of generating voluntary income		
Generating voluntary income	9,089	11,860
	<hr/> 9,089	<hr/> 11,860
Fundraising trading: cost of goods sold and other costs		
Purchases	1,890	8,706
Fundraising costs	2,781	9,020
	<hr/> 4,671	<hr/> 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
	<hr/> 35,928	<hr/> 41,714
Support Costs		
Management		
Wages	36,763	37,222
Social Security	-	-
	<hr/> 36,763	<hr/> 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