MUMMY'S STAR

England & Wales · Charity number 1152808

Details

Status	Registered
Legal form	Charitable company
Company number	08548961
Registered	2013-07-11
Register	View on the Charity Commission register

Contact

Address	PO Box 428 Glossop SK14 9EA
Phone	07939154217
Email	info@mummysstar.org
Website	www.mummysstar.org

Activities

Objects: THE CHARITY'S OBJECTS ("OBJECTS") ARE SPECIFICALLY RESTRICTED TO THE FOLLOWING: THE RELIEF OF SICKNESS AND NEED, AND THE PRESERVATION OF HEALTH FOR THOSE FAMILIES WHO HAVE A MOTHER: (A) WHO RECEIVES A DIAGNOSIS OF CANCER DURING HER PREGNANCY (WHICH IS DEFINED FROM BEING 1 WEEK PREGNANT UP TO AND INCLUDING DELIVERY, OR IF THE PREGNANCY ENDS NATURALLY OR MEDICALLY); OR (B) WHO RECEIVES A DIAGNOSIS OF CANCER AT ANY TIME POSTNATALLY UP TO THE YOUNGEST CHILD TURNING 12 MONTHS OLD; OR (C) WHO LOSES HER LIFE TO CANCER, FOLLOWING A DIAGNOSIS IN EITHER OF THE TIME PERIODS SPECIFIED IN (A) OR (B) ABOVE, BY (BUT NOT LIMITED TO) THE PROVISION OF FINANCIAL ASSISTANCE, SUPPORT AND PRACTICAL ADVICE.

Activities: Mummy's Star is the only UK charity with the aim of 'supporting pregnancy through cancer and beyond'. More specifically the charity focuses on supporting women/families where the mother:Is diagnosed with cancer during pregnancy; Is diagnosed with cancer within a year of giving birth;Loses her life to cancer, following a diagnosis in either of the time periods specified above.

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Classification

- **How:** Makes Grants To Individuals, Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Other Defined Groups

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£360,239	£321,998	-	-
2024-03-31	£377,825	£303,726	-	-
2023-03-31	£258,132	£257,503	-	-
2022-03-31	£227,295	£246,906	-	-
2021-03-31	£246,349	£190,088	-	-

Trustees

Name	Role	Appointed
Barbara Anne Nelson	Chair	2022-11-08
Anna Priest		2025-10-14
Felicity Bennett		2023-10-10
Lyvia Crampton		2023-09-12
Tatyana Park		2025-10-14
Thomas Andrew Groom		2018-12-15
Tina South		2023-10-10

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MUMMY'S STAR

England & Wales - Charity number 1152808

Accounts

Company registration number: 08548961
Charity registration number: 1152808

CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

MUMMY'S STAR
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

Holy Brook Associates Ltd

Mummy's Star
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Mummy's Star
Reference and Administrative Details
For The Year Ended 31 March 2025

Trustees	Ms Barbara Nelson Ms Felicity Bennett Ms Lyvia Crampton Mr Thomas Groom - Treasurer Mr Peter Wallroth Ms Tina South Ms Alice Pemberton-Barlow Ms Karen Edwards Ms Kathryn Nattress
Email address	info@mummysstar.org
Telephone number	07939 154217 (Peter Wallroth)
Website	www.mummysstar.org
HMRC charities reference number	EW03536
Bankers	Natwest PLC
Charity number in Scotland	SC046449
Charity number in Ireland	20106812
Charity Number	1152808
Company Number	08548961
Principal Address	PO Box 428 Hadfield Glossop SK14 9EA
Independent Examiner	Rachel Eden FCMA Holy Brook Associates Ltd Curious Lounge Reading Berkshire RG11NH

The trustees present their report and the financial statements for the year ended 31 March 2025.

Objectives and Activities

Significant Activities

Vice-Chair's Summary

As Vice Chair of Mummy's Star, I'm honoured to reflect on a year of great growth and the continuing positive impact of our charity.

First and foremost, I would like to express our thanks to Kathryn Nattress, who stepped down as Chair just before the end of the financial year. On behalf of the Board and all those involved in Mummy's Star, I want to thank Kathryn sincerely for her dedication and wish her the very best in her future endeavours.

This year, Mummy's Star supported 444 mums with a cancer diagnosis in or around pregnancy, while continuing to extend our reach to healthcare professionals through education and training. Over 3,000 professionals took part in our sessions, equipping them to better recognise and respond to cancer in pregnancy. From bespoke support and financial grants to awareness campaigns like 'Be Body Aware', our team worked tirelessly to ensure no family faces this journey alone. We also strengthened our internal systems, grew our support team to meet rising demand, and laid foundations for new initiatives in the year ahead. Looking to 2025-26, our focus remains on listening to the families we support, expanding our reach, and continuing to advocate for early diagnosis and compassionate care.

These achievements reflect a strong and united team of staff, volunteers and supporters along with a team of highly committed Board members. To all our donors, fundraisers and supporters: your generosity powers everything we do. Whether you've shared your story, raised awareness, or donated time or money, your kindness is making a life-changing difference.

Thank you for being part of the Mummy's Star community.

Barbara Anne Nelson

Barbara-Anne Nelson, Vice Chair

14 October 2025

Why we're needed

Cancer affects around 1 in 1000 pregnancies. Every day in the UK, two women or birthing people are diagnosed with cancer in or around pregnancy.

Everyone hopes that pregnancy will be a time of joy and excitement, when families can look forward to welcoming a new life into the world. Instead, hundreds of pregnant people each year hear the devastating words: "you've got cancer." On top of the usual challenges of being pregnant, there are now so many extra concerns for families to grapple with. Mums tell us they are filled with anxiety, grieving the motherhood they always hoped for and having to make difficult choices about treatment, birth and their baby. Parents often feel very lonely, as they have not met anyone who understands what they are going through.

1 in 1000 pregnancies are affected by cancer, but it is still not a compulsory part of NHS training or university courses. Patients often present to healthcare professionals on multiple occasions with their symptoms before they are referred for further testing and an accurate cancer diagnosis is made. As cancer in pregnancy is quite rare, many health professionals haven't come across it before or services aren't designed to help families in this unique situation, all of which adds to the confusion and loneliness they feel when they get diagnosed.

At Mummy's Star, we want as many healthcare professionals as possible to be aware of the potential for cancer symptoms to be masked by expected physical changes in and around pregnancy, and to know how to best respond and support their patients if they do find something concerning.

History of Mummy's Star

Mummy's Star was founded in memory of Mair Wallroth. Mair was a much-loved mummy, wife, daughter, sister, and friend. She was diagnosed with breast cancer at 22 weeks pregnant with her second child and sadly died aged 41, just two months after his birth.

Mummy's Star was founded in 2013 by her husband Pete, and friend Nicolette Peel MBE, to ensure families going through a similar experience could access all the support and information they needed in one place and have help to navigate this traumatic and complex situation.

Our purpose & public benefit

Mummy's Star is the only charity in the UK and Ireland dedicated to supporting mums and birthing parents diagnosed with cancer in or around pregnancy.

Running since 2013, we fulfil our charitable objectives and demonstrate public benefit by supporting women and birthing people who:

- receive a cancer diagnosis during pregnancy
- receive a cancer diagnosis up to twelve months after the birth of their baby

- experience a baby loss around their diagnosis

Mummy's Star is here to support them from the moment they are diagnosed, through their pregnancy, birth, loss and beyond.

Vision: For no mum or birthing person to feel alone following a cancer diagnosis, in or around pregnancy, and to ensure they can make informed choices about their cancer treatment and pregnancy care.

Mission: We ensure mums and birthing parents, diagnosed with cancer in or around pregnancy, receive personalised and compassionate support that decreases loneliness and anxiety, while still acknowledging and celebrating their parenthood. We also increased awareness of cancer and pregnancy amongst healthcare professionals to improve diagnosis, treatment and care of pregnant or recently pregnant people diagnosed with cancer.

Public Benefit

How we help

For mums and birthing parents, Mummy's Star delivers:

- **One-to-one support for every mum/birthing parent**, delivered by a designated Information and Support Worker to ensure consistency and a personalised service.
- **Access to a secure online forum** where they feel safe to ask questions, share their anxieties and access 'peer to peer' support from one another.
- **Bespoke advice and information** about cancer in and around pregnancy, including links to local services and signposting to other organisations.
- **Supporting families to make informed choices** about their pregnancy care, their cancer treatment and providing information and guidance about returning to work.
- **Small Grants Programme** to help families manage unexpected costs that arise after a cancer diagnosis. There is a robust application process in place, which is simple to complete, and funds are issued quickly to minimise stress and maximise benefit. Every grant is reviewed and authorised by the Trustees.
- **Pre-bereavement, End-of-Life support and memory-making resources** for mums facing a terminal diagnosis. We continue to offer bereavement support to partners and wider family members after their loved one dies.

For the wider public and health professionals, Mummy's Star delivers:

Cancer and Pregnancy Education and Training Programme for healthcare professionals, to expand on and complement current training and curriculum provision. We have been delivering our Training and Education programme since 2015. It is a bespoke course, tailored to each cohort, and the session covers:

- how pregnancy, breastfeeding and post-natal body changes can mask potential signs of cancer (symptom masking)
- what healthcare professionals should look for and discuss with their patients if concerns present
- how best to escalate any concerns they may have about a patient using referral pathways and urgent clinics

Annual awareness campaigns

- Cancer and Pregnancy Awareness Week- this is aimed at the public and aims to take relevant messages to the general population through online material shared through social media and our website. Each year the campaign covers a different theme or topic based on our learning and feedback throughout the year.
- Healthcare Professionals Awareness Week - this campaign focuses on people working in healthcare settings, who may be part of the journey of a family affected by cancer in pregnancy, such as GPs, midwives, gynaecologists, oncologists, hospice staff and many more.

We share our campaign content online, as well as proactively networking with key health professionals, supporters of Mummy's Star and partner organisations, networks and charities, who help us to promote the content to their audiences. The ultimate goal of these areas of work is that more pregnant or new mums/birthing parents with cancer:

- Get diagnosed and start treatment more quickly, hopefully saving lives. Finding cancer early doesn't make the diagnosis any less traumatic or prevent the cruel interruption of the maternity experience for the person involved, but it does provide a far wider scope of treatment and surgical options for them and the medical team supporting them.
- Receive more timely and effective support in all areas of their journey

Story sharing, media engagement and conference presentations

We seek to amplify the voices and experiences of families affected by cancer in and around pregnancy, not only to raise awareness but also to advocate for the specific needs of people navigating this complex crossover. Each year is different, and may include sharing mums' stories on our website and social media, appearing on podcasts, responding to media interviews or engaging in national campaigns relevant to our cause.

The trustees confirm that they have complied with the requirements of Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit.

Partnerships

Collaboration is at the heart of Mummy's Star's way of working. We know that joining together with others gets much better outcomes for the mums and families we are supporting, and ensures that our awareness raising messages reach much further.

Getting through cancer treatment and prioritising time with family often means that mums have very little physical or emotional energy left to research the different support they might be entitled to. Our support work for Mums includes researching what support or services are available for a family's specific needs and then helping them access it. Alongside helping mums navigate national financial support systems, we frequently refer families to other organisations, such as those specialising in memory making for families or children's bereavement support. This collaborative way of working means that we regularly receive referrals from other charities too.

Mummy's Star is a member of:

- Cancer52 (group of charities focused on rare cancers)
- The Wales Cancer Alliance
- MBRRACE-UK (Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK). This is the collaboration responsible for running the national Maternal, Newborn and Infant clinical Outcome Review. Pete Wallroth is part of MBRRACE's lay report writing group for the annual report into maternal mortality. The latest report was released 10th October 2024.
- We have also been a key partner in the Parenting with Cancer project over the last two years, creating a wide range of resources to better support parents where there is cancer in the family. This culminated in the first 'Parenting with Cancer' conference in May 2024, at which our CEO was a Chair

Research

Mummy's Star is part of the International Network for Cancer in Fertility and Pregnancy (INCIP), the central body for medical research in this area. We are also a partner in a study with The National Oncology Trainees Collaborative for Healthcare Research (NOTCH), mapping incidence rates of cancer and pregnancy in the UK for the first time.

Advisors to Mummy's Star

Our advisors offer the Board and Mummy's Star Team their professional expertise throughout the year. They make an invaluable contribution to the successful running of the charity and are a much-valued source of knowledge and guidance. We are very grateful to the following people who have supported Mummy's Star this year:

- Dr Richard Simcock - Oncology
- Jude Jones - Midwifery
- Dr Jenny Rattray - General Practice
- David Wright – Young people's cancer

Achievements and Performance

Main Achievements

Achievements & performance: Family Support Service

517 mums engaged with Mummy's Star during 2024-25: receiving active support, raising awareness of cancer and pregnancy, or working with Mummy's Star to fundraise and help support future mums. Of the 517 mums engaged this year, we provided personalised practical, emotional and financial support to 444 mums who received a cancer diagnosis in or around their pregnancy.

Over a third (171) of these were new to our service this year. We also supported 2 partners/spouses or family members of our Star Mums. We delivered:

- 3,301 communications through our practical and emotional support in 2024/25, an average of more than 63 contacts a week.
- 127 care packages were sent to mums with pampering or helpful items to give them a boost during hospital treatments or times of recovery at home.
- 108 small financial grants were given to families in need, to help towards additional costs of cancer, such as transport and parking for hospital, childcare, or buying equipment to help mums care easily for their babies after treatment or surgery. The continued high costs of living have meant that these grants have made a real difference to struggling families. One former recipient told us the difference it made:

"I was able to (pay for) mental health support via counselling while I was on a very long waiting list for NHS support. I was in a dark place at the time and I don't know if I'd still be alive if it wasn't for this support."

Main Achievements - continued

We ran 7 "Ask the Expert" sessions this year. Hundreds of people have been able to view these videos either live or by accessing the recorded sessions. The topics covered:

- Perinatal hair loss and hair care during cancer
- Managing cancer related fatigue
- Returning to Work
- Managing Menopause Following Cancer
- Journalling for Therapy
- Perinatal Mental Health Support
- Pregnancy Loss & Cancer

Feedback from families

During the year we offered survey opportunities every 6 months for mums to give us their feedback on the difference our emotional support has made. The results showed:

- 99% of mums who responded agreed or strongly agreed that they could access emotional support from their Support Worker when they needed it
- 98% of mums surveyed agreed or strongly agreed they felt less isolated after accessing emotional support from Mummy's Star
- 96% of mums agreed or strongly agreed that emotional support from Mummy's Star helps them manage the emotional challenges of their cancer diagnosis

It was also amazing to hear how mums described the impact of our support:

"Thank you for everything you have been invaluable and a true angel! Please know that your support means so much to so many people."

"You may not realise it but talking to you and getting all that stuff out in the open was so much a HUGE relief for me, it's stuff I haven't disclosed really to others or even myself properly and it obviously needed out! Sorry for bombarding you with it all but please know it was hugely beneficial for me and I enjoyed talking to you very much. Definitely felt like a weight had been lifted when I woke up today and feel grateful for the opportunity it to start to explore these feelings I have been having in preparation for when I do go to counselling."

"I wanted to thank you for your referral to (another charity). They very kindly have arranged a memory day to Legoland and even suggested an overnight stay. We are overwhelmed with the kindness and the kids are thrilled! Without you we wouldn't be sharing such a special time together so a huge thank you!!"

During the year we started work with an industry volunteer to review our evaluation forms. The Support Team have been involved in helping develop a form that better captures feedback from the mums we support, identifies areas for improvement, and assesses the impact we are having on the families we support. The form is now in use for the 2025-26 year, and we have already started to receive more detailed feedback and information, and will be incorporating this into ongoing service evaluation and planning.

A growing and developing service

Referrals to the Support service increased by 17% compared to 2023-24. In addition to higher numbers of referrals we continue to see increasing complexity or intensity of support needed for some families. In May 2024, the Board of Trustees took the decision to expand the size of the Support Team in order to respond to growing demand.

We advertised for a new Support Team Manager role, to not only increase the service's capacity, but also make sure our service is fit for purpose and that we are managing referrals well. We were delighted to offer existing Support Worker Fiona the position. This meant we needed to fill the new vacancy of a Support Worker post, and appointed Frankie to the team in September. She has settled in really well in the team.

Thanks to this expansion we are now able to offer an additional 65 hours of support to mums per month. We have also been able to improve our referral distribution process amongst the team, making caseloads more even and alleviating stress. We continue to place a high priority on our team's wellbeing, who all continue to access external supervision on a monthly basis, recognising the emotional impact of their work. We continued to build on relationships with other organisations to learn from their ways of working and embed good practices. This included working with the Lightning Portal, Candle Counselling, PANDAS, and Cancer Pal.

During the year we also made improvements across a number of 'behind the scenes' areas to help the project run as smoothly and efficiently as possible. This included:

- Updating website content and referral forms to make the 'onboarding' process consistent for all families seeking support
- Updating our approach to support for partners of Star Mums, ensuring we have a fully confidential and structured form of support available for partners.
- Developing a standardised process to monitor and record the number of self or third-party referrals which do not

meet our eligibility criteria. This will ensure consistency across the team, and may also provide valuable data for the Board, offering insights into the number of mums applying but not receiving support.

- Working with the Operations Manager and Trustees to clarify the guidance on what support we can offer to mums who have been referred to Mummy's Star who are here on a visa, asylum seekers, or who have no recourse to public funds to ensure consistent practice across the organisation.

Looking forward

Some things we have learnt this year and are looking to improve and develop in the coming year include:

- Many mums struggle with life after treatment, when they are no longer in regular contact with their medical teams. This includes helping manage potential longer term treatment side effects (such as menopause, lymphoedema or mental health issues). We are looking at how we can offer improved 'return to work' advice and 1:1 health coaching to support mums through this transition time.

- We have learnt from feedback from mums that many are unable to attend the live recordings of the Ask the Expert sessions and that videos may not be the best format for our audience. We are exploring the possibility of moving the sessions to a podcast format, which would mean even more people can benefit from the expert information available and increase the reach of Mummy's Star.

- Looking to improve the awareness of the value of memory making for all mums and how Mummy's Star can help with this.

Achievements and performance: Training and Education Programme

The Programme has continued to go from strength to strength this year. We have continued to have excellent levels of engagement from the Universities we had existing connections with, as well as adding 12 new sites. During the 2024-25 academic year, we are scheduled to deliver training at over 30 of the 55 universities offering midwifery courses in the UK. Many of these universities now regularly invite us back to train new student cohorts each year.

"Amazing, insightful presentation. I definitely feel more confident in pregnancy and cancer care now. Thankyou." (Student feedback, 2024)

Outside of Universities, we have continued to reach a wider range of health professionals through engagement with the relatively newly-formed Maternal Medicine Networks (MMNs) and broadened our reach across different healthcare trusts. We have seen how MMNs are a really helpful platform for different medical teams to find out about Mummy's Star and request some input and training, and the flexible nature of the programme means we can adapt the content, length and style of the session to suit different audiences.

During the 2024-25 financial year, we delivered sessions to 3,052 attendees across 23 different universities, 9 hospitals, health trusts or medical network groups, and also presented at 4 conferences.

After training sessions we collect feedback about their impact on students and attendees. Students have repeatedly shared how eye-opening and encouraging it has been for them to see their roles highlighted as a key component in the care planning for families, and how it has boosted their confidence going into practice in the future, knowing that Mummy's Star also provides support and resources for healthcare professionals as well as for families affected.

It was really pleasing to see that in the last year:

- 92% of survey respondents strongly agreed that they had learned something new
- 95% said they now felt more confident talking about the subject of cancer and pregnancy (47% strongly agree, 48% agree)
- 96% said they would now feel confident accessing support for a patient experiencing cancer in and around pregnancy (49% strongly agree, 47% agree)
- 93% rated their session as excellent, 6% rated it good

"The session was very engaging and eye opening. I have learned a lot and have enjoyed seeing Pete's passion for this topic. I will definitely go forward into practice with the messages shared from this session in mind." (Student feedback, 2024)

"So informative and honest. It made me feel more confident to talk about cancer during pregnancy, as before when I've encountered it I wasn't sure how to approach it."

"Really insightful and also gave actual practical advice that we can take into practice straight away."

"Such an informative presentation and certainly made me understand how my role as a future midwife can be hugely important when supporting families during such difficult times."

We are also expanding our university audiences beyond just midwifery; for example, at Salford University third year nursing students are now also being invited to Mummy's Star sessions. As we look forward to the 2025-26 academic year, we already have bookings right through to June 2026. We are really pleased to see how universities value the learning opportunities for their students. We are able to earn a small amount of income from session fees for this week, primarily from universities, though we have been affected by budget cuts at many institutions and continue to fundraise through our charitable trust and corporate supporters to make this work possible.

Our experience shows that making contacts and building trusted relationships are some of the most reliable leads to further opportunities for sharing the programme's messages to new audiences. We will continue with our approach to promote and

talk about our training sessions and awareness campaigns on our website, social media and in conversations with stakeholders and partners. Around 60% of invitations for training sessions come from healthcare professionals who have heard Pete speak at a conference or other event, and can see the benefit for their students or colleagues.

We also create a database of all our contacts and map where they are geographically. This enables us to target areas of the UK which have not yet been covered. We use our existing networks of contacts to also seek introductions to relevant institutions or health networks in these target areas.

Achievements and performance: Awareness raising

Our Cancer and Pregnancy Awareness Week campaign for 2024 was 'Be Body Aware' highlighting the key cancer symptoms which can be masked by or mistaken for expected physical and mental changes during pregnancy and post-partum. We also shared tips and tricks about staying connected to your body and what's 'normal' so that pregnant and recently pregnant people could spot changes sooner. We involved one of our Star Mums, who is also a GP, in message-testing to help us ensure that the content was accurate and realistic.

The campaign consisted of:

- Daily infographics shared on social media
- A dedicated webpage
- A free webinar on 'Connecting to your body' with Sam Reynolds (Post Natal Doula)
- A downloadable booklet of tips to stay body aware whilst pregnant or post-natal
- We also shared videos of 4 mums' stories which highlighted the importance of spotting symptoms and sharing them as soon as possible.

Our internal aims were to:

- host our first campaign with a proactive message that encouraged action
- reach more pregnant and recently pregnant people who aren't currently impacted by cancer
- increase awareness of symptom masking

Key messages included:

- the risk of symptom masking
- most likely symptoms to be masked by or mistaken for pregnancy related changes
- the importance of raising concerns with healthcare professionals if any change feels 'wrong' or worries you

The campaign received great reach and engagement on social media including >100% increase on Instagram and LinkedIn and >200% increase on X.

We had our content shared by numerous strategic organisations, including the Chief Midwifery Officer for England, the Maternity and Neonates Clinical Patient Safety Lead for NHS England, and the Ockenden Review. Our second annual campaign, Health Professionals Awareness Week (HPAW) did not happen in this financial year as planned. The theme and plans centred around collaboration with other organisations, which required more lead in time to engage with additional parties. This campaign was then planned, ready to go live in May 2025.

Social media and website

Social media continues to be the main way we reach and engage with our followers and supporters. It also continues to be an effective way of building our network of healthcare professionals and other charities and organisations, who we can support and signpost to respectively. Our Healthcare Professionals Newsletter continues to grow since its inception last year, with over 300 subscribers.

Our audiences continue to grow steadily across all channels, with a total follower audience of approximately 28,000. We saw a particular increase across reach and engagement from September 2024 onward. This coincides with work done to clarify our audience identities and become even more specific on the kinds of content we share to each platform. While this has led to an overall reduction in the number of posts shared in total, the posts we do share are more specifically tailored – in type and time posted – to maximise impact on each platform.

We have also seen an improvement in engagement since starting to use more video content, specifically from our Ask The Expert sessions. Our Mums' stories continue to perform best of all the content we create.

During the year we made lots of improvements to our website, especially our referral and contact forms and the Support pages, to make it easier for people to get in touch and access the support they need.

Mums' stories

We shared 10 Mums' stories this year. Our most popular stories this year included Kelly's story of secondary breast cancer, viewed over 10,000 times, including during Cancer and Pregnancy Awareness Week campaign, and Sophie's story of Non-Hodgkin Lymphoma, which was viewed over 3,000 times.

Collaborations/events

Pete and Keli attended Women's Voices in early March, an event hosted by Media Trust. They were invited, as one of 15 charities who support women and girls, to be matched with a team of volunteers from the media sector, to receive mentoring on an upcoming campaign. This was a fantastic day with lots of really valuable input and an opportunity at the end to speak to over 100 attendees about Mummy's Star, what we do and why it matters.

Financial Review

Financial Position

Expenditure summary 2024/2025

Funds continue to be spent in line with the charity's objectives and used effectively to provide the different elements of support offered to families. Expenditure was fairly consistent throughout the year, apart from an additional member of staff joining the support team in September 2024 to help meet growing demand for our services.

Regarding our support grants, we continued with our revised policy from 2022-23 of paying grants of £250 to families. This has meant we have been able to offer support to everyone who has needed it and kept the programme sustainable for future years. If we are in a financial position to increase the grant amount the Trustees will revisit this decision.

Income summary 2024/2025

The charity continues to focus on attracting income from a diverse range of income sources, to ensure sustainability and that it is not reliant on any one source of income. Mummy's Star was fortunate to receive income from grant-giving trusts, individuals, corporates and community groups, training delivery, as well as from charity-led fundraising activities.

Trading

The charity trades Mummy's Star branded items such as t-shirts, running vests, hooded tops for adults and children as well as pin badges and wristbands. These items are sold via the shop on our website and some merchandise is given to fundraisers free of charge to increase brand awareness as they fundraise.

Reserves Policy

Our current reserves policy is to hold 6 months' running costs. This is to ensure that, if the charity had to wind down, women and birthing parents already in contact would be able to access support as they go through treatment, which typically lasts 4-6 months. This is reviewed regularly by Trustees. At the end of March 2025, the unrestricted funds available to the charity totalled £271,434.

Thank you

We are very privileged to benefit from the fundraising activities of many hundreds of people across the UK and Ireland, some of whom have been supported themselves by Mummy's Star, some fundraising in memory of loved ones, or others simply passionate about making a difference in the lives of families affected by cancer in and around pregnancy.

To each and every person who has donated, supported, or started a conversation about Mummy's Star with others - thank you.

Looking forward to 2025/2026

Over the past year, we've been fortunate to receive new grants as well as renewed support from our existing funders. At the same time, we recognise that fundraising is challenging, with more charities competing for limited resources.

Our Trustees review the charity's finances regularly at Board meetings, monitoring risks and making sure we're prepared for changes in income. By carefully managing our budget, we're able to plan with confidence.

As we look to 2025/2026, we are aware that some of our grants will be coming to an end, and renewing this support is a key priority for the Board. Thanks to clear planning and the commitment of our generous community of supporters, we are confident the charity will continue to grow. Most importantly, this means mums and birthing parents will keep receiving the support they need, without interruption.

Structure, Governance and Management

Governing Document

Mummy's Star is a company limited by guarantee and it is also a Charity registered with the Charity Commission of England and Wales, as well as being registered in Scotland (SC046449) and Ireland (20106812). It is governed by its Articles of Association which were updated in February 2020. There are currently 7 members of the company, each of whom agrees to contribute up to £10 in the event of the charity winding up.

Trustee Selection Methods

Where vacancies arise on the Board of Trustees or an expansion of the Board is required, new trustees are recruited through a mix of public advertising and direct approach by existing trustees.

During the recruitment process, potential trustees are made aware of the role requirements including the time and skills required, and the nature of what being a trustee means in full and in line with guidance provided by both the Charities Commission and NCVO. The officer roles of the Board are elected at the AGM for a 3-year term in office.

When new trustees join the Board, they are given induction material including a history of Mummy's Star and its work, a copy of its accounts, and key internal documents. Once appointed, trustees continue to receive training during trustee meetings and their contribution is reviewed by the Chair of Trustees.

Additional information

Accommodation

The charity presently has no accommodation assets.

New equipment and consumables

New equipment and consumables to enable the charity to carry out its work will be purchased as necessary, but Mummy's Star will always seek to attain value for money.

Risk management

Each year, a risk register is developed by the Board of Trustees. This is reviewed on a regular basis in order to keep up to date with any changing internal or external risks to the Charity and its successful operation. The Board ensure that the charity has established policies, systems, and procedures to mitigate risks identified in its reviews.

Safeguarding

Safeguarding is essential to the safe and effective running of Mummy's Star. The safeguarding policy is reviewed annually by the Board of Trustees. Ongoing training is regularly undertaken by all team members and trustees in a variety of subjects, including safeguarding training for vulnerable people and suicide prevention training.

All staff and trustees are appointed following a pre-agreed recruitment process, which includes proving they have the skills and experience to successfully work with vulnerable people.

Statement of Trustees' Responsibilities

The trustees (who are also the directors of Mummy's Star for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statement unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing the financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgments and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at anytime the financial position of the charitable company and to enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The trustees' report was approved by the board of trustees and signed on its behalf by:

Mr Peter Wallroth

Trustee
14/10/2025

Mummy's Star
Independent Examiner's Report to the Trustees of Mummy's Star
For The Year Ended 31 March 2025

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

Responsibilities and Basis of Report

As the charity trustees of the Company (and also its directors for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent Examiner's Statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Chartered Institute of Management Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for 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).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Rachel Eden FCMA

19/10/2025
Curious Lounge
Reading
Berkshire
RG11NH

Mummy's Star
Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 31 March 2025

	Notes	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
		£	£	£	£
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	**3**	238,388	120,732	359,120	367,714
Other trading activities	**4**	-	-	-	10,000
Investments	**5**	1,119	-	1,119	673
		239,507	120,732	360,239	378,387
EXPENDITURE ON:					
Raising funds	**6**	(3,452)	1	(3,451)	(75,957)
Charitable activities:	**6**				
Charitable Activities		(194,215)	(124,332)	(318,547)	(228,331)
		(197,667)	(124,331)	(321,998)	(304,288)
NET INCOME		41,840	(3,599)	38,241	74,099
NET MOVEMENT IN FUNDS		41,840	(3,599)	38,241	74,099
RECONCILIATION OF FUNDS:					
Total funds brought forward		229,594	23,174	252,768	178,670
TOTAL FUNDS CARRIED FORWARD	**15**	271,434	19,575	291,009	252,769

The notes on pages 14 to 18 form part of these financial statements.

Mummy's Star
Comparative Statement of Financial Activities (including Income and Expenditure Account)
For The Year Ended 31 March 2025

	Notes	Unrestricted funds	Restricted funds	2024 Total funds
		£	£	£
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	**3**	273,206	94,508	367,714
Other trading activities	**4**	10,000	-	10,000
Investments	**5**	673	-	673
		283,879	94,508	378,387
EXPENDITURE ON:				
Raising funds	**6**	(75,957)	-	(75,957)
Charitable activities:	**6**			
Charitable Activities		(151,336)	(76,995)	(228,331)
		(227,293)	(76,995)	(304,288)
NET INCOME		56,586	17,513	74,099
NET MOVEMENT IN FUNDS		56,586	17,513	74,099
RECONCILIATION OF FUNDS:				
Total funds brought forward		173,009	5,661	178,670
TOTAL FUNDS CARRIED FORWARD	**15**	229,595	23,174	252,769

The notes on pages 14 to 18 form part of these financial statements.

Mummy's Star
Balance Sheet
As At 31 March 2025

	Notes	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
		£	£	£	£
CURRENT ASSETS					
Debtors	**12**	4,007	-	4,007	6,336
Cash at bank and in hand		272,748	19,574	292,322	247,359
		276,755	19,574	296,329	253,695
Creditors: Amounts Falling Due Within One Year	**13**	(5,321)	1	(5,320)	(926)
NET CURRENT ASSETS (LIABILITIES)		271,434	19,575	291,009	252,769
TOTAL ASSETS LESS CURRENT LIABILITIES		271,434	19,575	291,009	252,769
NET ASSETS		271,434	19,575	291,009	252,769
FUNDS OF THE CHARITY					
Restricted Funds				19,575	23,174
Unrestricted Funds				271,434	229,595
TOTAL FUNDS	**15**			291,009	252,769

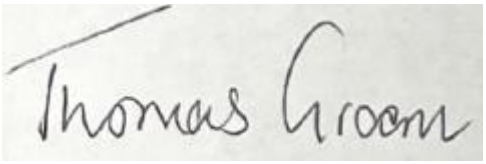
For the year ending 31 March 2025 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the charitable company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

On behalf of the board



Mr Thomas Groom

Trustee
14/10/2025

The notes on pages 14 to 18 form part of these financial statements.

1. General Information

Mummy's Star is a company limited by guarantee, incorporated in England & Wales, registered number 08548961 and registered charity number 1152808. The registered office is .

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "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)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

The charitable company is a Public Benefit Entity as defined by FRS 102.

2.2. Cash and Cash Equivalents

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

3. Income from Donations and Legacies

	Unrestricted funds	Restricted funds	2025 Total funds
	£	£	£
Donations and gifts	163,342	-	163,342
Grants	75,046	120,732	195,778
	238,388	120,732	359,120

	Unrestricted funds	Restricted funds	2024 Total funds
	£	£	£
Donations and gifts	273,206	94,508	367,714
Grants	-	-	-
	273,206	94,508	367,714

4. Income from Other Trading Activities

	2025 Unrestricted funds	2024 Unrestricted funds
	£	£
Income from other trading activities	-	10,000

5. Investment Income

	2025 Unrestricted funds	2024 Unrestricted funds
	£	£
Interest on short-term deposits	1,119	673

6. **Analysis of Expenditure**

	Activities undertaken directly	Grant funding of activities (see note 7)	Support costs (see note 8)	2025 Total
	£	£	£	£
Raising funds	3,451	-	-	3,451
Charitable Activities	27,829	28,474	262,244	318,547
	31,280	28,474	262,244	321,998

	Activities undertaken directly	Grant funding of activities (see note 7)	Support costs (see note 8)	2024 Total
	£	£	£	£
Raising funds	75,957	-	-	75,957
Charitable Activities	58,838	34,687	134,806	228,331
	134,795	34,687	134,806	304,288

7. **Grants Payable**

	2025 Grants to Individuals	2024 Grants to Individuals
	£	£
Charitable Activities	28,474	34,687

8. **Support Costs**

	2025 Charitable Activities
	£
Employee costs	233,426
Premises expenses	165
General administration	26,686
Interest payable	1,967
	262,244

	2024 Charitable Activities
	£
Employee costs	107,391
General administration	25,953
Interest payable	1,462
	134,806

9. **Independent Examiner's Remuneration**

	2025	2024
	£	£
Independent examination of the financial statements	612	927
Other assurance services	-	-
Tax advisory services	-	-
Other financial services	828	-
	1,440	927

Other financial sevices constituted the preparation of the accounts prior to examination

10. **Staff Costs**

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	226,350	159,606
Social security costs	13,219	6,201
Other pension costs	3,088	11,129
	242,657	176,936

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

11. **Average Number of Employees**

Average number of employees during the year was: 8 (2024: 8)

12. **Debtors**

	2025	2024
	£	£
Due within one year		
Prepayments and accrued income	4,007	6,336

13. **Creditors: Amounts Falling Due Within One Year**

	2025	2024
	£	£
Trade creditors	1	(1)
Other taxes and social security	3,295	-
Net wages	1,196	-
Accruals	828	927
	5,320	926

14. **Pension Commitments**

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund.

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £3,088 (2024: £11,129).

At the balance sheet date contributions of £NIL were due to the fund and are included in creditors.

15. **Movement in Funds**

	As at 1 April 2024	Income	Expenditure	As at 31 March 2025
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	173,610	239,507	(196,548)	216,569
Designated:				
Operational Continuity	50,000	-	-	50,000
Bereavement/memory making	5,984	-	(1,119)	4,865
	55,984	-	(1,119)	54,865
Total unrestricted funds	229,594	239,507	(197,667)	271,434
Restricted funds				
Training and Education	23,174	15,000	(24,501)	13,673
Emotional Support - Lottery	-	49,232	(49,232)	-
Bereavement and Memory making - restricted	-	11,500	(11,500)	-
Emotional Support - restricted	-	45,000	(39,098)	5,902
Total restricted funds	23,174	120,732	(124,331)	19,575
Total funds	252,768	360,239	(321,998)	291,009

	As at 1 April 2023	Income	Expenditure	As at 31 March 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	107,095	283,879	(217,363)	173,611
Designated:				
Operational Continuity	50,000	-	-	50,000
Bereavement/memory making	9,385	-	(3,401)	5,984
Small Grants Programme	6,529	-	(6,529)	-
	65,914	-	(9,930)	55,984
Total unrestricted funds	173,009	283,879	(227,293)	229,595
Restricted funds				
Training and Education	-	53,205	(30,031)	23,174

...CONTINUED

Bereavement and Memory making - restricted	5,047	-	(5,047)	-
Emotional Support - restricted	614	41,303	(41,917)	-
Total restricted funds	5,661	94,508	(76,995)	23,174
Total funds	178,670	378,387	(304,288)	252,769

16. **Transactions with Trustees**

The following trustees have been paid remuneration or have received other benefits from the charity or related entity:

Name of trustee	Legal authority	Remuneration	Pension Contributions	2025 Total
		£	£	£
Mr Peter Wallroth	Governing document provision	43,147	2,157	45,304

During the previous year the following trustees have been paid remuneration or have received other benefits from the charity or a related entity:

Name of trustee	Legal authority	Remuneration	2024 Total
		£	£
Mr Peter Wallroth	Governing document provision	45,351	45,351

No trustee expenses have been incurred.

17. **Related Party Disclosures**

There have been no related party transactions in the reporting period that require disclosure, except for those disclosed in the Transactions with Trustees note.

18. **Company limited by guarantee**

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

MUMMY'S STAR

England & Wales - Charity number 1152808

Accounts

mummy's star

CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

Registered charity England & Wales (1152808), Scotland (SC046449), Ireland (20106812) and a registered company (8548961)

Annual Report & Accounts

for year ended 31st March 2024

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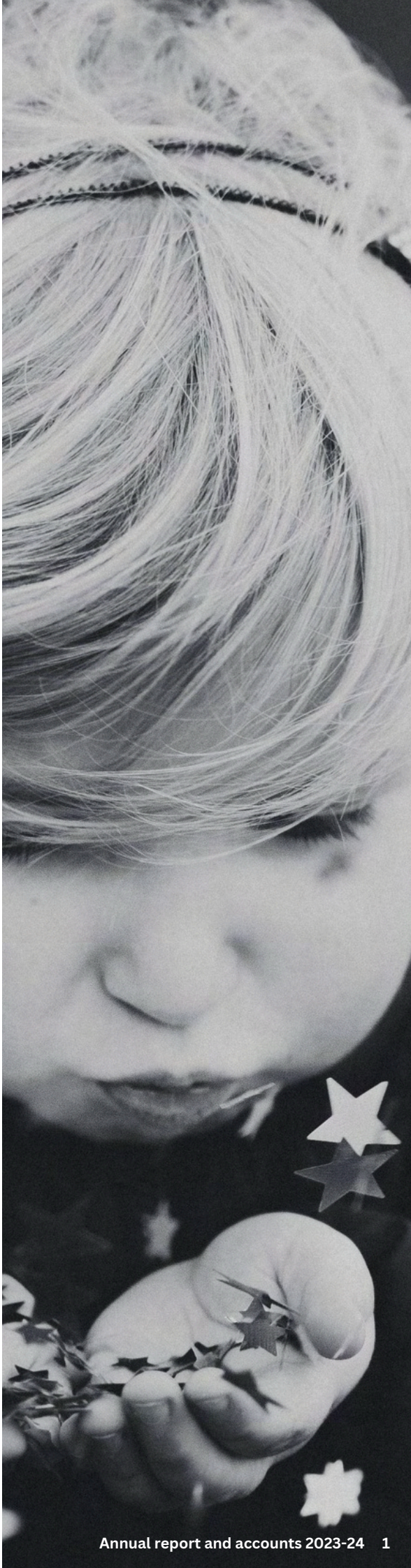


connection and balance

reflection from our Founder and CEO, Pete Wallroth

Welcome to the annual report for Mummy's Star for 2023-24.

It's been another full and exciting year! At the beginning of the year we celebrated and reflected on the first 10 years of Mummy's Star and all we have achieved in that time - from the families we have supported, to the awareness we have created and those we have trained and educated.

In June, we hosted our very first Mummy's Star Ball. It was wonderful to bring together so many people who have helped build the charity into what it has become today. The celebration was matched with heartbreak, having lost our dear friend and co-founder Nicolette Peel MBE only months before the ball.

In the wake of Nicolette's death, it was therefore a privilege to be joined by her husband James on the night, who shared the impact of Mummy's Star on her, and how being part of something that changed lives brought her joy and allowed her to shine a light for many other in their darkness. We grieve those that we have lost, but we celebrate all they achieved and what their legacies will achieve after they are gone.

I spoke on the night about the power of connection for our charity: connection between our families and our mums, between Mummy's Star and our supporters (many of whom have become friends) and new connections with those in the audience who had only recently got to know us; highlighting how much power connection has to help us reach new audiences and continue to raise awareness.

Person-centred – now and into the future

While 2023 saw celebration of our first 10 years, we did this with a wide eye on the future and what the next decade must look like. We reflected on our standards and values and firmly agreed that being person-centred is at the very heart of Mummy's Star. We hold this ethos dear as a team because we always aim to reflect the kind of care and support we would ourselves hope to receive, if we were in the same situation as our Star families. Our person-centred approach is what our families have appreciated and reflected back to us over the years as the thing that makes the most difference to them.

Continuing to reach further afield with our awareness raising, we ended the year with our very first Healthcare Professionals Awareness Week and the engagement this achieved has set a solid foundation from which we can grow in the coming years. It was fantastic to hear how much the positive tone of the campaign was appreciated by GP surgery staff; another sign of our values in action.

A balanced approach

As we step into this next period, another word at the forefront of my mind is **'balance'**.

With the number of people diagnosed with cancer in and around pregnancy steadily increasing, we are seeing more of them reach out to Mummy's Star for help. I'm aware that maintaining the person-centred focus we value so highly could come under pressure and this in turn could compromise the sustainability of what we do.

To ensure we can be as responsive and personalised as ever, we've made changes to the shape and structure of our team whilst having a balanced framework of robust governance as a foundation for this new growth in caseload.

In the coming year we will continue to strive for:

- Balance in our support offerings to ensure every new family receives the same level of personalised support.
- Balance in our support team and workloads, to that every staff member has the breathing space they need between families to be fully able to support the next.
- Balance in our professional audience and training session attendees, so that no matter the discipline, there is a consistent knowledge and understanding of what a cancer diagnosis in or around pregnancy, birth or loss brings to a patient, and consistent ideas on how best to provide support and informed choice for that family.
- Balance in our external communications, so that all our efforts and the wonderful support we receive to help us maintain it is communicated back to our peers and supporters, so you all know exactly what your hard work is helping create.

Thank you all for continuing to be a part of the life of this wonderful charity – I hope this report will help you see the difference you are making.

Pete Wallroth
Mummy's Star CEO and Founder

welcome

from our Chair of Trustees

It's been wonderful to see Mummy's Star continue to expand its reach this year.

We've been able to support more families than ever before, reflecting on our services and building strong relationships to offer tailored support to mums and birthing parents experiencing cancer in and around pregnancy. Our efforts to raise awareness have also grown through our annual campaigns and strengthened connections within both the charity and healthcare sectors. We're proud to have expanded our training and education sessions for healthcare professionals, helping to create an informed and empowered multidisciplinary team to support mums and birthing parents with cancer.

As we continue to grow and develop, we look to how we can further our reach and know that all mums and birthing parents affected by cancer in and around pregnancy are aware of Mummy's Star.

We will continue to build on the success of our Healthcare Professionals Awareness Week, developing our links with Healthcare Professionals working across the health sector.

This year has been marked by significant growth, not only in the number of families we've supported and the services we offer but also within our team. We've welcomed new members to both our delivery team and the board, enhancing our capacity to provide support to families. The skills and strengths of the new members we have welcomed to both our board and delivery team have provided fresh perspectives on how we work.

At the Board Away Day in April we considered the strategic direction of Mummy's Star. There was discussion around the further development of sub groups: Governance and Risk Management, Fundraising, and Communications and Education to further utilise the skills and experience of the team; the expansion of the Advisory Board and how we progress and develop Equality and Diversity, ensuring we operate in an inclusive manner and expand our reach into underrepresented groups.

As we reflect on and celebrate the impact Mummy's Star has made in its first decade, we're excited to continue growing and improving the support we offer to families in the years to come.

Kathyrn Nattress
Chairperson of Board of Trustees

about

Mummy's Star

Mummy's Star was founded in memory of Mair Wallroth

Mair was a much-loved mummy, wife, daughter, sister, and friend. She was diagnosed with breast cancer at 22 weeks pregnant with her second child and sadly passed away just two months after his birth. **Mair was 41 years old when she died.**

Mummy's Star was founded in 2013 by her husband Pete to ensure families going through a similar experience could access all the support and information they needed in one place and have help to navigate this traumatic and complex situation.

why we're needed

Cancer affects around 1 in 1000 pregnancies. Every day in the UK, two women or birthing people are diagnosed with cancer in or around pregnancy.

Everyone hopes that pregnancy will be a time of joy and excitement, when families can look forward to welcoming a new life into the world. Instead, hundreds of pregnant people each year hear the devastating words: "you've got cancer."

On top of the usual challenges of being pregnant, there are now so many extra concerns for families to grapple with. Mums tell us they are filled with anxiety, grieving the motherhood they always hoped for and having to make difficult choices about treatment, birth and their baby. Parents often feel very lonely, as they have not met anyone who understands what they are going through.

Cancer in pregnancy is quite rare, which means many health professionals haven't come across it before or services aren't designed to help families in this unique situation, all of which adds to the confusion and loneliness they feel when they get diagnosed.

our purpose & public benefit

Mummy's Star is the only charity in the UK and Ireland dedicated to supporting mums and birthing parents diagnosed with cancer in or around pregnancy.

Running since 2013, we fulfil our charitable objectives and demonstrate public benefit by supporting women and birthing people who:

- receive a cancer diagnosis during pregnancy;
- receive a cancer diagnosis up to twelve months after the birth of their baby;
- experience a baby loss around their diagnosis.

our vision

For every person diagnosed with cancer in or around their pregnancy to be able to access the support Mummy's Star offers in a timely manner.

our mission

We aim to reduce women/birthing people's' anxiety and feelings of isolation, enable them to make informed choices about their cancer treatment and pregnancy care, and raise awareness about the emotional, practical and financial challenges they may face.

our activities

for mums and birthing parents

- One-to-one support for every mum/birthing parent, delivered by a designated Information and Support Worker to ensure consistency and a personalised service.

- Access to a secure online forum where they feel safe to ask questions, share their anxieties and access ‘peer to peer’ support from one another.

- Bespoke advice and information about cancer in and around pregnancy, including links to local services and signposting to other organisations who can help.

- Supporting families to make informed choices about their pregnancy care, their cancer treatment and providing information and guidance about returning to work.

- Small Grants Programme to help families manage unexpected costs that arise after a cancer diagnosis. Every grant is reviewed and authorised by the Trustees and CEO.

- Pre-bereavement, End-of-Life support and memory-making resources for families, which continues to be available to them after their loved one dies.

for the wider public and health professionals

- Cancer and Pregnancy Education and Training Programme for healthcare professionals, to expand on and complement current training and curriculum provision.

- Annual awareness campaigns: Cancer and Pregnancy Awareness Week and Healthcare Professionals Awareness Week.

- Story sharing, media engagement and conference presentations.

achievements and impact

at a glance

478 mums engaged with Mummy's Star, 384 received active support, and 153 were new referrals.

Our team made 3398 support communications this year; an average of more than 65 per week.

We gave out small grants of £250 to 117 families struggling with the cost of cancer.

We presented our Cancer and Pregnancy Training to 3564 attendees at sessions across 23 universities, hospitals, institutions and medical network groups.

Our awareness campaigns reached over 70,000 people through web, social media and information packs.

We do not receive any statutory funding, Our work is funded entirely through grants and donations.

We are so grateful for every person, school, community group, business, and trusts who helped us raise an incredible £377,152!

emotional, practical and financial support

Our Support has continued to grow and develop this year, as we have responded to the increased number of mums seeking support. Between April 2023 and March 2024, the average number of new mums getting in touch each month went up from 13 to 17 – an increase of 31%.

A continued focus this year has been building upon the **pre-bereavement support** we provide offering tailored emotional, practical and memory-making support and assistance to families. Unfortunately, we have supported a number of mums who have passed away this year. The team has provided comprehensive support to these families, some of whom faced very distressing circumstances. We have ensured that the team continue to receive external supervision to support their own emotional well-being.

Our **online forums** remain a well-used peer support resource, closely monitored by the team. We continue to develop our online resources and guides, ensuring mums can access the information they need when they need it.

- **576 women accessed the forums this year.**
- **3 to 4 posts every day, all led by mums.**
- **30 mums in our 'Four Star Mummies' forum for people who have received a diagnosis of incurable cancer.**

We are continuously strengthening our relationships across the healthcare and charity sectors to **signpost mums** to relevant and tailored support that meets their family's needs. Additionally, we have delivered several **"Ask the Expert"** sessions this year covering key topics mums would like further information on. These sessions can be attended virtually online or can be accessed via the recordings on our website.

Our 2023/24 *Ask the Expert* topics :

- Late Effects of Radiation Treatment
- Podiatry in Cancer
- Overcoming Childhood Sleep Issues
- The Fourth Trimester and the role of the Doula

Hundreds of people have been able to view these videos either live or by accessing the recorded session.

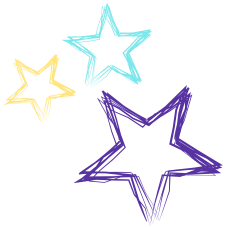
This year **117 grants** were given to families in need, to help towards additional costs of cancer, such as transport and parking for hospital, childcare, or buying equipment to help mums care easily for their babies after treatment or surgery. The continued high costs of living have meant that these grants have made a real difference to struggling families.

There is a robust application process in place, which is simple to complete, and funds are issued quickly to minimise stress and maximise benefit.

"My support worker has gone above and beyond to stay in touch, check in, and more. She has been the key to unlocking so much information and support I could access for my family and I. She has been incredible and she has helped me in not having a mental breakdown this past year, honestly."

We also sent **98 care packages** to mums with pampering or helpful items to give them a boost during hospital treatments or times of recovery at home.

feedback



During the year we offered quarterly survey opportunities for different mums to give us their feedback on the difference our emotional support has made. The results showed:

- 92% of mums who responded agreed or strongly agreed that they could access emotional support from their Support Worker when they needed it
- 97% of mums surveyed agreed or strongly agreed they felt less isolated after accessing emotional support from Mummy's Star
- 95% of mums agreed or strongly agreed that emotional support from Mummy's Star helps them manage the emotional challenges of their cancer diagnosis

Here are some words directly from mums we have supported this year...

"The support provided has been fantastic! As said, just to have someone check in on how I and my child are doing is wonderful. It's very much needed when you feel you are alone after treatment."

"I feel really well supported and felt I had a whole army behind me to go through this scary process. Even though I had my husband's unwavering support, it was incredible to hear so many women who have gone through the same experience."

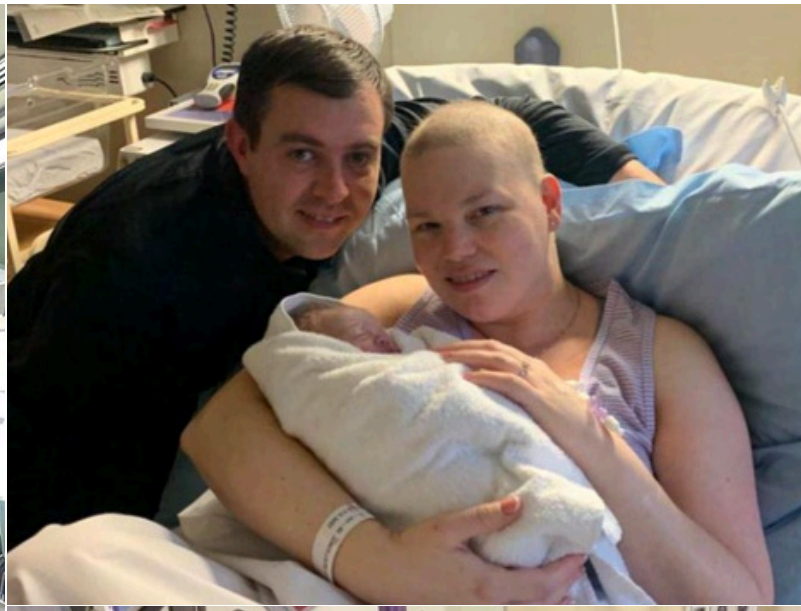
"They were so kind - the simple act of asking me how I was every so often, gave me so much strength. The people closest to me are not used to seeing me vulnerable and I didn't want anxiety rubbing off on my baby. Knowing I had an avenue for support, kept me strong for them!"

"Thank you and everyone at Mummy's Star, your support and the forum have really helped me get through the toughest year of my life, and when I got diagnosed I felt so so alone and no-one really understood how robbed I felt of my first year with my first child."

changes and challenges

This year, we have seen **a number of staff changes**, and everyone has worked hard to ensure smooth transitions for the mums and families we support. We have also welcomed new roles into the team, including our Operations Manager, allowing us to better respond to demand and look at ways we can continue to expand the services we offer to mums and their families. Thanks to the generous funding trusts and our individual supporters, our Support Team now comprises of three Support Workers and one Operations Manager.

Throughout this year, we have strengthened our relationships with healthcare settings and professionals through our training, education, and awareness raising work. By increasing awareness around cancer and pregnancy, we have seen **a rise in the number of families finding our services and being referred by healthcare professionals.** We have therefore navigated the challenges of increased demand and continue to evaluate our services to ensure we are prepared to support even more mums as we move into the next year.



meet the support team

Fiona Campbell, Information & Support Worker
“I have been in awe of the generosity of experts from a wide spectrum of health and wellbeing backgrounds, who have engaged so willingly with me and shared their knowledge with our mums through our Ask The Expert sessions.”

Jennie O’Grady, Information & Support Worker
“As I approach my one-year anniversary of joining Mummy’s Star I reflect on a brilliant year. Being a part of a small but mighty team with such a diversified skillset, who are all dedicated and passionate about the work we do, is amazing and a privilege.”

Sara Tyler, Information & Support Worker
“Over the past year, we have seen an increase in the number of families reaching out to us for support. We have received such lovely feedback from them which is a wonderful reminder of why we do what we do”.

Lauren Bailey, Operations Manager
“I am so grateful to have joined Mummy's Star. I’ve had the opportunity to get to know the team and witness firsthand the positive impact they all make. I am looking forward to continuing to make a difference together.”

training programme

1 in 1000 pregnancies are affected by cancer, but it is still not a compulsory part of NHS training or university courses. Patients often present to healthcare professionals on multiple occasions with before they are referred for further testing and an accurate cancer diagnosis is made.

At Mummy's Star, we want as many healthcare professionals as possible to be aware of the potential for cancer symptoms to be masked by expected physical changes in and around pregnancy, and to know how best to respond and support their patients if they do find something concerning.

We have been delivering our Training Programme since 2015. The programme gives healthcare professionals and students enhanced learning opportunities and the chance to ask questions about a topic they may know very little or nothing about.

It is a bespoke course, tailored to each particular cohort, and the session covers:

- how pregnancy, breastfeeding and post-natal body changes can mask potential signs of cancer (symptom masking)
- what healthcare professionals should look for and discuss with their patients if concerns present
- how best to escalate any concerns they may have about a patient using referral pathways and urgent clinics

2023/24 has seen a number of new universities contact us to request sessions for their curriculum, in addition to those we already have strong relationships with, and we will strive to continue building this portfolio. During the year we delivered 38 training sessions to 3,564 trainees, students and healthcare professionals at 23 different universities and hospitals.

After training sessions we collect feedback about their impact on students and attendees. It was really pleasing to see that in the last year:

99% of survey respondents said they had learned something new.

95% said they now felt more confident talking about the subject of cancer and pregnancy.

96% said they would now feel confident accessing support for a patient experiencing cancer in and around pregnancy.

100% said they would recommend the presentation to others.

We are incredibly privileged to have a really receptive and enthusiastic audience in the **midwifery and student sector** for our Training and Education Programme. Looking forward, we want to work towards delivering content in every midwifery training institution, so that we can end the 'postcode lottery' of knowledge about cancer and pregnancy, which can drastically impact patients' diagnosis times and experience of support.

"I have to say a massive thank you for today. The students were literally stunned with the depth, warmth and tone of your session. The ethos of your charity has such resonance with midwifery practice. I feel this will be having a massive impact on all of us both now and in the future." Midwifery Lecturer

In the last 12 months we have also seen an increase in requests for training from the newly formed **Maternal Medicine Networks (MMNs)** which cover a geographical area rather than a single hospital site. They are formed of a variety of healthcare professionals including **midwives, obstetricians, health visitors, nurses, and foetal medicine consultants.**

In the coming year, we plan to focus more of our attention on building links and training opportunities with these new networks, in order to expand our reach further.

We believe it is essential to branch out further into these disciplines so that they can learn about cancer in pregnancy, and we at Mummy's Star can learn more about their sectors and the challenges they face.

"Before this presentation I would have fallen into the trap of forgetting that the people I'm caring for are not simply cancer patients but first and foremost pregnant people, requiring the same standard of midwifery care as any other, I feel it will better the care I will provide if I encounter that situation in hospital."

communications and awareness raising

In the last year, Mummy's Star has continued to grow our Communications Strategy and reached more people than ever before.

awareness campaigns

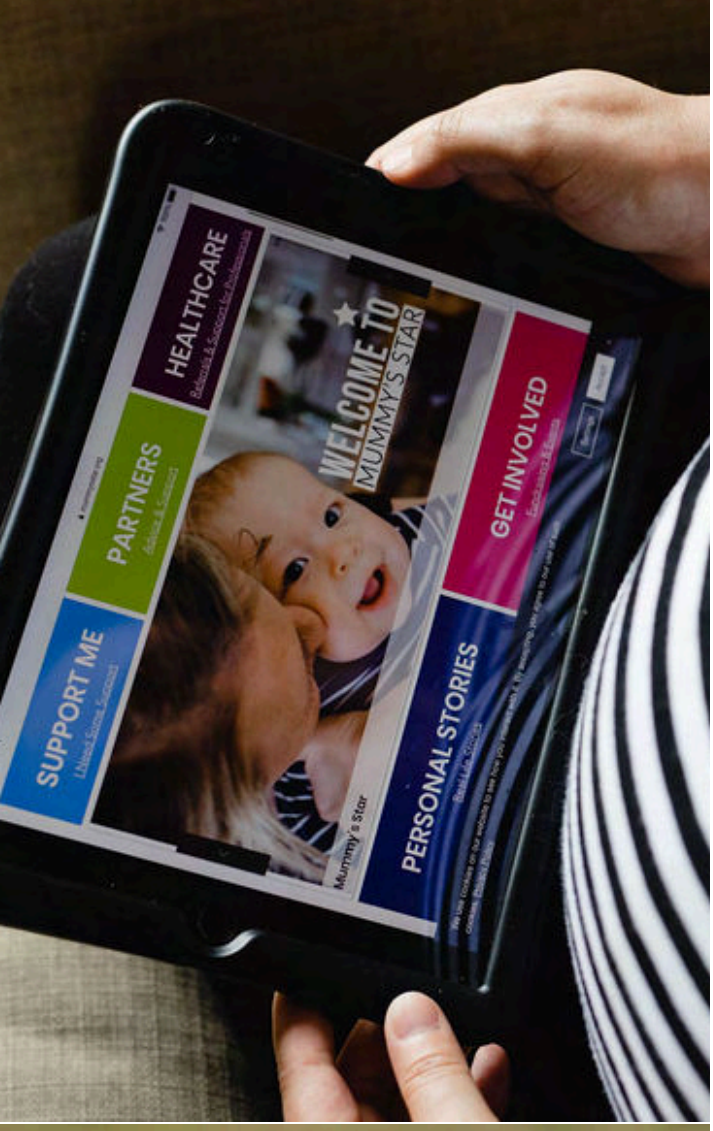
Healthcare Professionals Awareness Week (HPAW) was our inaugural campaign focused on raising awareness and understanding amongst staff working in GP surgeries. It increased our social media reach over 500% on LinkedIn (our target platform for the campaign) and almost 200% on Facebook.

We also produced our **first ever printed campaign pack**, which our supporters and followers volunteered to distribute at their local surgeries. We have distributed almost 250 packs across the UK and Ireland to date.

We also launched a **brand new e-newsletter** for Healthcare Professionals at the end of HPAW which had 72 sign ups in its first month. We are so grateful to everyone who participated in and engaged with our Awareness Weeks in 2023/24.

Cancer and Pregnancy Awareness Week 2023 was a dual-thread campaign sharing the overall message: **'It Could Be Cancer'.** Each content thread was crafted to communicate specifically with one of two target audiences: Healthcare Professionals and the General Public.

In addition to social media videos and infographics, we created a postcard pack of the campaign's key messages that has since been distributed free at conferences, training sessions, and on request. The success of this dual-strand approach encouraged us to launch a brand-new awareness campaign in March 2024.



social media

Our social media presence has **developed significantly**, becoming more coherent and engaging, through the increased use of infographics, video content and brand appropriate templates. Advance planning has allowed us to promote campaigns more successfully and a growing sense of brand recognition is being established.

Our **reach has increased 75% on Instagram and 56% on LinkedIn since March 2023.** While we have seen drop offs on Facebook and Twitter, that is likely reflective of industry wide changes.

Perhaps most impactful, is the **increased size and quality of our network of sector contacts and collaborators on Instagram;** built on increased engagement with their content and being more confident in initiating collaborations and advance sharing of our campaigns.

stories and media coverage

Mummy's Star worked closely with **11 mums** this year who wanted to share their personal experience of cancer in or around a pregnancy. Their stories continue to be the **most popular content** on our website, viewed over 1,900 times by over 700 people in 2023/24.

One brave Star Mum, Louise, shared her story of a terminal cancer diagnosed while pregnant with her second child, on BBC Breakfast in early December '23. We noticed **significant increases** in our web traffic and donations around this time as a result.

Mummy's Star also received **coverage from both local and national media** during our *10th Anniversary Charity Ball* in the Summer and our *Star Jump Challenge* at Christmas.

collaborations

Our CEO Pete was invited to speak at the FiveXMore Women's Health Summit in September 2023 after building a collaborative relationship through direct communication and shared social media support.

We also joined Breast Cancer Now in a Facebook Live, answering questions about breast cancer diagnosed during pregnancy. This video has been watched over 3000 times since airing in February.

co-production, current and future

During HPAW we enlisted the help of two Star Mums who are also GPs to message test our campaign content. This was hugely helpful and played a large part in ensuring the language and tone of the campaign was accurate, effective, and resonated with other healthcare professionals.

We also developed new leaflet designs (one for families and one for professionals) which were shared with a focus group of past and current Star Mums, and whose honest feedback ensured we were providing important, relevant information in a way that was both appealing and easy to understand.

Keli Tomlin, Communications & Engagement Co-ordinator
"Launching a brand new awareness campaign for healthcare professionals was my highlight this year. We were able to try lots of new ideas – like creating a printed campaign pack. Seeing the packs distributed and celebrated by colleagues in our sector was so exciting!"

partnerships and networks

Collaboration is as at the heart of Mummy's Star's way of working. We know that joining together with others gets much better outcomes for the mums and families we are supporting and ensures that our awareness raising messages reach much further.

Getting through cancer treatment and prioritising time with family often means that mums have very little physical or emotional energy left to **research the different support they might be entitled to.** Our support work for mums includes researching what support or services are available for a family's specific needs, and then helping them access it.

Alongside helping navigate national financial support systems, we frequently **refer families to other organisations,** such as those specialising in memory making for families or children's bereavement support. This collaborative way of working means that we regularly receive referrals from other charities too.

Our work with the team at *Gateway C* continued this year, and our CEO Pete appeared as their first guest on the *GPs Talk Cancer podcast*, discussing breast cancer and cancer in pregnancy. GatewayC is the free early cancer diagnosis resource funded by the NHS and is part of The Christie NHS Foundation Trust.

research

Mummy's Star is part of the **International Network for Cancer in Fertility and Pregnancy (INCIP)** which is the central body for medical research in this area.

We are also a p**artner in a study with the The National Oncology Trainees Collaborative for Healthcare Research (NOTCH)** mapping incidence rates of cancer and pregnancy in the UK for the first time.

In March 2024, the **CARING (CAnceR IN PreGnancy) study** came out, led by the University of Dundee, in collaboration with the University of Surrey and Mummy's Star. The team produced a clinical study that reflected on how information on cancer cases diagnosed in pregnancy can be better recorded and studied for future benefit.

The paper was published in the **British Journal of Cancer** and received coverage in The Times and the online press.

INCIP
ESGO International Network on Cancer, Infertility and Pregnancy

University of Dundee

NOTCH
The National Oncology Trainees Collaborative for Healthcare Research

UNIVERSITY OF SURREY

fundraising

Mummy's Star's is funded solely through the generous contributions of our amazing supporters and donors. We do not receive any statutory or NHS funding.

This year our supporters raised £111,201 by taking part in fundraising challenges and events.

Enthusiastic supporters have participated in marathons across the UK and Europe, engaged in cycling events, taken the leap with skydiving, organised delightful fun days, bake sales, musical concerts, an exhilarating boxing match, and one dedicated mum even scaled the heights of the O2 arena!

We witnessed an exceptional team of **11 participants in the Great North Run** at Newcastle. The day was filled with joy for everyone involved, and together, they succeeded in raising a remarkable **£5,029!**

In December 2023, we initiated our **Star Jump Challenge**, an event where participants increased their jumping time daily. The Mummy's Star Team joined in, promoting fitness and camaraderie. The challenge was embraced by supporters, mums, and various groups, marking it a tremendous triumph. We brought the excitement to the town square in Glossop, Derbyshire, where the local '*Fab Choir*' serenaded the team with festive tunes as we star jumped together for an entire hour. **This event helped us collect a fantastic sum of £4700!**

We also extend our deepest appreciation to the organisations that honoured us as their Charity of the Year in 2023/24, including:

Collingwood Bespoke Play

Start 2 Jog, Glossop

Holdan (a Midwich Group)

Uni of Chester MidSoc

BCLP, Global Law Firm

CoreHealth Chiropractic

Thank you so much to the individual businesses and organisations who have also supported Mummy's Star this year:

Kids Planet Nurseries

Pico Lounge, Glossop

Gowling WLG

Lloyds Banking Group

And to the generous sponsors and associates who supported the very first Mummy's Star Charity Ball in 2023:

Baron & Cabot
Weird PR
APH Financial
Mum & Me
Leisure Technical Consultants Ltd

API Global
Lisa Foreshaw PR
TDC
Davis Blank Furniss
Local IQ

Throughout the year, grant giving trusts and foundations have supported different aspects of our work. In early 2024, we were fortunate to receive £75,000 raised by the players of **The Postcode Lottery**, awarded through the **Postcode Lottery Community Fund**, which will benefit Mummy's Star over the next 3 years.

We are also very grateful to the **National Lottery Community Fund** for their ongoing funding for our emotional support work. Altogether, Trusts and Foundations have generously provided a wonderful £177,831 towards our work.

These grants have helped pay for:

- Increased provision of emotional support for mums/birthing parents
- Cancer and Pregnancy Training and Education sessions for healthcare professionals across the UK
- Secure online forums for mums/parents to chat and provide each other with 'peer to peer' support in a safe space.
- Our ongoing running costs

It is truly moving when families and individuals decide to give back to Mummy's Star in gratitude for the personal support they've received, or in memory of a beloved family member who has died.

£28,536 was donated this year in memory of loved ones and a further £24,191 was generously donated by individual supporters who wanted to ensure our support continued for future families.

We also express our heartfelt thanks to all those who generously donate in-kind gifts that support our families, from knitted goods to baby playmats and care package essentials - every contribution is deeply valued.

A huge thank you to everyone who has supported Mummy's Star this year and helped raise an incredible £377,152. We couldn't do it without you!

Karen Fothergill, Fundraising and Community Co-ordinator
"Supporting our remarkable fundraisers is a privilege!
Their extraordinary stories and heartfelt efforts not only make a significant impact but also inspire others as they pour their energy into making a difference to raise money for our mums and families."

the Mummy's Star Ball

On 17th June 2023 we gathered in Manchester with Star families, Star supporters, and even some TV Stars, to celebrate our 10th Anniversary!

The Ball was a great opportunity to remember and celebrate ten years of mums, birthing parents and families affected by cancer in or around pregnancy. We were supported with planning from Weird PR and Lisa Forshaw PR, venue hire from the stunning Kimpton Clocktower Hotel and our two incredible hosts Jenny Powell and Victoria Ekanoye.

After a red-carpet entrance, the drinks reception was a wonderful opportunity to catch up with friends and familiar faces, and even do a little celebrity spotting. Long-time supporters of the charity mingled with families supported by Mummy's Star, alongside many of our trustees and staff. It was a real treat to see everyone in their glad rags, from tuxes to gowns to trainers and so many sequins; guests really made the night sparkle!

Entering the ballroom was emotional for lots of people, particularly those of us who have been with Mummy's Star for some time. The emotions built steadily throughout the night, especially when we heard from Star Mum Stacey, who courageously shared her story of breast cancer diagnosed after pregnancy. We remembered all the Mummy's Star Mums who have sadly died over our ten years in existence, including the amazing Nicolette Peel, founding Trustee of Mummy's Star, who was honoured on the night in a powerful speech by her loving husband James.

Our very own CEO Pete gave a wonderful speech recognising the challenges and successes of the charity and, most importantly, the continued need to raise awareness of cancer in and around pregnancy and to support as many women, birthing people and families affected by it as possible.

We are so grateful to all our amazing sponsors who made this milestone event possible, particularly our headline sponsors API Global and Baron and Cabot!

Baron & Cabot

API GLOBAL

The Mummy's Star Ball raised an amazing £43,000!

A big thank you to everyone who attended, for your enthusiasm, your generosity and for recognising what we do and, most importantly, who we do it for.

financial review

This financial year has been a positive one for income at Mummy's Star, with higher than budgeted income thanks to some new grants and fantastic fundraising from our supporters. During the course of the year, we also passed the milestone of raising over £2m since the inception of the charity.

expenditure summary 2023-2024

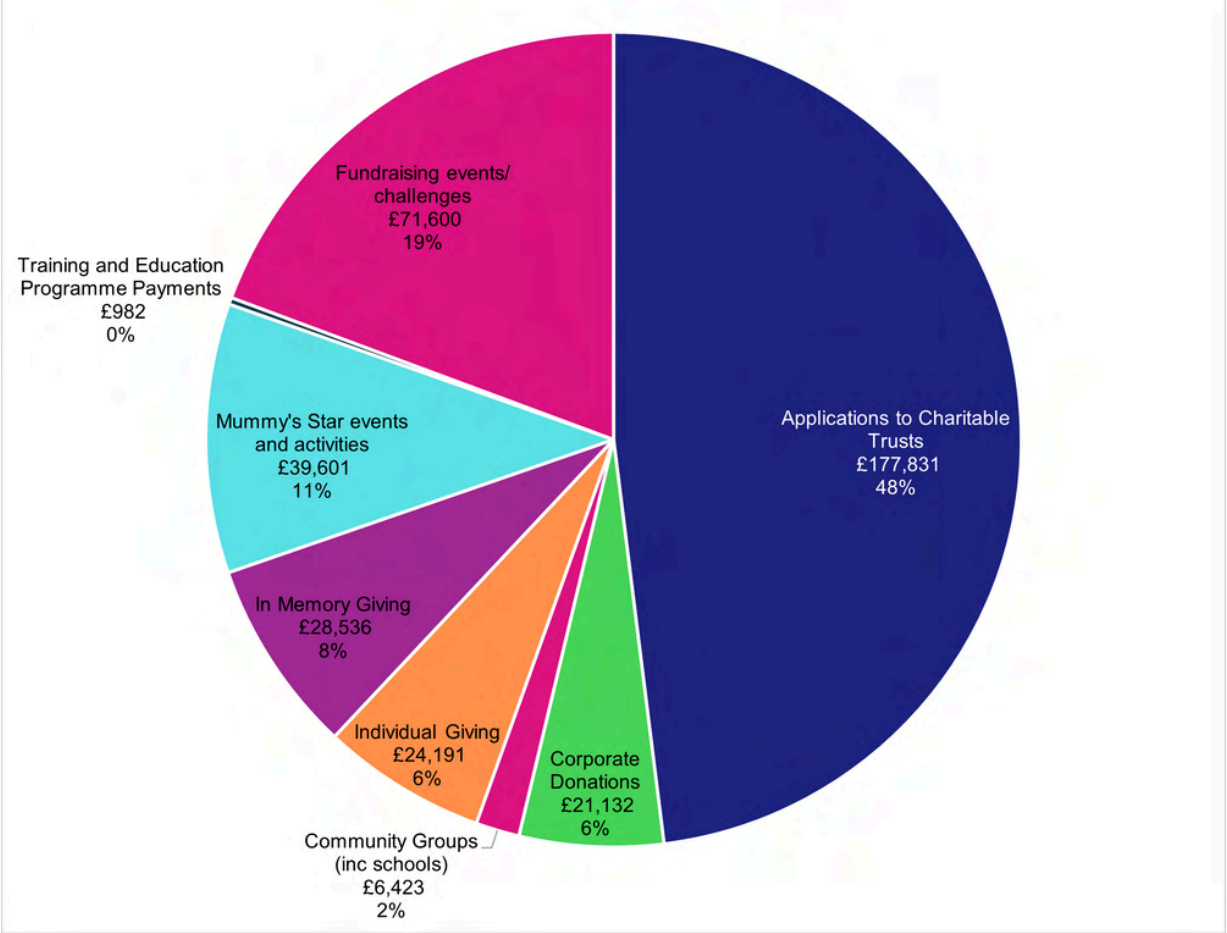
Funds continue to be spent in line with the charity's objectives and used effectively to provide the different elements of support offered to families. Expenditure was fairly consistent throughout the year, apart from an increase in June due to costs related to Mummy's Star 10 year anniversary ball. The costs of this were more than offset by the income received from the event.

Regarding our support grants, we continued with our revised policy from 2022-23 of paying grants of £250 to families. This has meant we have been able to offer support to everyone who has needed it and kept the programme sustainable for future years. If we are in a financial position to increase the grant amount the Trustees will revisit this decision.

income summary 2023-24

The charity continues to focus on attracting income from a diverse range of income sources, to ensure sustainability and that it is not reliant on any one source of income. Mummy's Star was fortunate to receive income from grant-giving trusts, individuals, corporates and community groups, as well as from charity-led fundraising activities. We also received income of £982 from Universities or training institutions paying towards costs of the Training & Education session delivered which is a really positive start to the project becoming more self-sustaining. Due to the sporadic nature of fundraising and grant making, income fluctuated throughout the year, but this did not affect expenditure at any point.

breakdown of income by reason/source 2023-24



Note: Income in pie chart totals £370,296 and excludes 1) Investment income of £673; 2) restricted grants for mums (from other charities) of £3,520.00; and 3) timing differences between the recognition of revenue by reason in our reporting platform versus revenue recognition for the accounts of £3,336 - total income in the accounts (see note 3 in the accounts below).

reserves policy

Our current reserves policy is to hold 6 months' running costs. This is to ensure that, if the charity had to wind down, women and birthing parents already in contact would be able to access support as they go through treatment, which typically lasts 4-6 months. This is reviewed regularly by Trustees.

At the end of March 2024, the unrestricted funds available to the charity totalled £229,595. Due to planned upcoming increases in expenditure in 2024-25 related to growth of the services and staff team, this figure remains in line with the Trustees' policy of having 6 months' running costs available.

trading

The charity trades Mummy's Star branded items such as t-shirts, running vests, hooded tops for adults and children as well as pin badges and wristbands. These items are sold via the shop on our website and some merchandise is given to fundraisers free of charge to increase brand awareness as they fundraise.

looking forward to 2024–25

Whilst we have been very fortunate to receive a number of new or repeat grants in the last year, we are mindful of the ongoing challenging fundraising environment for charities and the increased competition for funds.

The Trustees discuss the potential impact of the financial situation at every Board meeting and carry out a regular risk analysis of the charity's financial position. They are prepared for considerable fluctuations in income each month and are focusing on maintaining a consistent expenditure, in line with the budget, throughout the year.

However, the Trustees and Team feel confident that with a robust Fundraising Plan in place and such a dedicated and loyal group of supporters, the charity will continue to grow and the support provided to mums/birthing parents will not be affected.

structure, governance & management

governing document

Mummy's Star is a company limited by guarantee and it is also a Charity registered with the Charity Commission of England and Wales, as well as being registered in Scotland (SC046449) and Ireland (20106812). It is governed by its Articles of Association which were updated in March 2020.

There are currently eight members of the company, each of whom agrees to contribute up to £10 in the event of the charity winding up.

trustee recruitment, appointment, training

Where vacancies arise on the Board of Trustees or an expansion of the Board is required, new trustees are recruited through a mix of public advertising and direct approach by existing trustees.

During the recruitment process, potential trustees are made aware of the role requirements including the time and skills required, and the nature of what being a trustee means in full and in line with guidance provided by both the Charities Commission and NCVO.

The officer roles of the Board are elected at the AGM for a 3-year term in office.

When new Trustees join the Board, they are given induction material including a history of Mummy's Star and its work, a copy of its accounts, and key internal documents. Once appointed, trustees continue to receive training during trustee meetings and their contribution is reviewed by the Chair of Trustees.

accommodation

The charity presently has no accommodation assets.

new equipment and consumables

New equipment and consumables to enable the charity to carry out its work will be purchased as necessary, but Mummy's Star will always seek to attain value for money.

risk management

Each year, a risk register is developed by the Board of Trustees. This is reviewed on a regular basis in order to keep up to date with any changing internal or external risks to the Charity and its successful operation.

The Board ensure that the charity has established policies, systems, and procedures to mitigate risks identified in its reviews.

safeguarding

Safeguarding is essential to the safe and effective running of Mummy's Star. The safeguarding policy is reviewed annually by the Board of Trustees. Ongoing training is regularly undertaken by all Team members and Trustees in a variety of subjects, including safeguarding training for vulnerable people and suicide prevention training.

All staff and trustees are appointed following a pre-agreed recruitment process, which includes proving they have the skills and experience to successfully work with vulnerable people .

Mummy's Star board

serving 01 April 2023 to 31st March 2024

Kathryn Nattress
Chairperson
Appointed Dec 2022

Pete Wallroth
Appointed May 2013

Alice Pemberton-Barlow
Appointed Oct 2023

Tina South
Appointed Oct 2023

Barbara-Anne Nelson
Vice-Chairperson
Appointed Dec 2022

Thomas Groom
Treasurer
Appointed Dec 2018

Lyvia Nabarro
Appointed Oct 2023

Felicity Bennett
Appointed Oct 2023

Jacquelyn Sheldon
Secretary
Appointed May 2018
Resigned Oct 2023

Salima Jones
Appointed March 2022
Resigned April 2024

We were pleased to welcome Alice, Felicity, Tina, Lyvia and Karen to the Board of Trustees this year. They each bring a range of skills and experience which have proven to be very beneficial to Mummy's Star. The Board and Staff team's grateful thanks also go to the outgoing Trustees Jacquelyn and Salima for their hard work and dedication to Mummy's Star.

Mummy's Star advisors

- Dr Richard Simcock - Oncology
- Jude Jones - Midwifery
- Dr Jenny Rattray - General Practice
- David Wright – Young people's cancer

Our advisors offer the Board and Mummy's Star Team their professional expertise throughout the year. They provide an invaluable contribution to the successful running of the charity and are a much-valued source of knowledge and guidance.

reference & administrative details

Charity Name: Mummy's Star

Registered Address: Suite 4, St Michaels Court, St Michaels Square, Stamford St Central, Ashton, OL6 6XN

Postal Address: PO Box 428, Hadfield, Glossop, SK14 9EA

Email: info@mummysstar.org

Telephone Number: 07939 154217 (Pete Wallroth)

Website: www.mummysstar.org

Legal Status: Registered Charity in England and Wales (1152808),Scotland (SC046449), Ireland (20106812) and is a registered company(8548961)

HMRC Charities Reference number: EW03536

Independent Examiner: Stephanie Stevens, Shaw House, 1 Shaw Street, Ashton-under-Lyne, OL6 6QJ

financial statements

Trustees responsibilities statement

The trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The 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 needed.

Company law requires the trustees to prepare financial statements for each financial year. Under that law, the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard102 and applicable law). Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- observe the methods and principles in the Charities SORP;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

- Each person who was a director at the time this report was approved confirms that:
- so far as they are aware, there is no relevant information of which the Charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a director in order to make themself aware of any relevant information and to establish that the Charity's independent examiner is aware of that information.

This report was approved by the board on 22 November 2024 and signed on its behalf.

Pete Wallroth
Mummy's Star CEO and Founder

Independent Examiner's report

I report on the unaudited accounts of Mummy's Star for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the Charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with 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 statement below.

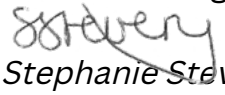
Independent examiner's statement

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 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities 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.



29 November 2024

Stephanie Stevens (Independent Examiner)

Shaw House, 1 Shaw Street, Ashton-under-Lyne
OL6 6QJ

statement of financial activities

for the year ended 31 March 2024

	Notes	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Income and endowments from:					
Donations and legacies	3	272,644	94,508	367,152	257,913
Income from other trading activil	4	10,000	-	10,000	-
Other trading activities		-	-	-	-
Investments	5	673	-	673	219
Other		-	-	-	-
Total		**283,317**	**94,508**	**377,825**	**258,132**
Expenditure on:					
Raising funds	6	80,074	-	80,074	54,618
Charitable activities	7	123,281	76,995	200,276	186,725
Other	8, 9	23,377	-	23,377	16,160
Total		**226,731**	**76,995**	**303,726**	**257,503**
(Net expenditure) / Net income		56,586	17,513	74,099	629
Net movement in funds		56,586	17,513	74,099	629
Reconciliation of funds:					
Total funds brought forward	15	173,009	5,661	178,670	178,041
Total funds carried forwad		229,595	23,174	252,768	178,670

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

balance sheet

as at 31st March 2024

	Notes	Unrestricted, £	Restricted, £	Mar24	Mar23
Fixed assets					
Tangible assets	11	-	-	-	-
Current assets					
Stocks	12	-	-	-	-
Debtors	13	6,336	-	6,336	20,398
Cash at bank and in hand		224,185	23,174	247,359	159,172
Total current assets		**230,522**	**23,174**	**253,695**	**179,570**
Liabilities					
Creditors: amounts falling due	14	**(927)**	**-**	**(927)**	**(900)**
Net current assets		**229,595**	**23,174**	**252,768**	**178,670**
Total assets less current liabilities		**229,595**	**23,174**	**252,768**	**178,670**
Net assets		**229,595**	**23,174**	**252,768**	**178,670**
The funds of the charity					
Unrestricted income funds	15	229,595	-	229,595	173,099
Restricted income funds	15	-	23,174	23,174	5,661
Total charity funds		**229,595**	**23,174**	**252,768**	**178,670**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.
The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The trustees have acknowledged on the balance sheet as at 31 March 2024 their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Peter Wallroth
Director
Approved by the board on 22 November 2024

notes to the accounts

for the year ended 31 March 2024

1. Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared 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 1January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the Charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable
Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Fund accounting
Unrestricted funds are available to spend on activities that further any of the purposes of Charity. Designated funds are unrestricted funds of the Charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Tangible fixed assets
Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses.
Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

- Fixtures, fittings and equipment over 3 years

Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand
Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors
Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Legal status of the Charity
The Charity is a company limited by guarantee and has no share capital. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Trustee of the Charity.

3. Income from donations and legacies

Note 3	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Income and endowments from:				
Donations and legacies	272,644	94,508	367,152	257,913
	272,644	**94,508**	**367,152**	**257,913**

4. Income from other trading activities

Note 4	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Income and endowments from:				
Income from other trading activities	10,000	-	10,000	-
	10,000	**-**	**10,000**	**-**

5. Investment income

Note 5	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Investment income				
Bank interest	673	-	673	219
	673	**-**	**673**	**219**

6. Expenditure on raising funds

Note 6	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Expenditure on raising funds				
Staff costs (salaries, pensions and NI)	28,035	-	28,035	45,494
Advertising and marketing (contractor)	-	-	-	-
Merchandise	-	-	-	3,654
Movement in merchandise stock	-	-	-	-
Fundraising events	52,039	-	52,039	5,470
	80,074	**-**	**80,074**	**54,618**

7. Expenditure on charitable activities

Note 7	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Expenditure on charitable activities				
Staff costs (salaries, pensions and NI)	81,016	67,885	148,901	119,631
Of which support	*46,674*	*37,854*	84,529	76,635
Of which education and training	-	*30,031*	30,031	22,581
Administration	*34,341*	-	34,341	20,415
Online resources for families	-	9,109	9,109	12,864
Small grants programme	34,687	-	34,687	46,686
Travel and subsistence	7,579	-	7,579	7,544
	123,281	**76,995**	**200,276**	**186,725**

8. Other expenditure

Note 8	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Other expenditure				
Fees, professional, subscriptions and ot	10,111	-	10,111	2,747
IT	7,032	-	7,032	7,442
Postage	1,431	-	1,431	1,472
Training	2,306	-	2,306	1,195
Stationery	531	-	531	235
Bank Charges	502	-	502	427
Accountancy fees	927	-	927	900
Fixed asset depreciation	-	-	-	-
Other	535	-	535	1,742
	23,377	**-**	**23,377**	**16,160**

9. Net income / (expenditure) is after charging

Note 9	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Net income / (expenditure) for the year is stated after charging				
Accountancy fees	927	-	927	900
Fixed asset depreciation	-	-	-	-

10. Staff costs

Note 10	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Staff costs				
Wages, salaries and social security cos	97,922	67,885	165,807	157,598
Of which				-
Gross pay	94,259	65,347	159,606	149,887
Employers NI	3,662	2,539	6,201	7,711
Other pension costs	10,871	-	10,871	7,002
	108,793	**67,885**	**176,678**	**164,600**
Average number of employees during the year, number				
Staff			*7.6*	*7.5*

No employees had employee benefits in excess of £60,000.

With the exception of Peter Wallroth, the Charity trustees were not paid, nor received any other benefits from employment with the Charity in the year.

Peter Wallroth received salary of £45,351.48 in the year for his duties as Chief Executive Officer (a market rate as agreed by the Board of Trustees). Any conflict of interest is managed internally and documented, to ensure that independence in any decision making is maintained.

11. Tangible fixed assets

Note 11	Total
Tangible fixed assets	
Cost or valuation	
At 1 April 2023	-
Additions	-
At 31 March 2024	-
Depreciation	
At 1 April 2023	-
Charge for the year	-
At 31 March 2024	-
Carrying amount	
At 1 April 2023	-
At 31 March 2024	-

Laptops are purchased for new joiners. These are always expensed rather than capitalised.

12. Stocks

Note 12	Total
Stock	
Cost or valuation	
At 1 April 2023	-
Additions	-
At 31 March 2024	-
Depreciation	
At 1 April 2023	-
Charge for the year	-
At 31 March 2024	-
Carrying amount	
At 1 April 2023	-
At 31 March 2024	-

13. Debtors

Note 13	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Debtors				
Other debtors	-	-	-	-
Prepayments and accrued income	6,336	-	6,336	20,398
Debtors	**6,336**	**-**	**6,336**	**20,398**

14. Creditors, amounts falling due within 1 year

Note 14	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Creditors				
Other taxes and social security costs	-	-	-	-
Accruals and deferred income	927	-	927	900
Amounts falling due withing 1 year	**927**	**-**	**927**	**900**

15. Analysis of charitable funds

Note 15.1	1 April 2023	Incoming resources	Resources expended	Transfers	31 March 2024
Analysis of movements in funds					
General fund	107,095	283,317	(216,801)	-	173,611
Designated fund	65,914	-	(9,931)		55,983
Restricted fund	5,661	94,508	(76,995)		23,174
Total	**178,670**	**377,825**	**(303,726)**	**-**	**252,768**

Unrestricted funds

Name of unrestricted fund	Description, nature and purpose of the fund
General fund	The 'free reserves' after allowing for all designated funds.
Designated fund	Funds given and ringfenced for operational continuity and specific activities such as Education and Training; Virtual Support and the Small Grant Programme. We have 6 categories of designated funds as follows: 1. Small grants programme fund - The small grants programme provides families with a grant to alleviate immediate financial burden as a result of their cancer diagnosis in and around pregnancy. All grants issued to families are subject to a formal application process and are agreed by Trustees. 2. Operational Continuity Fund - to support a wind-down should that ever be required. 3. Training and Education Fund - to support midwives and healthcare professionals accessing appropriate training and education about a cancer in and around pregnancy. 4. Information and Support Appeal- to fund additional support to women and birthing people diagnosed with cancer during pregnancy, birth, loss and beyond 5. Bereavement/Memory Making Fund- to enable families to make memories and to support the family through their bereavement 6. Emotional support fund At the end of the year designated funds totalled £79,157 and are comprised as follows: 1. Small Grants Programme Fund: £0 set aside to cover small grant applications over the next 12 months; 2. Operational Continuity Fund: £50,000 of liquidity buffer to ensure operational continuity in a wind down (roughly equal to six months of operating costs in wind down); 3. Training and Education Fund: £23,174 designated for training and education (in accordance with the wishes of a funder); 4. Information and Support Appeal: £0 designated for the increased level of support that is being provided to mums following the Covid19 5. Bereavement/Memory Making Fund: £5,984 in accordance with the wishes of donors. 6. Emotional Support Fund: £0

Restricted funds

Restricted funds were received during the year in connection with Training and Education and Emotional Support. At the end of the year £23,174 remained restricted, all associated with Training and Education.

The table below sets out how all funds have moved over the last 12 months.

	Named funds								
FY24	1. Small grants programme	2. Operational continuity	3. Training and education	4. Information and support appeal	5. Bereavement/ memory making	6. Emotional support	Total 1-6	B. General funds	Total funds
A. Designated funds									
Fund carried forward (as at 31 March 2023)	**6,529**	**50,000**	**-**	**-**	**9,385**	**-**	**65,914**	**107,095**	**173,009**
Additions	-	-	-	-	-	-	-	283,317	**283,317**
Uses	-6,529	-	-	-	-3,401	-	-9,931	-216,801	**-226,731**
Fund carried forward (as at 31 March 2024)	**-**	**50,000**	**-**	**-**	**5,984**	**-**	**55,983**	**173,611**	**229,595**
B. Restricted funds									
Fund carried forward (as at 31 March 2023)	**-**	**-**	**-**	**-**	**5,047**	**614**	**5,661**	**-**	**5,661**
Additions	-	-	53,205	-	-	41,303	94,508	-	**94,508**
Uses	-	-	-30,031	-	-5,047	-41,917	-76,995	-	**-76,995**
Fund carried forward (as at 31 March 2024)	**-**	**-**	**23,174**	**-**	**-**	**-**	**23,174**	**-**	**23,174**
C. Total funds									
Fund carried forward (as at 31 March 2023)	**6,529**	**50,000**	**-**	**-**	**14,432**	**614**	**71,575**	**107,095**	**178,670**
Additions	-	-	53,205	-	-	41,303	94,508	283,317	**377,825**
Uses	-6,529	-	-30,031	-	-8,448	-41,917	-86,925	-216,801	**-303,726**
Fund carried forward (as at 31 March 2024)	**-**	**50,000**	**23,174**	**-**	**5,984**	**-**	**79,157**	**173,611**	**252,768**

Actual spend	**34,687**	**-**	**30,031**	**-**	**8,448**	**59,138**
Fund remaining	Fully spent	Yes	Yes	Fully spent	Yes	Fully spent
Spend description	Small Grants	NA	50% of CEOs time on a fully loaded (tax and pension) basis	NA	10% of support salaries	70% of support worker time

16. Presentation currency

The financial statements are presented in Sterling.

17. Principal place of business

The address of the company's principal place of business and registered office is:
St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

thankyou

To all our supporters, funders, partners and healthcare professionals who help provide personalised, one-to-one support to our families. To everyone who helps us raise awareness, spread the word and start conversations about cancer and pregnancy. Most of all thank you to all our amazing mums, parents and families, for trusting us to take this difficult journey with you.

MUMMY'S STAR

England & Wales - Charity number 1152808

Accounts

mummy's star

CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

Annual Report & Accounts

for year ended 31st March 2023

Mummy's Star is a registered charity in England & Wales (1152808), Scotland (SC046449), Ireland (20106812) and a registered company (8548961).

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We learn from each family

an introduction from our Founder and CEO, Pete Wallroth

As Mummy's Star approaches its 10th anniversary we will be celebrating and remembering the 1,500 amazing mums, babies and families that have been a part of this journey.

We will also reflect upon the incredible things that have been achieved in that time for our families.

I truly believe that being able to provide support to families and to be invited into their lives at such a vulnerable time is a great privilege and one that we value as a team.

We learn from every family we are in touch with because the support offered must reflect what each family needs and what they are going through. We then pass on that learning and develop our support offering for the next family, and the one after them.

This personal and proactive approach will never change, as it's what stands us apart. At times we have perhaps played down the significance of our role in the charity sector, specifically our understanding of the importance of emotional wellbeing as a part of an individual's cancer care. We know that there is always room to learn more which is why we are keen to continue working with partner organisations and research projects to develop a more holistic approach to cancer in and around pregnancy.

Since our inception in 2013, we have collaborated with many healthcare providers, charities, universities and support groups across the UK. We love these opportunities because that is how we optimise raising awareness nationally and deliver better care for mums and families, by increasing our own understanding.

More recently, we have established ourselves in the role of educator. Mummy's Star has delivered more Cancer and Pregnancy Training and Education sessions this year than ever before, at universities and healthcare settings across the UK and Ireland.

Ten years ago we began a conversation about a subject not often discussed, and we have taken immense strides to shine a spotlight on cancer and pregnancy since then; raising awareness that it can happen and providing reassurance that if it does, someone is there to provide support through pregnancy, birth, loss and beyond.

Thank you to everyone involved for helping us get to where we are today.

Pete

Pete Wallroth
Mummy's Star CEO and Founder

Continuing to grow

a statement from our outgoing Chairperson, Gillian Smith MBE

The Charity started the year in a strong position thanks to prudent housekeeping by our CEO and Board of Trustees although there was nothing to be complacent about.

It is a tribute to all those concerned that the charity has managed these unprecedented economic challenges and continued to grow and support the women and their families who need a safe space and support to deal with their diagnosis and treatment.

As I step down as Chair, I am delighted to leave the charity in a strong position and hand the baton to Kathryn Nattress. Reflecting on what has been achieved as we head in to the 10th anniversary since the charity was established, there is a lot to be proud of! The charity has gone from strength to strength and is increasingly recognised across the UK and internationally. The educational component has increased and continues to be adopted as part of the ongoing midwifery curriculum and is being picked up by other professional groups

Thank you for this wonderful opportunity as Chairperson and best of luck for the future.

Gillian

Dr Gillian B. Smith, MBE, DUniv., MSc, BA, RM, ADM, RN
Chairperson, Mummy's Star

Accessible to everyone

a statement from our incoming Chairperson, Kathryn Nattress

The first decade of Mummy's Star focused on establishing the charity and supporting those who contacted us. The next decade we'll focus on expanding awareness to ensure our unique support is accessible to everyone who needs it.

It is an honour to be following in Gillian's footsteps and taking on the position of Chair at such an exciting time for the charity. With my background in cancer and palliative care nursing, and a passion for enhancing patient experience, I hope to further develop Mummy's Star unique attributes for supporting families at such a vulnerable time. While we appreciate that we cannot change their cancer diagnosis, we strive to support them and ensure their emotional wellbeing is not detrimentally impacted as well.

I'm looking forward to being a part of the Mummy's Star family.

Kathryn

Kathryn Nattress, RGN, BSC and MSc
Chairperson, Mummy's Star

Our Impact

2022–23

Mummy's Star provided personalised, **one-to-one support to 430 women and birthing people** who received a cancer diagnosis in or around their pregnancy. 149 of these were newly diagnosed this year and made contact with us shortly after receiving their diagnosis.

The Support Team personalise the method of support offered to each individual by engaging with mums and parents over the phone, video call, text message, email, and voice note; whatever their preference.

This year, **the team made 3897 support communications**.

Our **Small Grants Programme** continues to help families struggling with the unexpected cost of a cancer diagnosis.

There is a robust application process in place, which is simple to complete, and funds are issued quickly to minimise stress and maximise benefit.

This year **121 grants were given to families in need** to cover extra expenses such as transport costs, childcare, or buying lightweight buggies and car seats. This has been even more important due to the cost of living crisis.

1 in 1000 pregnancies are affected by cancer, but it is still not a compulsory part of NHS training or university courses. We run **the UK's only Cancer and Pregnancy Training and Education Programme** to fill this knowledge gap and raise vital awareness among healthcare professionals.

£257,913
DONATED

We are truly moved that this year **we have received the greatest amount of donations ever**, despite the cost of living crisis hitting everyone across the UK. We do not receive any statutory funding, so our work is funded entirely through donations.

Everything we have done this year is a direct result of people's support and generosity. Thank you!

Our Story

We are the only charity in the UK and Ireland dedicated to supporting mums and birthing parents diagnosed with cancer in or around pregnancy.

Our Purpose

Mummy's Star supports women and birthing parents who receive a cancer diagnosis during pregnancy, up to twelve months after the birth of their baby, or who experience a baby loss around their diagnosis.

Mummy's Star is here to support them from the moment they are diagnosed, through their pregnancy, birth, loss and beyond.

Our Mission Statement

We aim to reduce women/birthing parents' anxiety and feelings of isolation, enable them to make informed choices about their cancer treatment and pregnancy care, and raise awareness about the emotional, practical and financial challenges they may face.

Mummy's Star was founded in memory of Mair Wallroth

Mair was a much-loved mummy, wife, daughter, sister, and friend.

She was diagnosed with breast cancer at 22 weeks pregnant with her second child and sadly passed away just two months after his birth.

Mair was 41 years old when she died.

Mummy's Star was created by her husband Pete to ensure families going through a similar experience could access all the support and information they needed in one place, and to help them navigate this traumatic and complex situation.

Our Objectives & Activities

Our Vision

For every person diagnosed with cancer in or around their pregnancy to be able to access the support Mummy's Star offers in a timely manner.

What support do we offer mums & birthing parents?

1. One-to-one support for every mum/birthing parent, delivered by a designated Information and Support Worker to ensure consistency and a personalised service.

2. Access to a secure online forum where they feel safe to ask questions, share their anxieties and access 'peer to peer' support from one another.

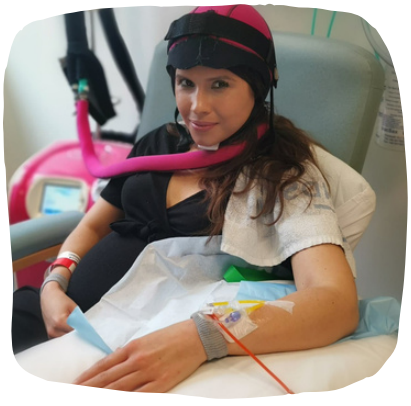
3. Bespoke advice and information about cancer in and around pregnancy, including links to local services and signposting to other organisations who can help.

4. Supporting families to make informed choices about their pregnancy care, their cancer treatment and providing information and guidance about returning to work.

5. Cancer and Pregnancy Education and Training Programme for healthcare professionals, to expand on and compliment current training and curriculum provision.

6. Small Grants Programme to help families manage unexpected costs that arise after a cancer diagnosis. Every grant is reviewed and authorised by the Trustees and CEO.

7. Pre-bereavement and End-of-Life support for families, which continues to be available to them after their loved one dies.



Public Benefit

What is the public benefit need?

Reduction in isolation and anxiety for mums and birthing parents diagnosed with cancer in or around pregnancy, who are enabled to make informed choices about treatment and pregnancy care and the preservation of their mental and physical health.

Who will benefit from the organisations activities?

The charity focuses on supporting women, birthing people and their families when the:
·Mother or birthing parent is diagnosed with cancer during pregnancy,
·Mother or birthing parent is diagnosed with cancer within a year of giving birth,
·Mother or birthing parent loses life to cancer diagnosed in either of the time periods above.

How will they benefit?

The charity provides support and information to reduce the emotional, practical, and financial challenges faced by families following their cancer diagnosis by providing one-to-one support, online forums, bespoke advice, advocacy, education and small grants.

What similar services are currently available?

No other cancer charity in the UK or Ireland specifically supports women or birthing people diagnosed with cancer in or around their pregnancy.

What is the unfulfilled need?

Anyone diagnosed with cancer in or around pregnancy, or who sadly experiences a baby loss due around their diagnosis, can feel isolated and alone. They often say that they have nowhere to turn and no one understands what it is like to go through such a traumatic illness at this precious stage in life. Mummy's Star is there to fill this gap.

Achievements & Performance

Emotional, practical and financial support

We've seen various changes in staff this year and everyone has worked hard to ensure a smooth transition for mums and parents to their new Support Worker. This was handled excellently and there has been minimal disruption for those receiving support.

Our Support Team comprises of three Information and Support Workers. Thanks to generous funding from grant-giving trusts, we were able to **increase the support hours** they provide this year, from 75 hours to 85 hours a week.

At the start of this year, we saw an increase in the number of mums saying they were worried about their family's finances. By March 2023 almost all our families were sharing **financial concerns** with their Support Worker, due to the financial implications of their cancer diagnosis and the rise in interest rates.

The Team feels that a lot of the emotional distress shared at this time has been a direct result of the cost-of-living crisis.

Our **online forums** continue to be a well-used resource, providing 'peer-to-peer' support in a safe space, especially for newly diagnosed mums and parents. The Team monitor the forum closely, but have stepped back from providing too much content in the hope that users would be encouraged to converse, ask questions, and support one 'peer-to
User engagement has increased considerably since this decision was made.

We ran regular **'Ask the Expert'** sessions throughout the year and they continue to be valuable for our families. Recent topics include: Cancer and Exercise, Body Acceptance, and Understanding Breastfeeding Grief and Trauma. We held our first interactive online workshop, on Sex and Intimacy; this was not recorded so participants felt comfortable.

In depth work has been done to **improve our pre-bereavement and End of Life support** for families. This was rolled out towards the end of the year thanks to generous funding by grant giving trusts and we have already delivered an Ask the Expert session focusing on it.

> ***"Thank you everyone at Mummy's Star, your support and the forum have helped me get through the toughest year of my life. When I got diagnosed I felt so, so alone and no-one really understood how robbed I felt of my first year with my first child. Seeing everyone else's stories has made me realise how I wasn't alone and us mums are so much stronger than anyone will ever realise. Your charity is AMAZING and helped me find my way."***
>
> *Mum, aged 32, diagnosed with lymphoma just after her baby was born*

Cancer and Pregnancy Training & Education Programme

To reach more women and birthing people who need access to our support, we need more healthcare professionals to know about the work we do. We also need them to understand how cancer in and around pregnancy may present itself and how it symptoms may be masked.

3285
EDUCATION SESSION attendees

Our work with universities continued to expand this year, with 32 training sessions delivered at 27 different universities and healthcare settings, to a total of 3,285 healthcare professionals.

This was reflected in an increase of mums and parents who found out about us from their midwifery team or were directly referred to us by a healthcare professional.

This year also saw the highest number of universities requesting a return visit to deliver our training, to their new cohort of trainees. This ongoing relationship is essential to creating a sector-wide understanding of cancer and pregnancy, which will inevitably provide better outcomes for patients.

Facts about our Training & Education sessions:

- 91% of attendees say they 'strongly agree' that they learned something new
- 94% of attendees say they 'strongly agree' or 'agree' that they feel more comfortable discussing cancer and pregnancy after the session
- 98% say they 'strongly agree' or 'agree' that they now know how to access our support for their patients
- 100% of attendees say they would recommend a session to other healthcare professionals

But it's not just about figures... what did the attendees say?

"It was amazing and Pete was so passionate and informative. I now know the really simple but effective things I can do to advocate for the future women suffering from cancer I will care for when I become a qualified midwife."

Trainee midwife, Chester University

"Absolutely wonderful presentation, I was totally gripped. Today's session with Pete has actually given me a specific interest in wanting to work with families experiencing the traumas associated with cancer in the perinatal period. Definitely one of my top learning experiences so far in my degree."

Trainee midwife, Kings College London

"The ultimate goal remains that every University incorporates this vital training into their curriculum."

Pete, Mummy's Star CEO and founder

Public and Professional Awareness

Raising awareness to both the public and healthcare professionals remains one of our main priorities and last year saw us engage in a wide range of promotional activities.

From podcasts to radio shows, tv interviews to Instagram lives; no stone was left unturned this year and the cancer and pregnancy message reached further than ever before. Our CEO Pete was even invited to present at the Chinese University of Hong Kong, Asia Pacific Congress Webinar on Cancer and Pregnancy, to an international audience of over 400 healthcare professionals.

We saw a notable increase in the number of women and birthing people being referred or self-referring from the south of England and London. This is very encouraging as it shows our Training and Education Programme, and the various awareness campaigns we promote, are having a positive impact and raising our profile, allowing more people to access our support.

By early 2023, we were beginning to create online content that was relevant to the interests and needs of our two key audiences: the public and healthcare professionals. Through targeted social media campaigns and tailored newsletters we aimed to maximise our reach and improve engagement, both with our content and the work we do.

This has been very successful to date, but there is still a lot more we can learn, and we are really excited to see the benefits it will bring.

Cancer and Pregnancy Awareness Week 2022

Cancer and Pregnancy Awareness Week in 2022 focused on three key themes:

- ***See the Symptom***
- ***Early Detection***
- ***Explore thoroughly***

We highlighted how pregnant and post-natal bodies can mask symptoms of cancer, so it is vital to see the symptom (not just the pregnancy!) and to explore its implications thoroughly, to enable earlier detection.

We encouraged women and birthing people to be body-aware and to share any concerns with a healthcare professional at the earliest opportunity. We encouraged healthcare teams to thoroughly explore symptoms in pursuit of an earlier and more accurate diagnosis.

This was the first year we ran a single campaign but targeted different content towards healthcare professionals and the public, across our separate social media platforms. This allowed us to deliver relevant information to each audience, ensuring it resonated and remained memorable for everyone.

Thank you to everyone who contributed and helped us raise awareness to more women, birthing parents and healthcare professionals across the UK.

Story Sharing

When people first hear about cancer in and around pregnancy, most are shocked and say they didn't realise it was even possible for both to occur together.

Sharing our mums‘ stories is the best way to help other people, including healthcare professionals, gain a better understanding of the emotional, financial and practical challenges that our families face.

Our mums and families are the most valuable ambassadors for the work we do and we hugely appreciate those who are willing to share their experience.

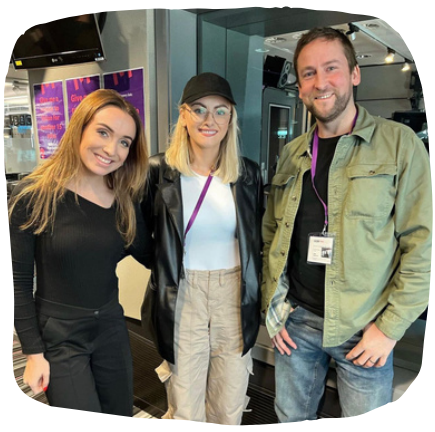
Real-life stories are shared across social media, on our website, in Training and Education sessions, and by various local and national media channels. They offer reassurance, to families and people in a similar situation, that they are not alone. They also enable us to extend our reach and help raise awareness across the whole of the UK and Ireland.

Media coverage

Publicity and media coverage is key to raising awareness about cancer in and around pregnancy. Mums and families have shared their stories both locally and nationally to spread these vital messages and we are always touched by the response they receive.

Our Team supports anyone wanting to help raise awareness about Mummy's Star or cancer in and around pregnancy. We respond to all media enquiries and our CEO is often quoted in journals, articles, and requested to do radio interviews and podcasts on the subject of cancer and pregnancy.

In April 2022, we were delighted when three of our mums were invited to assist with the research for Julia Bradbury's documentary *Breast Cancer and Me*. Knowing that their voices were heard and represented in such a high profile documentary is very encouraging.



Monitoring Performance & Impact

We use a number of Key Performance Indicators to monitor and evaluate our performance and the impact support has on mums and birthing parents, their families, and healthcare professionals:

- Number of mums/birthing parents receiving advice and support
- Number of mums/birthing parents actively using the Mummy's Star forums
- Number of new mums/birthing parents who contact Mummy's Star
- Type of support mums/birthing parents are accessing and how beneficial they find it
- Number of healthcare professionals who attended our Training and Education sessions
- Number of grants distributed to families via the Small Grants Programme
- Total amount of money issued to families via grants

We are grateful to all families who complete Evaluation Forms and give us feedback. This information is used to help shape future service provision.

All of the above information is held on a secure database, as stipulated in our Data Protection Policy and ICO guidance and is managed in accordance with that policy and appropriate data legislation.

The information above is reported to the Trustees as part of regular reports for Board Meetings and Governance Meetings, held on alternate months.

Supporter Impact

Mummy's Star is funded entirely by the generosity of our wonderful supporters and donors. We do not receive any statutory or NHS funding. Thank you to everyone who has contributed and helped us raise the most we ever have in one year: an incredible £257,913!

We received **£53,011** from people taking part in **fundraising challenges and events** this year.

Supporters have run marathons all over the UK and Europe, cycled, swam, hosted sweet stalls, fun days, cake sales and fashion shows to name but a few.

Grant-giving trusts and foundations continued to fund various elements of our charitable activity throughout the year. In total they granted a fantastic **£128,668.** These grants have specifically paid for:

- increased provision of emotional support for mums/parents
- Cancer and Pregnancy Training and Education sessions for healthcare professionals across the UK
- Secure online forums for mums/parents to chat and provide each other with 'peer to peer' support in a safe space .

It is always humbling when families and individuals choose to support Mummy's Star as a thank you for the support they have received personally, or after a loved one has died.

This year, **£19,824 was donated in memory of loved ones** and a further **£34,653 was generously donated by individual supporters** who wanted to ensure our support continued for future families.

During a deepening cost of living crisis, this is truly remarkable and we are really grateful.

This year we have seen more **companies and community groups start fundraising again** after Covid-19.

We are very grateful to each one who chose to support Mummy's Star this year; whether through employees fundraising activities, corporate donations, community group events or donations from sales.

We are also very grateful to everyone who donates **gifts in kind** to help our families, these are much appreciated.

Financial Review

The start of this financial year proved very difficult with a significant loss reported in Quarter 1 and considerable fluctuations in income month-to-month. There was a notable increase in income in Quarter 4 which meant the charity finished the year in a stronger position than expected and saw its largest annual income to date.

Expenditure summary 2022-2023

Expenditure has also fluctuated throughout the year, with staff changes resulting in short periods of paying additional salaries during handover periods. This overlap however ensured a smooth transition for our families and minimised disruption in support provision.

Trustees made a change to the Small Grants Programme and reduced the maximum amount of a grant from £500 to £250 per family. This decision was not taken lightly, but responded to an increase in the number of grant applications being received whilst the charity was experiencing a drop in income. It was agreed that, to ensure long-term sustainability, the grant amount must be reduced.

Funds continue to be spent in line with the charity's objectives and used effectively to provide the different elements of support offered to families.

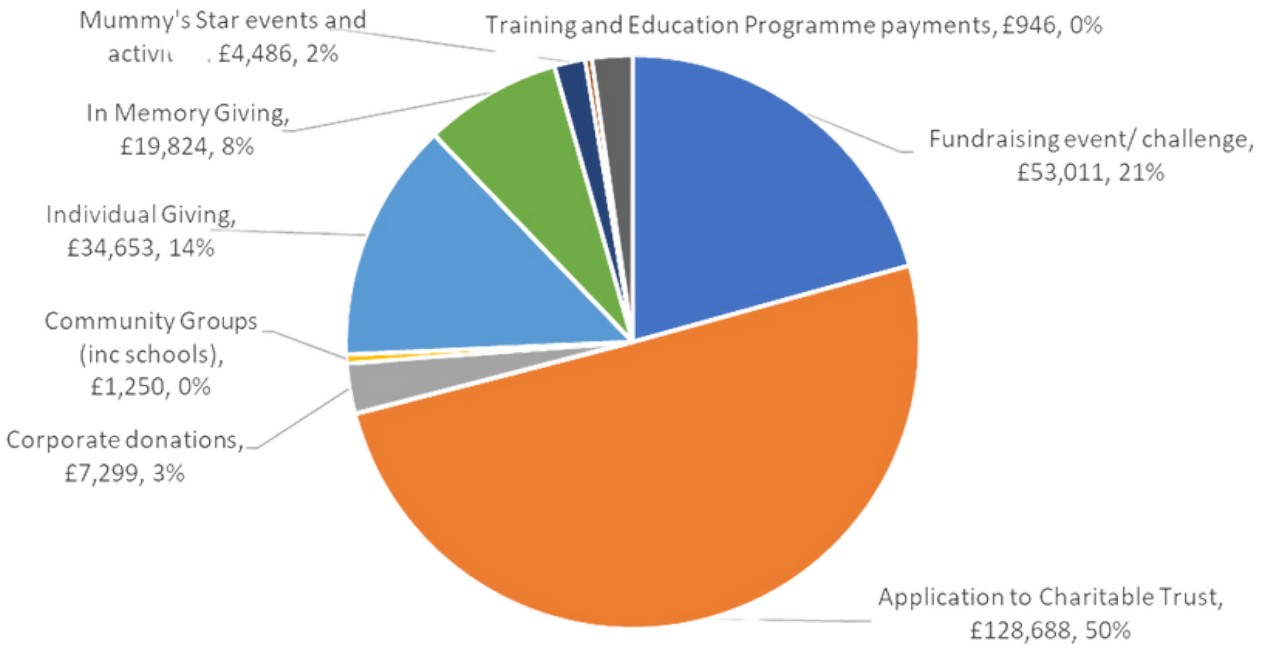
Income summary 2022-2023

The charity continues to focus on attracting income from a diverse range of income sources, to ensure sustainability and that it is not reliant on any one source of income.

This period highlighted the potentially long timeframe between work carried out to generate income and that income being secured. The sudden increase in income in Quarter 4 was a direct result of efforts made at the end of Quarter 2 and start of Quarter 3.

Income continues to come from grant-giving trusts, individuals, corporates and community groups as well as being generated through charity-led fundraising activities.

Breakdown of income by reason/source 2022-2023



Looking forward to 2023-2024

While we continue to deal with the long-term financial impact of the pandemic, specifically in terms of available funds from grant-giving trusts and corporate support, the cost-of-living crisis has deepened across the whole nation and is affecting us as a charity both in terms of increasing costs and reduced i and is

The Trustees discuss the potential impact of the financial situation at every Board meeting and carry out a regular risk analysis of the charity's financial position. They are prepared for considerable fluctuations in income each month and are focusing on maintaining a consistent expenditure, in line with the budget, throughout the year.

However, the Trustees and Team feel confident that with a robust Fundraising Plan in place and such a dedicated and loyal groups of supporters, the charity will continue to grow and the support provided to mums/birthing parents will not be affected.

Reserves Policy

Our current reserves policy is to hold 6 months' running costs.

This is to ensure that, if the charity had to wind down, women and birthing parents already in contact would be able to access support as they go through treatment, which typically lasts 4-6 months. This is reviewed regularly by Trustees.

General, Designated and Restricted Funds

The General Fund holds contributions from donors who are happy for their money to be used wherever it is needed most. This is vital to allow us to be agile and respond to needs as they arise throughout the year.

Designated Funds are ringfenced to benefit a specific element of the work we carry out. These have helped us to secure an increased amount of income from grant-giving trusts and foundations, by reassuring them that their grant will directly benefit charitable activity with specific outcomes and benefits for mums, parents and families. They also give our Trustees a more accurate overview of our financial position, in relation to demand on services and our ability to deliver those services.

The charity has one Restricted Fund which holds income given specifically for redistributing to families in need, via our Small Grants Programme.

Trading

The charity trades Mummy's Star branded items such as t-shirts, running vests, hooded tops for adults and children as well as pin badges and wristbands.

These items are sold via the shop on our website and some merchandise is given to fundraisers free of charge to increase brand awareness as they fundraise.

Future Plans

The Board and Team regularly consider what is working well, what needs reviewing, and use feedback from families to help shape future plans and our support provision. Plans for the next 12 months include...

1. Expanding our support across the UK

Mummy's Star currently supports around 20% of the individuals diagnosed with cancer in and around pregnancy across the UK each year. One of our main priorities is to increase this to around 30%, as we know that our support would be valuable to more people than we are currently reaching.

2. Expanding the types of support we offer

We will continue to expand the **financial support** we offer families as the need is so great. By building relationships with other organisations, we want to ensure financial strains aren't the biggest concerns families face during their cancer journey.

We also plan to launch a project to offer designated support to individuals wanting to **return to work** after treatment.

Pre-bereavement and End of Life Support has always been offered to families when the need arises. Thanks to two specific grants received this year, this area of support will be further developed and focus on a holistic approach for supporting the whole family, including: access to information about the practical preparations they can make together, emotional support for individuals, and memory making.

3. Improving our communications

The charity recognises that it communicates with two distinct groups or audiences - families and healthcare teams. Each has differing needs and relationships with Mummy's Star.

Plans for 2023/2024 include developing our Communications Strategy to incorporate both the distinct needs of each audience and to ensure the information we share is up-to-date, relevant, and accessible.

4. Education and awareness

2022-2023 was a pivotal year for expanding our bespoke Cancer and Pregnancy Training and Education Programme.

Next year the Team will focus on:

- broadening the number of professions / job roles that attend the training sessions
- ensuring universities rebook training for their next cohort of trainees and students
- developing a GP-specific training module to roll out across Primary Care
- creating online resources for healthcare professionals to access 24/7

Thanks to generous funding from grant-giving trusts, the Programme is fully funded for the next academic year so more sessions can be delivered at more institutions.

The ultimate goal is for cancer and pregnancy to be incorporated into the curriculum at all universities across the UK & Ireland, forming a mandatory part of NHS training for midwives, GPs and other relevant professions.

5. Partnerships

Working together with other partners in the cancer sector is the key to achieving the best support we can for our families and the best progress for the sector as a whole. By collaborating we maximise opportunities for raising awareness and deliver a more holistic service.

As the cost-of-living crisis affects more people, our Support Team are working with other organisations to help our families access multiple potential sources of financial support. This will continue and no doubt grow next year, as more families face financial crisis.

6. Governance

We have started the process of creating a Patient User Group to represent the different families we support and the differing circumstances they face. It was agreed that this process will continue and see members interacting with our Board to help inform future decision making and ensure we maintain family-centered care and support.

7. Financial sustainability

We will continue to build new relationships and develop existing relationships with donors to maintain a diverse range of income streams and ensure long-term sustainability. The current mix of where money comes from is considered realistic and well balanced. We will aim to follow previous trends through 2023/2024.

Governance

Our Objects

The Charity's objects (as listed on the Charity Commission) are specifically restricted to the relief of sickness and need, and the preservation of health, for those families who have a mother or birthing parent who:

- ☆ receives a diagnosis of cancer during their pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically); or
- ☆ receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old; or
- ☆ loses their life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above,

by (but not limited to) the provision of financial assistance, support and practical advice.

Mummy's Star has a strong Company Board and Company Directors, drawn from a variety of sectors, with a wide range of skills and expertise, in addition to personal experiences of cancer. All Trustees and Advisors give their time in a voluntary capacity.

Trustee Recruitment/Officer Appointment

Where vacancies arise on the Board of Trustees or an expansion of the Board is required, a public advert will be made outlining the role, the time and skills required, and the nature of what being a trustee means in full and in line with guidance provided by both the Charities Commission and NCVO. The officer roles of the Board are elected at the AGM for a 3 year term in office.

Accommodation

The charity presently has no accommodation assets.

New Equipment and Consumables

New equipment and consumables to enable the charity to carry out its work will be purchased as necessary, but will always seek to attain value for money.

Risk

During the year, a risk register was developed and is now being reviewed by the Board on a regular basis.

Mummy's Star board

Serving 1 April 2022 to 31 March 2023

Gillian Smith	Chair/Trustee	appointed Apr 2018	resigned (Chair) Dec 2022
Peter Wallroth	CEO/Trustee	appointed May 2013	
Jacquelyn Sheldon	Secretary/Trustee	appointed May 2018	
Thomas Groom	Treasurer/Trustee	appointed Dec 2018	
David Wright	Trustee	appointed Nov 2018	resigned Nov 2022
Cathy Wentworth	Trustee	appointed Apr 2017	resigned Feb 2023
Salima Jones	Trustee	appointed Mar 2022	
Fiona Mann	Trustee	appointed Mar 2021	resigned Feb 2023
Kathryn Nattress	Chair/ Trustee	appointed Dec 2022	
Barbara-Anne Nelson	Trustee	appointed Dec 2022	

Thank you

Thank you to the outgoing Trustees for their hard work and dedication to Mummy's Star over the years. Cathy, David and Fiona brought a wealth of experience and different skills to the Board. They were instrumental in growing and shaping the charity. The Board and Team will always be grateful for their contribution to Mummy's Star.

Mummy's Star advisors

Dr Richard Simcock	Oncology	**Jude Jones**	Midwifery
David Wright	Young people's cancer	**Dr Jenny Rattray**	General Practice

Our advisors offer the Board and Mummy's Star Team their professional expertise throughout the year. They provide an invaluable contribution to the successful running of the charity and are a much valued source of knowledge and guidence.

Remembering Nicolette

Nicolette Peel MBE
Former Mummy's Star Board Chair and Founding Trustee
1972-2023

It was with great sadness that we shared the news of Nicolette's death in January 2023. Along with our CEO Pete, Nicolette helped create Mummy's Star in 2013, after her own experience being diagnosed postnatally with breast cancer.

She took her experience and helped turn it into something that would provide support, advocacy and education around cancer and pregnancy. Nicolette went on to retrain as a midwife and trailblazed in the maternity sector with her powerful message of informed choice for all women and birthing people who would receive a cancer diagnosis in and around pregnancy. Nicolette touched the lives of thousands of mums, parents, and their families and will be remembered for bringing so many tiny lives safely into this world.

It is difficult to put into words the impact Nicolette had, both at Mummy's Star and also in the wider conversation around cancer and pregnancy.

It's not simply that Mummy's Star wouldn't have become what it is today without her... it may never have existed at all!

Hundreds of families have had access to support as they faced the challenges and tragedy of cancer in and around their pregnancy, because of Nicolette's courage, humility, and passion for helping others.

Nicolette leaves a legacy of the most far reaching kind.
For that we will always treasure her influence as a midwife, colleague, trustee, founder and friend.

Collaboration and Partner Organisations

Collaboration and partnership continues to sit at the core of what we do. Cancer and Pregnancy is a 'specialism within a specialism' and only through working together can our sector truly provide holistic support and care for those facing it.

The conversation around Cancer and Pregnancy that exists today only does so because of the hard work and determination of organisations like Mummy's Star. We work tirelessly to ensure that **our families are considered and represented** by the wider cancer sector.

This year saw the emergence of some great work with the team at **GatewayC,** who produced a *'Cancer Conversations'* episode on the subject, featuring some of the most experienced clinicians and GPs in this area, as well as our CEO. There is more collaboration in the pipeline for 2023/24.

Research interest in cancer and pregnancy continues to grow. Our ongoing work with the **University of Surrey** saw the first piece of research, exploring the lack of emotional support available to women and birthing people diagnosed with cancer in pregnancy, published by the BMJ (British Medical Journal) early in 2023.

This is the first of a number of pieces we hope to see published, and we expect them to raise awareness amongst healthcare professionals and increase the reach of the support we can offer their patients.

We are broadening the understanding of how cancer can impact the whole family, across different sectors; including sport, finance and construction. This work takes the form of informal visits and talks in workplaces, often focusing on male-dominated environments (for example: Oldham Athletic Football Club) and explores the mental health implications of a loved one being diagnosed with cancer and the impact this has on partners and family members.

We are also a partner in a study with the The National Oncology Trainees Collaborative for Healthcare Research (NOTCH), **mapping incidence rates of cancer and pregnancy** in the UK for the first time.

Charity Reference & Administrative Details

Charity Name: Mummy's Star

Registered Address: Suite 4, St Michaels Court, St Michaels Square, Stamford St Central, Ashton, OL6 6XN

Postal Address: PO Box 428, Hadfield, Glossop, SK14 9EA

Email: info@mummysstar.org

Telephone Number: 07939 154217

Website: www.mummysstar.org

Legal Status: Registered Charity in England and Wales (1152808), Scotland (SC046449), Ireland (20106812) and is a registered company (8548961)

HMRC Charities Reference number: EW03536

Independent Examiner: Stephanie Stevens, Shaw House, 1 Shaw Street, Ashton-under-Lyne, OL6 6QJ

Trustees Responsibilities Statement

Trustees' responsibilities in relation to the financial statements.

The trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The 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 needed.

Company law requires the trustees to prepare financial statements for each financial year. Under that law, the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period.

In preparing these financial statements, the trustees are required to:
• select suitable accounting policies and then apply them consistently;
• make judgements and estimates that are reasonable and prudent;
• observe the methods and principles in the Charities SORP;
• state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
• prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners
Each person who was a director at the time this report was approved confirms that:
• so far as they are aware, there is no relevant information of which the Charity's independent examiner is unaware; and
• they have taken all the steps that they ought to have taken as a director in order to make themself aware of any relevant information and to establish that the Charity's independent examiner is aware of that information.

This report was approved by the board on 10 October 2023 and signed on its behalf.

Peter Wallroth
Director

Independent Examiner's Report
to the Board of Mummy's Star

I report on the unaudited accounts of Mummy's Star for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner
The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the Charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:
·examine the accounts under section 145 of the 2011 Act;
·to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
·to state whether particular matters have come to my attention.

Basis of the independent examiner's report
My examination was carried out in accordance with 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 statement 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 386 of the Companies Act 2006; and
·to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities
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.

Stephanie Stevens (Independent Examiner)
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

7th December 2023

Statement of financial activities for year ending 31st March 2023

	Notes	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Income and endowments from:					
Donations and legacies	3	192,225	65,688	257,913	227,295
Other trading activities		-	-	-	-
Investments	4	219	-	219	5
Other		-	-	-	-
Total		**192,444**	**65,688**	**258,132**	**227,300**
Expenditure on:					
Raising funds	5	54,618	-	54,618	48,251
Charitable activities	6	124,623	62,102	186,725	181,754
Other	7, 8	16,160	-	16,160	16,901
Total		**195,401**	**62,102**	**257,503**	**246,906**
(Net expenditure) / Net income		(2,957)	3,586	629	(19,606)
Net movement in funds		(2,957)	3,586	629	(19,606)
Reconciliation of funds:					
Total funds brought forward	14	175,966	2,075	178,041	197,648
Total funds carried forwad		173,009	5,661	178,670	178,041

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet at
31st March 2023

	Notes	Unrestricted, £	Restricted, £	Mar23	Mar22
Fixed assets					
Tangible assets	*10*	-	-	-	-
Current assets					
Stocks	*11*	-	-	-	-
Debtors	*12*	20,398	-	20,398	4,218
Cash at bank and in hand		153,511	5,661	159,172	174,422
Total current assets		**173,909**	**5,661**	**179,570**	**178,641**
Liabilities					
Creditors: amounts falling du	*13*	**(900)**	**-**	**(900)**	**(600)**
Net current assets		**173,009**	**5,661**	**178,670**	**178,041**
Total assets less current liabilities		**173,009**	**5,661**	**178,670**	**178,041**
Net assets		**173,009**	**5,661**	**178,670**	**178,041**
The funds of the charity					
Unrestricted income funds	*14*	173,009	-	173,009	175,966
Restricted income funds	*14*	-	5,661	5,661	2,075
Total charity funds		**173,009**	**5,661**	**178,670**	**178,041**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The trustees have acknowledged on the balance sheet as at 31 March 2023 their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Peter Wallroth
Director

Approved by the board on 10 October 2023

Notes to the Accounts

for the year ended 31st March 2023

1. Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the Charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of Charity. Designated funds are unrestricted funds of the Charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses.

Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

- Fixtures, fittings and equipment over 3 years

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Legal status of the Charity

The Charity is a company limited by guarantee and has no share capital. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Trustee of the Charity.

3. Income from donations and legacies

Note 3	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Income and endowments from:				
Donations and legacies	192,225	65,688	257,913	227,295
	192,225	**65,688**	**257,913**	**227,295**

4. Investment income

Note 4	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Investment income				
Bank interest	219	-	219	5
	219	-	**219**	**5**

5. Expenditure on raising funds

Note 5	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Expenditure on raising funds				
Staff costs (salaries, pensions and NI)	45,494	-	45,494	35,756
Advertising and marketing (contractor)	-	-	-	-
Merchandise	3,654	-	3,654	6,250
Movement in merchandise stock	-	-	-	-
Fundraising events	5,470	-	5,470	6,245
	54,618	-	**54,618**	**48,251**

6. Expenditure on charitable activities

Note 6	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Expenditure on charitable activities				
Staff costs (salaries, pensions and NI)	75,529	44,102	119,631	106,993
Of which support	*34,608*	*42,027*	76,635	*66,481*
Of which education and training	*20,506*	*2,075*	22,581	*14,665*
Administration	*20,415*	-	20,415	*25,846*
Online resources for families	12,864	-	12,864	*13,221*
Small grants programme	28,686	18,000	46,686	56,863
Travel and subsistence	7,544	-	7,544	4,678
	124,623	**62,102**	**186,725**	**181,754**

7. Other Expenditure

Note 7	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Other expenditure				
Fees, professional, subscriptions and c	2,747	-	2,747	1,367
IT	7,442	-	7,442	7,956
Postage	1,472	-	1,472	1,268
Training	1,195	-	1,195	2,064
Stationery	235	-	235	923
Bank Charges	427	-	427	264
Accountancy fees	900	-	900	600
Fixed asset depreciation	-	-	-	-
Other	1,742	-	1,742	2,460
	16,160	**-**	**16,160**	**16,901**

8. Net income / (expenditure) is after charging

Note 8	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Net income / (expenditure) for the year is stated after charging				
Accountancy fees	900	-	900	600
Fixed asset depreciation	-	-	-	-

9. Staff Costs

Note 9	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Staff costs				
Wages, salaries and social security co	113,496	44,102	157,598	133,555
Of which				
Gross pay	105,785	44,102	149,887	127,813
Employers NI	7,711	-	7,711	5,742
Other pension costs	7,002	-	7,002	9,194
	120,498	**44,102**	**164,600**	**142,749**
Average number of employees during the year, number				
Staff			*7.5*	*7.0*

No employees had employee benefits in excess of £60,000.

With the exception of Peter Wallroth, the Charity trustees were not paid, nor received any other benefits from employment with the Charity in the year.

Peter Wallroth received a salary of £43,100.03 in the year for his duties as Chief Executive Officer (a market rate as agreed by the Board of Trustees). Any conflict of interest is managed internally and documented, to ensure that independence in any decision-making is maintained.

10. Tangible Fixed Assets

Note 10	Total
Tangible fixed assets	
Cost or valuation	
At 1 April 2022	-
Additions	-
At 31 March 2023	-
Depreciation	
At 1 April 2022	-
Charge for the year	-
At 31 March 2023	-
Carrying amount	
At 1 April 2022	-
At 31 March 2023	-

Laptops are purchased for new joiners. These are always expensed rather than capitalised.

11. Stocks

Note 11	Total
Stock	
Cost or valuation	
At 1 April 2022	-
Additions	-
At 31 March 2023	-
Depreciation	
At 1 April 2022	-
Charge for the year	-
At 31 March 2023	-
Carrying amount	
At 1 April 2022	-
At 31 March 2023	-

12. Debtors

Note 12	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Debtors				
Other debtors	-	-	-	-
Prepayments and accrued income	20,398	-	20,398	4,218
Debtors	**20,398**	-	**20,398**	**4,218**

13. Creditors, amounts falling due within 1 year

Note 13	Unrestricted, £	Restricted, £	Total 2023	Total 2022
Creditors				
Other taxes and social security costs	-	-	-	-
Accruals and deferred income	900	-	900	600
Amounts falling due withing 1 year	**900**	**-**	**900**	**600**

14. Analysis of charitable funds

Note 14.1	1 April 2022	Incoming resources	Resources expended	Transfers	31 March 2023
Analysis of movements in unrestricted funds					
General fund	73,287	192,445	(158,637)	-	107,095
Designated fund	102,679	-	(36,764)	-	65,914
Restricted fund	2,075	65,688	(62,102)	-	5,661
Total	**178,041**	**258,132**	**(257,503)**	-	**178,670**

Funds

Type of funds	Description and nature of the fund
General Funds	The 'free reserves' after allowing for all designated funds.
Designated Funds	Funds given and ringfenced for operational continuity and specific charitable activities.
Restricted Funds	Funds given and restricted for a specific use as outlined by the donor.

We have six named funds, as follows:

1. Small Grants Programme - The Small Grants Programme provides families with a grant to alleviate immediate financial burden due to their cancer diagnosis in and around pregnancy. All grants issued to families are subject to a formal application process and are agreed by Trustees.

2. Operational Continuity - supports a wind-down of the charity should that ever be required.

3. Training and Education - supports midwives and healthcare professionals accessing appropriate training and education on cancer in and around pregnancy.

4. Information and Support Appeal - funded an additional Information and Support Worker between April 2021-2023 to expand support available for women and birthing people diagnosed with cancer in and around pregnancy. The fund continues, beyond the initial appeal, to enable our support provision to grow.

5. Bereavement and memory making - enables families to make memories together when mum/birthing parent is at end of life, and supports the family through subsequent bereavement.

5. Emotional Support - provides intensive, one-to-one emotional support for women and birthing parents diagnosed with cancer in and around pregnancy.

At the end of the year, charity funds totalled £175,984 of which £71,575 related to our named funds as follows:

1. Small Grants Programme: **£6,529** designated and set aside to cover small grant applications over the next twelve month and **£0** restricted.

2. Operational Continuity: **£50,000** of liquidity buffer to ensure operational continuity in a wind down scenario (roughly equal to six months of operating costs), carried forward from previous year, and **£0** restricted.

3. Training and Education: **£0** designated and **£0** restricted.

4. Information and Support Appeal: **£0** designated and **£0** restricted.

5. Bereavement and memory making: **£9,385** designated and **£5,047** restricted.

6. Emotional Support: **£0** designated and **£614** restricted.

All grants received from Trusts and Foundations are included in the figures above under Restricted Funds, unless the Trust specified the grant was unrestricted or for core costs.

The table below sets out how those 6 named funds have moved over the last 12 months.

	Named funds								
Note 14.2	1. Small grants programme	2. Operational continuity	3. Training and education	4. Information and support appeal	5. Bereavement/ memory making	6. Emotional support	Total 1-6	B. General funds	Total funds
A. Designated funds									
Fund carried forward (as at 31 March 2022)	35,615	50,000	3,000	4,679	9,385	-	102,679	73,287	175,966
Additions	-	-	-	-	-	-	-	192,445	192,445
Uses	-29,086	-	-3,000	-4,679	-	-	-36,764	-158,637	-195,401
Fund carried forward (as at 31 March 2023)	6,529	50,000	-	-	9,385	-	65,914	107,095	173,009
B. Restricted funds									
Fund carried forward (as at 31 March 2022)	-	-	2,075	-	-	-	2,075	-	2,075
Additions	18,000	-	-	25,187	13,276	9,225	65,688	-	65,688
Uses	-18,000	-	-2,075	-25,187	-8,229	-8,611	-62,102	-	-62,102
Fund carried forward (as at 31 March 2023)	-	-	-	-	5,047	614	5,661	-	5,661
C. Total funds									
Fund carried forward (as at 31 March 2022)	35,615	50,000	5,075	4,679	9,385	-	104,754	73,287	178,041
Additions	18,000	-	-	25,187	13,276	9,225	65,688	192,445	258,132
Uses	-47,086	-	-5,075	-29,866	-8,229	-8,611	-98,866	-158,637	-257,503
Fund carried forward (as at 31 March 2023)	6,529	50,000	-	-	14,432	614	71,575	107,095	178,670
Actual spend	-47,086	-	-20,908	-70,955	-8,229	-8,611			
Description	Small Grants	NA	Fully loaded training and education salaries	Fully loaded support salaries	10% of support salaries	Per original budget			

15. Presentation Currency

The financial statements are presented in Sterling.

16. Principle Place of Business

The address of the company's principal place of business and registered office is:
St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Thank you

To all our supporters, funders, organisations, sector partners, donors and healthcare professionals who help provide personalised, one-to-one support to our families.

And to everyone helping us to raise awareness, spread the word and start conversations about cancer and pregnancy.

Most of all thank you to all our amazing mums, parents and families, for trusting us to take this difficult journey with you.

mummysstar.org
info@mummysstar.org

@mummysstar
@mummys.star

MUMMY'S STAR

England & Wales - Charity number 1152808

Accounts

mummy's star

CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

Annual Report & Accounts

for year ended 31st March 2022

Mummy's Star is a registered charity in England & Wales (1152808), Scotland (SC046449), Ireland (20106812) and a registered company (8548961).

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'Now more than ever.'

an introduction from our Founder and CEO, Pete Wallroth

As we close out our ninth year, we reflect upon the families we support, the types of support we offer and how we might develop our services to keep up with a changing world and their changing needs.

2021-2022 was another challenging year for our families. The ongoing impact of COVID disrupted mums going into hospital for surgery, treatment, and to deliver their baby, and the increasing cost of living has caused growing concern. We experienced a slight fall in income for the first time in almost ten years but, thanks to financial prudence in previous years, this did not have an impact on the level of service we offered our families.

Mummy's Star has continued to work towards its vision that 'everyone who is diagnosed with cancer in and around pregnancy can access support free of charge, in a timely manner'.

We have delivered bespoke cancer and pregnancy training sessions, virtually and in-person, to midwives, healthcare professionals, and trainees across the UK. Feedback continues to be very positive and highlights the importance of raising awareness among all medical staff, so they are better placed to see the symptoms and help get a more accurate and earlier diagnosis.

I feel confident that we are starting 2022-2023 in a robust position. Thanks to solid reserves, the fact that our team was already set up to work at home, and close control on other costs, the charity's expenditure remained consistent throughout the year and kept in line with financial forecasts. Funds have been spent in line with our objectives and used effectively to provide the various elements of support available for families.

Going forward, I believe that families will need our support now more than ever before, as the fallout from the pandemic and the current economic situation will impact their mental health as much as cancer is impacting their physical health.

I want to take this opportunity to say thank you to everyone who is a part of the Mummy's Star family.

Pete Wallroth
CEO/Founder

'Welcoming more mums and a clear strategy'

a statement from our Chairperson, Gillian Smith MBE

A year has passed since my last formal report and I hoped we could look forward with some optimism after the pandemic.

However, the current economic crisis has thrown up an increasing number of challenges for charities and Mummy's Star families. Despite this, I am delighted to see how much the charity has grown and kept up with changing needs and concerns.

There is a growing interest in the work of Mummy's Star internationally. This confirms that we are at the forefront of the conversation around the subject of cancer and pregnancy and are well-placed to advise how best to support families through a uniquely difficult time.

As the former Director of the Royal College of Midwives in Scotland, I am very proud to see the continued growth of our education work over the last year. This will help ensure earlier intervention for women we support with person-centred care and informed choice.

Katie McGlynn, our Patron, has continued to use her profile to raise awareness of Mummy's Star, drawing particular attention to cervical cancer, the importance of screening, and attending smear tests. We are grateful for her continued support since her character's cancer and pregnancy storyline was featured in Coronation Street a few years ago.

Our long-serving Patron Dr Jacque Gerrard has continued to support Mummy's Star with the same level of commitment and enthusiasm as when she came on board in December 2015. As an ambassador for the organisation, she continues to elevate knowledge of our work throughout the Royal College of Midwifery (RCM), British Journal of Midwifery (BJM) and beyond, which has helped us to establish a firm foothold for our education and awareness sessions. We are hugely appreciative of her ongoing support.

As Mummy's Star looks forward to 2022-2023, much of our focus will be around raising awareness of cancer and pregnancy, to increase the number of women and birthing people that are aware of the charity and contact us for support, while ensuring we continue to provide personalised support, in a sensitive and timely way.

My thanks to everyone who is involved in making Mummy's Star a shining light for families in need.

Gillian

Dr Gillian B. Smith, MBE, DUniv., MSc, BA, RM, ADM, RN
Chairperson, Mummy's Star

Our Impact

2021-22

As the pandemic continued, our families had to manage all the difficulties Covid brought alongside the challenges of cancer in and around pregnancy. We did everything we could to support them.

462 MUMS SUPPORTED

We provided bespoke, one-to-one support to over 400 mums experiencing cancer in or around a pregnancy; 159 of these were new mums who found us in 2021.

Our Information and Support Workers participated in almost 3000 different conversations and communications with mums and families; via text, phone, video chat, and email.

2942 SUPPORT COMMUNICATIONS

114 GRANTS TO FAMILIES

We provided small grants to 114 families struggling with the unexpected cost of a cancer diagnosis, treatment, or recovery; covering expenses such as transport costs, childcare costs, or the provision of lightweight, easy to carry buggies and car seats.

Our award-winning Cancer and Pregnancy Awareness Week content reached the largest audience we have ever engaged with online and in person, sharing vital insights about the realities and complexities of cancer that cannot be cured.

5.6 MILLION reached in AWARENESS WEEK

£227,295 FUNDRAISED

Our amazing Star supporters, including many of our Star Mums and families, raised a fantastic £227,295 through virtual and in-person fundraising to fund our vital work.

Everything we have achieved is thanks to their generous support!

Our Story

We are the only charity in the UK and Ireland dedicated to supporting mums and birthing parents affected by cancer in or around pregnancy.

Our purpose

Mummy's Star supports women and birthing parents who receive a cancer diagnosis during pregnancy, up to twelve months after the birth of their baby, or who experience a baby loss due to their cancer.

Mummy's Star is here to support them from diagnosis, through pregnancy, birth, loss and beyond.

Our mission statement

Our aim is to reduce women/birthing parents' anxiety and feelings of isolation, enable them to make informed choices about their cancer treatment and pregnancy care, and raise awareness about the financial, logistical, and psychological challenges they may face.

Mummy's Star was founded in memory of Mair Wallroth

Mair was a much-loved mummy, wife, daughter, sister, and friend.

She was diagnosed with breast cancer at 22 weeks pregnant with her second child and sadly passed away two months after his birth.

Mair was just 41 years old when she died.

Mummy's Star was created by her husband Pete to ensure families going through a similar experience could access all the support and information they needed in one place, and to help them navigate this traumatic and complex situation.

Mummy's Star is a registered charity in England & Wales (1152808), Scotland (SC046449), Ireland (20106812) and a registered company (8548961).

Our Objectives and Activities

Our Vision

For every person diagnosed with cancer in and around their pregnancy to be able to access the support Mummy's Star offers in a timely manner.

How do we achieve this?

1. Personalised one-to-one support for every mum/birthing parent delivered by trained Information and Support Workers.

2. Online forums for mums/birthing parents where they feel safe to ask questions, share their anxieties and offer 'peer to peer' support to one another.

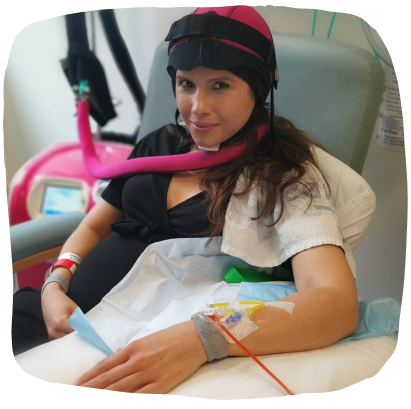
3. Bespoke advice and information about cancer in and around pregnancy, including links to localised services and signposting to other organisations who can help.

4. Advocacy on behalf of families to ensure they can make informed choices throughout pregnancy and after they have their baby. This includes working directly with health professionals and other organisations.

5. Cancer and Pregnancy Education and Training Programme for healthcare professionals to expand on and complement current training and curriculum provision.

6. Small Grants Programme to help families pay for unexpected costs that arise after their cancer diagnosis. Every grant is reviewed and authorised by the Trustees and CEO.

7. Support for partners, children, and extended family members, which may include pre-bereavement support and bereavement support which continues to be available to them when a mum sadly dies.



Public Benefit

What is the public benefit need?
Reduction in isolation and anxiety for women and birthing people diagnosed with cancer, who are enabled to make informed choices about treatment and pregnancy care and the preservation of their mental and physical health.

Who will benefit from the organisations activities?
The charity focuses on supporting women, birthing people and their families when the:
·Mother or birthing parent is diagnosed with cancer during pregnancy;
·Mother or birthing parent is diagnosed with cancer within a year of giving birth; and/or
·Mother or birthing parent loses life to cancer diagnosed in either of the time periods above.

How will they benefit?
The charity provides support and information to reduce the emotional, practical, and financial challenges faced by families following their cancer diagnosis by providing one-to-one support, online forums, bespoke advice, advocacy, education and small grants.

What similar services are currently available?
No other cancer charity in the UK or Ireland specifically supports women or birthing parents diagnosed with cancer in and around pregnancy.

What is the unfulfilled need?
Anyone diagnosed with cancer in and around pregnancy, or who sadly experiences a baby loss due to their cancer, can feel isolated and alone. They often say that they have nowhere to turn and no one understands what it is like to go through such a traumatic illness at this precious stage in life. Mummy's Star is there to fill this gap.

Achievements and Performance

Support

In 2021-2022, Mummy's Star saw a slight increase in the number of people who contacted the charity for support compared to the previous year. Despite ongoing restrictions and difficulties due to the COVID pandemic, support provision was not disrupted and services continued to expand as planned.

We welcomed an additional Information and Support Worker, taking the Support Team to three and enabling us to continue offering high-quality, personalised support for existing and newly diagnosed mums and birthing parents.

This role was created as a direct response to the increased need for support due to COVID and was possible thanks to the generosity of our supporters and grant-giving trusts. The post was initially funded for two years but has proved so valuable that we intend to keep three Information and Support Workers permanently.

Our monthly Ask The Expert sessions have provided a fantastic resource for mums, birthing parents and healthcare professionals; giving them the chance to ask specific questions about important topics to an expert in that field. Topics have included Welfare and Benefits, Birth Trauma and Anxiety. The topics have all been suggested by our mums.

Training and Education Programme

Our work with universities grew significantly in this period with us delivering both shorter educational sessions and longer study events at over 25 locations nationwide to 2453 attendees in total.

Sessions were delivered in person and virtually to accommodate the needs of the attendees and ensure maximum attendance for their cohort. This has built successful relationships with students and tutors alike and will, in the future, see repeated annual training and education sessions taking place.

The ultimate aim is for these sessions to be incorporated into the core curriculum which would allow us to raise awareness among front line healthcare professionals who will have the greatest impact on diagnosis and care for women and birthing parents. It would also enable us to secure a regular fee for this provision.

Public and Professional Awareness

2021-2022 has been another successful year for raising awareness about cancer in and around pregnancy, in the public and the healthcare sector.

The charity has focused on increasing overall awareness about the role Mummy's Star can play after a diagnosis and the support it can offer to women, birthing parents and their families.

Increased awareness was in part a result of the training and education programme and bespoke presentations delivered by Pete, the CEO and founder.

These sessions reached a wide range of healthcare professionals - from midwives to oncologists to radiographers to matrons - and we have received encouraging feedback from all the different groups

"Pete was absolutely brilliant at delivering the presentation and introducing me to an aspect of caring for pregnant women (and people) that I had never even previously thought about.

It definitely will make me more aware of the prevalence of cancer during the ante and postnatal period, and also improve the standard of care that we can provide as (student) midwives/ health care professionals!"

Cancer and Pregnancy Awareness Week 2021

Cancer and Pregnancy Awareness Week 2021 played a key role in raising public awareness.

This year we focused on ***When Cancer Cannot Be Cured.***

Topics discussed during the week included the different language used to describe incurable cancer, the impact an incurable diagnosis can have on relationships, how to talk to children about cancer, and how people still want to be treated as themselves despite their cancer.

Thank you to everyone who contributed and helped us reach over 5.2 million people during the week.

Thanks to our Mums for sharing their stories

Families supported by Mummy's Star are important ambassadors for the work we do and many are happy to share their stories to various media outlets, on social media, and at education sessions. This 'real-life' touch is vital, allowing us to reach and engage with the widest possible audience across the UK and Ireland.

We appreciate that it is often difficult for them to write about the trauma they have experienced but it is extremely valuable and reassures others going through a similar experience that they are not alone during this distressing time. Thank you.

Media coverage

The team supports any mums or families who want to help raise awareness about the charity, our work or cancer in and around pregnancy. Various stories have been published throughout the year across the UK including some national media coverage.

We were delighted when three of our mums were invited to assist with the research being done for Julia Bradbury's documentary Breast Cancer and Me in April 2022.

Our Patron, Katie McGlynn also nominated us as her chosen charity when she took part in the gameshow *Catchphrase*. This generated multiple donations and an increase in traffic to our website during the show.

Monitoring Performance and Impact

We use a number of Key Performance Indicators to monitor and evaluate our performance and the impact we have on women/birthing parents, their families, and healthcare professionals.

- Number of women/birthing parents receiving advice and support
- Number of women/birthing parents actively using the Mummy's Star forums
- Number of new mum/birthing parents who contact Mummy's Star

- Number of healthcare professionals who attended our Training and Education Programme sessions
- Number of grants distributed to families
- The total amount of money issued to families via the Small Grant Programme

All the above information is held on a secure database, as stipulated in our Data Protection Policy and ICO guidance.

The information above is reported to the Trustees as part of regular reports for Board Meetings and Governance Meetings, held on alternate months.

Supporter Impact

Mummy's Star does not receive any statutory or NHS funding so all of our charitable activities are made possible thanks to the generosity of others. Thanks to our amazing supporters and donors we raised an incredible £228,415 to help our families, in 2021-22.

We received **£49,745** from people taking part in **fundraising challenges** this year and were so impressed by the amazing things people chose to challenge themselves with, including ultra-marathons, runs, bike rides, lake swims, head shaves, sponsored canters and football tournaments!

Grant-giving trusts have supported our charitable work throughout the year and gifted an incredible **£90,792.** Their grants have specifically paid for:

- A third Information and Support Worker for 2 years
- Bespoke cancer and pregnancy training and education sessions for healthcare professionals for the year
- Bereavement support for families after a mum has died.

We are always touched when families remember Mummy's Star after their loved one has died. Some families choose to **donate in their memory** immediately after and others fundraise as part of a celebration of their life at different milestones after they die. This year **£21,037** was donated in memory of loved ones.

We are grateful for all the **gifts in kind** we received this year, including items from our Amazon Wish List, amazing raffle prizes and copies of *Mummy Goes to Hospital* by its author and Star Mum Lynsey Gregory. We send out small gifts when mums or families are going through a particularly difficult time or if they need support explaining their cancer to their children.

Financial Review

This year has been challenging financially as we saw a drop in income and an increase in expenditure compared to previous years. Although the charity ended the period in deficit, Mummy's Star remains in a stable financial position overall.

Expenditure summary 2021-2022

Thanks to reserves, a lack of office rental costs, the fact everyone was already set up to work at home and close control on other costs, the charity's expenditure remained consistent throughout the year and with financial forecasts.

Funds have been spent in line with our objectives and used effectively to provide the various elements of support available for families.

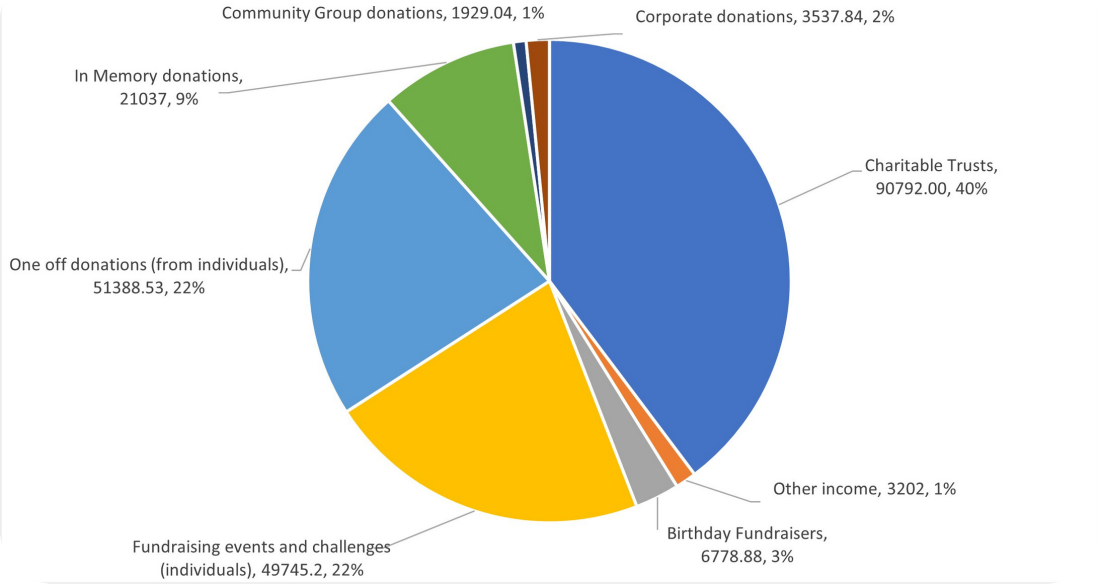
Income summary 2021-2022

The charity focused on diversifying its income streams in this period to ensure it is not reliant on any one source of income, making it more sustainable for the future. The goal to secure funding from grant-giving trusts and grow this income to around 40% of total income has been achieved. This has helped with service development and future planning.

Income levels for the year (2021-22) were 7% below the previous year (2020-21) and this was due to fewer people taking part in sponsored events. A drop in income had been predicted as the year progressed and fundraising activities were regularly reviewed.

Income came from grant-giving trusts, individuals, corporates and community groups as well as income generated through charity-led fundraising activities. COVID meant we had to adapt the way we fundraised and some methods of virtual fundraising proved extremely successful. Going forward we will incorporate some of these into our annual fundraising calendar.

Breakdown of income by reason/source 2021-2022



Looking forward to 2022-2023

As well as continuing to deal with the financial ramifications of the pandemic, fundraisers and service users are now being impacted by the cost-of-living crisis and rapidly rising inflation.

In real terms, this resulted in income levels falling by over 60% in the first three months of the year ending 31 March 2023 (a period in which we have observed a rapid rise in inflation). Months four and five saw higher levels of income and Trustees are prepared for significant fluctuations from month to month during 2022-2023.

Reserves Policy

Our current reserves policy is to hold 6 months' running costs.

This is to ensure that, if the charity had to wind down, women and birthing parents already in contact would still be able to access support as they go through treatment, which on average lasts 4-6 months. This is reviewed regularly by Trustees.

General Funds and Designated Funds

The charity has a number of designated funds that enable donors to choose the charitable activity they would like their funding to benefit. This has proven successful with grant-giving trusts and has helped the team to plan its support offering and identify future development opportunities. Ideas and pilot projects such as Ask The Expert have been built in to the general support offering following specific funding.

The Charity will seek to increase its income next year by focusing on individual projects and activities, continuing to build strong relationships with existing supporters and donors, as well as attracting new supporters.

Trading

The charity trades pre-purchased, Mummy's Star branded goods namely t-shirts, hooded tops for adults and children, silicon wristbands for adults and children, running vests, training tops and cycling tops. These items are traded via the shop on our website.

Some branded merchandise is given to fundraisers free of charge to help raise awareness about Mummy’s Star as they carry out their fundraising events or activity.

Future Plans

The Board and Team regularly discuss which elements of support are working well, what needs reviewing, the needs of our families and the feedback received, to help shape future support provision.

Our plans for the next 12 months and beyond include:

Support for women and birthing parents

We aim to increase financial support for individuals in need by signposting them to local organisations and charities that could potentially offer additional financial assistance.

A vital objective for next year is to develop a pre-bereavement support package for individuals facing a diagnosis of cancer that can't be cured.

Support for partners and other family members

We plan to develop a bespoke package of support and communication specifically for partners. This support will be provided by a different Support Worker than the associated mum/birth parent to ensure professional and confidential boundaries are maintained.

We will also consider how we can improve and expand the signposting to other support for family members, especially immediately before or after the bereavement of the mother/birth parent or a baby.

Communication

We aim to develop and promote an inclusive service, in both the language we use and the practical elements of our service, to best represent all users and future users of Mummy's Star.

We will also work to ensure our support is visible and accessible to anyone who is eligible, at point of their diagnosis, by working with relevant local organisations to improve awareness.

Education and awareness

We aim to increase the reach of our Training and Education Programme for healthcare professionals and double the number of institutions that deliver a Cancer and Pregnancy module by September 2024. A key part of this will also be to expand the different professions reached, with a particular focus on GPs and primary care nurses.

We will continue to establish our position as a key research collaborator in Cancer and Pregnancy related work.

Our ultimate goal for educating healthcare professionals about cancer and pregnancy is for these sessions to be incorporated into the core curriculum at each institution on an annual basis.

Partnership

In 2022-2023, we will continue to build a strong network of cancer charities and support organisations and work together to better support families.

We will also continue to represent the specific needs of our patient groups at policy level across the UK and Ireland, to ensure the challenges they face are understood within the cancer sector and adequately resourced.

Governance

We aim to create a patient user group representative of the different families we support and the differing circumstances they face. They may have to interact with the Board and help inform future decision making. This will ensure we can maintain family-centred care and support.

Financial sustainability

We will continue to build new relationships with donors and develop existing relationships so we maintain a diverse range of income streams to ensure long-term sustainability.

Governance

Our Objects

The Charity's objects (as listed on the Charity Commission) are specifically restricted to the relief of sickness and need, and the preservation of health for those families who have a mother or birthing parent who:

- **receives a diagnosis of cancer during their pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically); or**
- **receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old; or**
- **loses their life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above,**

by (but not limited to) the provision of financial assistance, support and practical advice.

Mummy's Star has a strong staff and management committee, drawn from a variety of sectors and with a wide range of skills and expertise, in addition to personal experiences of cancer. All Trustees and Advisors give their time in a voluntary capacity.

Trustee Recruitment/Officer Appointment

Where vacancies arise on the Board of Trustees or an expansion of the Board is required, a public advert will be made outlining the role, the time and skills required and the nature of what being a Trustee means in full and in line with guidance provided by both the Charities Commission and NCVO. The officer roles of the Board are elected at the AGM.

Accommodation

The charity presently has no accommodation assets.

New Equipment and Consumables

New equipment and consumables to enable the charity to carry out its work will be purchased as necessary, but will always seek to attain value for money.

Risk

During the year, a risk register was developed and is now being reviewed by the Board on a regular basis.

Star board

Served in the year of 2021 and up to the end of March 2022

Gillian Smith	Chairperson / Trustee (appointed 1 April 2018)
Peter Wallroth	CEO/Trustee (appointed 30 May 2013)
Jacquelyn Sheldon	Secretary/Trustee (appointed 1 May 2018)
Cathy Wentworth	Trustee (appointed 1 April 2017)
David Wright	Trustee (appointed 6 Nov 2018)
Thomas Groom	Treasurer/Trustee (appointed 12 Dec 2018)
Salima Jones	Trustee (appointed 1 March 2019)
Fiona Mann	Trustee (appointed 10 March 2021)

Star team

Served in the year of 2021 and up to the end of March 2022

Pete Wallroth	CEO and Founder
Sarah Flain	Fundraising Manager
Tracey Derbyshire	Information and Support Worker
Rebecca Brazier	Information and Support Worker
Lisa Whittaker	Information and Support Worker
Yasmin Hughes	Information and Support Worker (Started March 2022)
Louise Harlow	Fundraising and Engagement Officer (maternity leave May 2021 to May 2022)
Keli Tomlin	Charity Administrator (maternity cover)

Our Advisors & Partner Organisations

Dr Richard Simcock
Oncology

Jude Jones
Midwifery

Joanne Mills
Human Resources

Dr Jenny Rattray
General Practice

Throughout this year we have continued to work closely with specialist cancer charities and family support organisations. This collaborative approach ensures families have the best package of care around them and are well-informed throughout their maternity and cancer care.

Working together includes cross-referrals between organisations and also branches into campaign work around particular cancer types, screening, and body awareness messaging.

We are now active members of Cancer52, along with over 100 other organisations, which focuses on some of the rarer cancers and works specifically within our core age demographic. As part of the group, we promote the needs of our families and highlight the challenges they face diagnostically and practically following diagnosis. This allows us to feed into national strategies such as the 10 year cancer plan, through the #OneCancerVoice campaign.

We continue our role with the MBBRACE-UK ley report structure, contributing case studies and anonymised data to ensure our families and their needs are appropriately represented.

Thanks to a growth in research interest into cancer and pregnancy, from both a qualitative and quantitative perspective, we are increasingly contacted as experts often by PhD students and, this year, The University of Surrey, who we have joined as a collaborative partner alongside the National Oncology Trainees Collaborative for Healthcare Research (NOTCH).

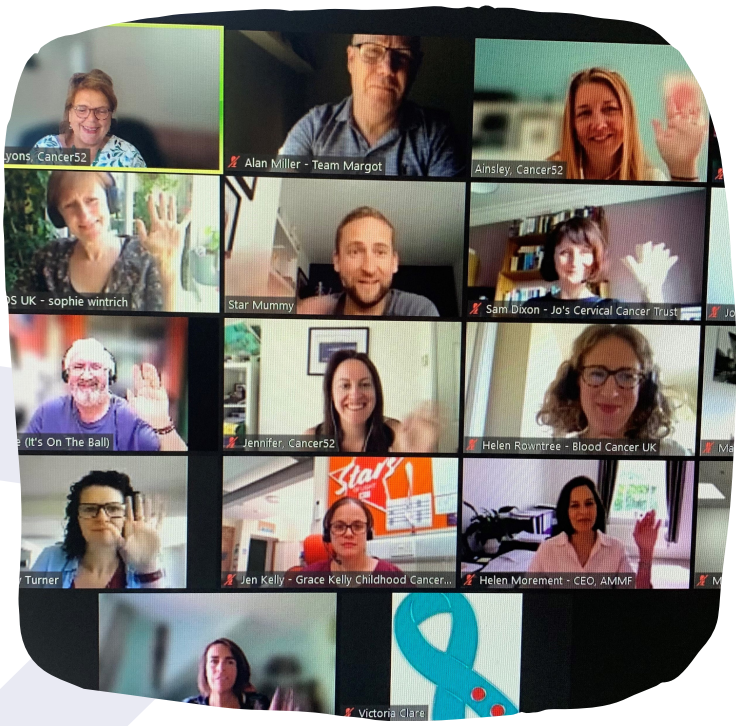


Image courtesy of Cancer 52

Charity Reference & Administrative Details

Charity Name: Mummy's Star

Registered Address: Suite 4, St Michaels Court, St Michaels Square, Stamford St Central, Ashton, OL6 6XN

Postal Address: PO Box 428, Hadfield, Glossop, SK14 9EA

Email: info@mummysstar.org

Telephone Number: 07939 154217

Website: www.mummysstar.org

Legal Status: Registered Charity in England and Wales (1152808), Scotland (SC046449), Ireland (20106812) and is a registered company (8548961)

HMRC Charities Reference number: EW03536

Independent Examiner: Stephanie Stevens, Shaw House, 1 Shaw Street, Ashton-under-Lyne, OL6 6QJ

Trustees Responsibilities Statement

Trustees' responsibilities in relation to the financial statements.

The trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The 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 needed.

Company law requires the trustees to prepare financial statements for each financial year. Under that law, the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under company law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period.

In preparing these financial statements, the trustees are required to:
• select suitable accounting policies and then apply them consistently;
• make judgements and estimates that are reasonable and prudent;
• observe the methods and principles in the Charities SORP;
• state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
• prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners
Each person who was a director at the time this report was approved confirms that:
• so far as they are aware, there is no relevant information of which the Charity's independent examiner is unaware; and
• they have taken all the steps that they ought to have taken as a director in order to make themself aware of any relevant information and to establish that the Charity's independent examiner is aware of that information.

This report was approved by the board on 8 November 2022 and signed on its behalf.

Peter Wallroth
Director

Independent Examiner's Report to the Board of Mummy's Star

I report on the unaudited accounts of Mummy's Star for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner
The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the Charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:
·examine the accounts under section 145 of the 2011 Act;
·to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
·to state whether particular matters have come to my attention.

Basis of the independent examiner's report
My examination was carried out in accordance with 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 statement 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 386 of the Companies Act 2006; and
·to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities
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.

28 November 2022
Stephanie Stevens (Independent Examiner)
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Statement of financial activities for year ending 31st March 2022

	Notes	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Income and endowments from:					
Donations and legacies	3	181,195	46,100	227,295	246,338
Other trading activities		-	-	-	-
Investments	4	5	-	5	11
Other		-	-	-	-
Total		**181,200**	**46,100**	**227,300**	**246,349**
Expenditure on:					-
Raising funds	5	48,251	-	48,251	63,729
Charitable activities	6	137,729	44,025	181,754	113,422
Other	7, 8	16,901	-	16,901	12,937
Total		**202,881**	**44,025**	**246,906**	**190,088**
(Net expenditure) / Net income		(21,681)	2,075	(19,606)	56,261
Net movement in funds		(21,681)	2,075	(19,606)	56,261
Reconciliation of funds:					-
Total funds brought forward	14	197,648	-	197,648	141,387
Total funds carried forwad		175,966	2,075	178,041	197,648

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet at 31st March 2021

	Notes	Unrestricted, £	Restricted, £	Mar22	Mar21
Fixed assets					
Tangible assets	*10*	-	-	-	-
Current assets					
Stocks	*11*	-	-	-	-
Debtors	*12*	4,218	-	4,218	1,985
Cash at bank and in hand		172,347	2,075	174,422	197,434
Total current assets		**176,565**	**2,075**	**178,641**	**199,419**
Liabilities					-
Creditors: amounts falling due within one year	*13*	**(600)**	-	**(600)**	**(1,771)**
Net current assets		**175,966**	**2,075**	**178,041**	**197,648**
Total assets less current liabilities		**175,966**	**2,075**	**178,041**	**197,648**
Net assets		**175,966**	**2,075**	**178,041**	**197,648**
The funds of the charity					-
Unrestricted income funds	*14*	175,966	-	175,966	197,648
Restricted income funds	*14*	-	2,075	2,075	-
Total charity funds		**175,966**	**2,075**	**178,041**	**197,648**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The trustees have acknowledged on the balance sheet as at 31 March 2022 their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Peter Wallroth
Director
Approved by the board on 8 November 2022

Notes to to the Account at 31st March 2022

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the Charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of Charity. Designated funds are unrestricted funds of the Charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses.

Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

- Fixtures, fittings and equipment over 3 years

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Legal status of the Charity

The Charity is a company limited by guarantee and has no share capital. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Trustee of the Charity.

3. Income from donations and legacies

Note 3	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Income and endowments from:				
Donations and legacies	181,195	46,100	227,295	246,338
	181,195	**46,100**	**227,295**	**246,338**

4. Investment income

Note 4	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Investment income				
Bank interest	5	-	5	11
	5	-	5	**11**

5. Expenditure on raising funds

Note 5	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Expenditure on raising funds				
Staff costs (salaries, pensions and NI)	35,756	-	35,756	41,118
Advertising and marketing (contractor)	-	-	-	20,077
Merchandise	6,250	-	6,250	552
Movement in merchandise stock	-	-	-	-
Fundraising events	6,245	-	6,245	1,982
	48,251	-	**48,251**	**63,729**

6. Expenditure on charitable activities

Note 6	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Expenditure on charitable activities				
Staff costs (salaries, pensions and NI)	62,968	44,025	106,993	60,654
Of which support	*37,121*	*29,360*	*66,481*	*51,448*
Of which education and training	-	*14,665*	*14,665*	*9,206*
Administration	*25,846*	-	*25,846*	-
Online resources for families	13,221	-	*13,221*	-
Small grants programme	56,863	-	56,863	50,798
Travel and subsistence	4,678	-	4,678	1,969
	137,729	**44,025**	**181,754**	**113,422**

7. Other Expenditure

Note 7	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Other expenditure				
Fees, professional, subscriptions and other	1,367	-	1,367	1,253
IT	7,956	-	7,956	7,674
Postage	1,268	-	1,268	1,604
Training	2,064	-	2,064	-
Stationery	923	-	923	16
Bank Charges	264	-	264	171
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-
Other	2,460	-	2,460	1,618
	16,901	-	**16,901**	**12,937**

8. Net income / (expenditure) is after charging

Note 8	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Net income / (expenditure) for the year is stated after charging				
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-

9. Staff Costs

Note 9	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Staff costs				
Wages, salaries and social security costs	89,530	44,025	133,555	98,795
Of which				-
Gross pay	85,681	42,132	127,813	95,097
Employers NI	3,849	1,893	5,742	3,472
				-
Other pension costs	9,194	-	9,194	2,977
	98,724	**88,050**	**142,749**	**101,546**
Average number of employees during the year, number				
Staff			7	5

No employees had employee benefits in excess of £60,000.

With the exception of Peter Wallroth, the Charity trustees were not paid, nor received any other benefits from employment with the Charity in the year.

Peter Wallroth received a salary of £38,400.36 in the year for his duties as Chief Executive Officer (a market rate as agreed by the Board of Trustees). Any conflict of interest is managed internally and documented, to ensure that independence in any decision-making is maintained.

10. Tangible Fixed Assets

Note 10	Total
Tangible fixed assets	
Cost or valuation	
At 1 April 2021	-
Additions	-
At 31 March 2022	-
Depreciation	
At 1 April 2021	-
Charge for the year	-
At 31 March 2022	-
Carrying amount	
At 1 April 2021	-
At 31 March 2022	-

Laptops are purchased for new joiners. These are always expensed rather than capitalised.

11. Stocks

Note 11	Total
Stock	
Cost or valuation	
At 1 April 2021	-
Additions	-
At 31 March 2022	-
Depreciation	
At 1 April 2021	-
Charge for the year	-
At 31 March 2022	-
Carrying amount	
At 1 April 2021	-
At 31 March 2022	-

12. Debtors

Note 12	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Debtors				
Other debtors	-	-	-	-
Prepayments and accrued income	4,218	-	4,218	1,985
Debtors	**4,218**	-	**4,218**	**1,985**

13. Creditors, amounts falling due within 1 year

Note 13	Unrestricted, £	Restricted, £	Total 2022	Total 2021
Creditors				
Other taxes and social security costs	-	-	-	1,171
Accruals and deferred income	600	-	600	600
Amounts falling due withing 1 year	**600**	-	**600**	**1,771**

14. Analysis of charitable funds

Note 14.1	1 April 2021	Incoming resources	Resources expended	Transfers	31 March 2022
Analysis of movements in unrestricted funds					
General fund	30,036	139,157	(95,906)	-	73,287
Designated fund	167,612	42,043	(106,976)	-	102,679
Restricted fund	-	46,100	(44,025)	-	2,075
Total	**197,648**	**227,300**	**(246,907)**	-	**178,041**

Unrestricted funds:

Name of unrestricted fund	***Description, nature and purpose of the fund***
General fund	The 'free reserves' after allowing for all designated funds
Designated fund	Funds given and ringfenced for operational continuity and specific activities such as Education and Training; bereavement Support and the Small Grant Programme

We have 6 categories of designated funds as follows:

1. Small grants programme fund - The small grants programme provides families with a grant to alleviate immediate financial burden due to their cancer diagnosis in and around pregnancy. All grants issued to families are subject to a formal application process and are agreed by Trustees.

2. Operational Continuity Fund - to support a wind-down should that ever be required.

3. Training and Education Fund - to support midwives and healthcare professionals accessing appropriate training and education about cancer in and around pregnancy

4. Information and Support Worker Appeal- to fund additional support to women diagnosed with cancer during pregnancy, birth, loss, and beyond

5. Bereavement/Memory Making Fund- to enable families to make memories and to support the family through their bereavement

6. Emotional Support Fund- to provide intensive, one-to-one emotional support for women diagnosed with cancer in and around pregnancy

At the end of the year designated funds totaled £102,679 and comprised:

1. Small Grants Programme Fund: £35,615 set aside to cover small grant applications over the next 12 months

2. Operational Continuity Fund: £50,000 of liquidity buffer to ensure operational continuity in a wind down (roughly equal to six months of operating costs in wind down)

3. Training and Education Fund: £3,000 designated for training and education (in accordance with the wishes of a funder)

4. Information and Support Worker Appeal: £4,679 designated for the increased level of support that is being provided to mums following the onset of C19.This is in accordance with the wishes of 6 different donations

5. Bereavement/Memory Making Fund: £9,385 in accordance with the wishes of one individual donor

6. Emotional Support Fund: £0

Restricted fund:

Restricted funds were received during the year in connection with the Information and Support Worker Appeal and for Training and Education.

At the end of the year, £2,075 remained restricted (all associated with the Information and Support Worker Appeal).

The table below sets out how those 6 designated funds have moved over the last 12 months.

	Named funds								
Note 14.2	1. Small grants programme	2. Operational continuity	3. Training and education	4. Information and support worker appeal	5. Bereavement/ memory making	6. Emotional support	Total 1-6	B. General funds	Total funds
A. Designated funds									
Fund carried forward (as at 31 March 2021)	80,000	50,000	3,000	26,300	8,312	-	167,612	30,036	197,648
Additions	12,478	-	-	15,500	1,073	12,992	42,043	139,157	181,200
Uses	-56,863	-	-	-37,121	-	-12,992	-106,976	-95,906	-202,882
Fund carried forward (as at 31 March 2022)	35,615	50,000	3,000	4,679	9,385	-	102,679	73,287	175,966
B. Restricted funds									
Fund carried forward (as at 31 March 2021)	-	-	-	-	-	-	-	-	-
Additions	-	-	16,740	29,360			46,100	-	46,100
Uses	-	-	-14,665	-29,360			-44,025	-	-44,025
Fund carried forward (as at 31 March 2022)	-	-	2,075	-	-	-	2,075	-	2,075
C. Total funds									
Fund carried forward (as at 31 March 2021)	80,000	50,000	3,000	26,300	8,312	-	167,612	30,036	197,648
Additions	12,478	-	16,740	44,860	1,073	12,992	88,143	139,157	227,300
Uses	-56,863	-	-14,665	-66,481	-	-12,992	-151,001	-95,906	-246,907
Fund carried forward (as at 31 March 2022)	35,615	50,000	5,075	4,679	9,385	-	104,754	73,287	178,041

15. Presentation Currency

The financial statements are presented in Sterling.

16. Principle Place of Business

The address of the company's principal place of business and registered office is:
St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Thank you

We appreciate every single one of our supporters - individuals, grant-giving trusts, organisations, partners, donors and healthcare professionals - who help us to provide tailored, one-to-one support to mums and birthing parents affected by cancer in or around their pregnancy.

Thank you for ensuring these families feel supported and better informed and know that they aren't alone during this distressing time.

Find us:

mummysstar.org

@mummys.star

@mummysstar

MUMMY'S STAR

England & Wales - Charity number 1152808

Accounts

Charity Number: 1152808, SC046449 & 20106812
Company Number: 8548961

Mummy's Star

(a company limited by guarantee)

31 March 2021

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1: Executive Summary

Mummy's Star (the "Charity") is a registered charity in England and Wales (1152808), Scotland (SC046449) and Ireland (20106812). It is also a company limited by guarantee (No.8548961). It was established in June 2013 and operates throughout the UK and Ireland. Mummy's Star was founded in Hadfield, Glossop in Derbyshire, which is where the Headquarters are located.

1.1: Rationale

The project was developed in response to a perceived lack of support and resources in the area of cancer and pregnancy. The founding members all have experience of cancer during pregnancy or within a year of a birth either personally or within a directly supportive role. Their collective experiences generated the need for a 'one-stop shop' to provide support to women and their families in this difficult and complicated situation.

The Charity's mission statement is:

Cancer Support In and Around: Pregnancy, Birth, Loss or Beyond

and supports families where the mother:

(a) receives a diagnosis of cancer during her pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically) or;

(b) receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old or;

(c) loses her life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above.

The Charity's vision is:

For every woman who is diagnosed with cancer in and around her pregnancy to be able to access the support Mummy's Star offers in a timely manner

1.2: Structure

Mummy's Star has a strong staff and management committee, drawn from a variety of sectors with a wide range of skills and expertise in addition to personal experience of cancer. The current staff team consists of CEO, Fundraising Manager, Development and Engagement Co-ordinator and two Information & Support Workers.

All board members and Charity advisors provide their time in a voluntary capacity.

1.3: April 2020 - March 2021

Mummy's Star is in it's eighth year and is still the only Charity in the UK and Ireland supporting women in this specific area of the cancer sector. The support work provided by the Charity is funded entirely thanks to donations and the generosity of others. All support services are provided free of charge to mums and families,

The funds raised by Mummy's Star include grants from Charitable Trusts, donations and fundraising from individuals, corporates and community groups as well as income generated through Charity-led fundraising activities and the sale of branded merchandise.

Funds have been used effectively to support the four key activities of medical advice, advocacy, peer support.and a Small Grants scheme to support families in need.

The profile of the Charity and awareness about the support it provides, has increased significantly amongst both the medical/health sector and members of the public. (This is primarily as a result of a longer operational time period allowing for a focus upon current activities, as opposed to only future aspirations.) Or This is predominantly as a result of the Training and Education programme helping to raise awareness about cancer and pregnancy to student midwives in University as well as health care professionals in hospitals and the community. Families being supported by Mummy's Star are also

important ambassadors who help promote the work of the Charity to the public across the UK and Ireland.

Like all organisations, Mummy's Star had to respond to the C19 pandemic during this last 12 months. Operationally, the Support Team were quick to respond to a significant increase in demand for support from mums and were able to adapt the way they provided support to ensure it was still accessible to everyone who needed it. The team also expanded the hours of support to further help increase support provision for families.

The Charity has also focused on diversifying its income streams to ensure it is not reliant on any one source of income, making it more sustainable for the future. Despite the impact of C19 and an initial drop in income, diversifying its funding streams proved effective in maintaining income at a consistent level throughout the year and raising over £246,000.

Since all staff members are permanently home-based, the team were not impacted by the Government announcement that everyone should work from home. The team were already set up to effectively provide support and work from home so there was no disruption to service provision. The lack of office rental costs, the fact everyone was already set up to work at home and a close control on other costs has ensured the Charity remained in a strong financial position throughout the year, despite the ongoing lockdowns and uncertainty.

1.4: 2021-2025

As Mummy's Star looks forward into its ninth year and beyond, much of the work will be around increasing the number of women the Charity can support while ensuring it can continue to provide personalised support in a sensitive way. The strategy was largely emergent during the initial years; however, the Charity is now embarking on a more strategic approach with the following strategic aims:

- To continue to support women through our support services
- To continue to offer women 'peer to peer' support through private, online forums.
- To continue to support women needing financial assistance with our small grants programme.
- To ensure women receive consistent and accurate advice regarding cancer treatment and care options in pregnancy regardless of where they are based in the UK and Ireland.
- To increase the number of staff in order to meet our increasing demand and geographical spread.
- To continue to raise awareness about cancer and pregnancy with healthcare professionals through an ambitious Training and Education Programme
- To create and manage a volunteer structure and corresponding policy.
- To commission and fund research into aspects of cancer and pregnancy.

Specific goals for the next four years are set out in section 5 and resulted from a business planning session carried out by the Board of Trustees.

Individualised, consistent and sensitive support, including face-to-face meetings where possible, is a key priority for Mummy's Star. A structure will be put in place in order to maintain this personalised approach as the Charity continues to grow. The plan sets out in detail how this strategy can be achieved with backing from present and future partners and self-generated/fundraised income.

Pete Wallroth
CEO/Founder

2: Organisation Details

2.1: Charity Name

Mummy's Star

2.2: Registered Address

Suite 4, St Michaels Court, St Michaels Square, Stamford St Central, Ashton, OL6 6XN

2.3: Postal Address

PO Box 428, Hadfield, Glossop, SK14 9EA

2.4: Telephone Number

07939 154217

2.5: Email

info@mummysstar.org

2.6: Website

www.mummysstar.org

2.7: Legal Status

Registered Charity in England and Wales No: 1152808

Registered Charity in Scotland No: SC046449.

Registered Charity in Ireland No: 20106812

Company No: 8548961.

HMRC Charities Ref. No: EW03536

2.8: Objects

The Charity's objects (as listed on the Charity Commission) are specifically restricted to the following:

The relief of sickness and need, and the preservation of health for those families who have a mother:

(a) who receives a diagnosis of cancer during her pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically); or

(b) who receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old; or

(c) who loses her life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above.

by (but not limited to) the provision of financial assistance, support and practical advice.

3: Mummy's Star

3.1: Our Vision

For every woman who is diagnosed with cancer in and around her pregnancy to be able to access the support Mummy's Star offers in a timely manner.

3.2: Our Mission Statement

Cancer Support In and Around: Pregnancy, Birth, Loss or Beyond

In order to achieve this as a charity we aim to reduce isolation, support informed choice for all and raise awareness of the challenges (financial, logistical and psychological) of being diagnosed or treated for cancer in pregnancy or within 12 months post-partum.

3.3: Our Values

The work of Mummy's Star reflects the key principles and values of the Charity, upheld by its Board of Trustees: confidentiality, transparency, equal opportunities for all and the individuality of each person or family supported.

3.4: Our Activities

Charitable activities are provided through seven main priorities:

1. Offering personalised one to one support for every mum through video calls, emails, texts, and face to face meetings by trained Information and Support Workers.

2. Facilitating online forums for mums where they feel safe to ask questions, share their anxieties and offer 'peer to peer' support to one another. These forums are carefully monitored by our two support workers and the forums also help them identify mums who may need additional support.

3. Providing a 'one stop shop' for advice and information about a cancer diagnosis in pregnancy including links to localised services and signposting to other organisations who can help.

4. Advocacy on behalf of the families to ensure informed choice throughout pregnancy/post-partum. This can be working directly with their health professionals, sourcing further family support by working with other organisations, benefits advice through to employment rights advice.

5. Education and Training Programme; providing awareness sessions to health care professionals and study days at universities about cancer and pregnancy to expand on and compliment current training and curriculum provision.

6. Small Grants Programme to help families pay for unexpected costs that arise after their cancer diagnosis, to pay for things such as hospital travel expenses, lightweight baby equipment for after surgery or iPads so mums in hospital can keep in touch with their children. In the case of a terminal diagnosis we also support memory making activities or a family holiday. Every grant is reviewed and authorised by the Trustees and CEO.

7. When a mum sadly dies, the CEO continues to support the surviving partner, through the widowers' networks, and can arrange counselling for the children.

4: Background and Achievements to Date

4.1: Background

Mummy's Star was founded in memory of Mair Wallroth who passed away two months after the birth of her second child at the age of 41 in December 2012.

When Mair was 22 weeks pregnant with her second child she discovered a lump in her left breast, thought at the time to possibly be a blocked milk duct as part of the pregnancy. Following medical examination, the lump was discovered to be a 6.5cm cancerous tumour in her left breast on 18 June 2012

She immediately began a course of chemotherapy at Tameside General Hospital on 28 June. The chemotherapy was known as FEC (Fluorouracil (5FU), epirubicin and cyclophosphamide) and this continued up to the healthy birth of Merlin Ray in September 2012. Her progress was very good and the lump in her breast was described as barely palpable at a routine examination.

Due to her treatment she was unable to breastfeed Merlin as she had done with her first child Martha but thanks to the great work of Tameside General Hospital; donor breast milk was secured from the Countess of Chester Milk Bank and couriered to their house each week by the North-West Blood Bikes Manchester.

After Merlin's birth Mair began chemotherapy again, this time a single drug called Docetaxel (or Taxotere®) at The Christie, Manchester. The medication left her incredibly tired, nauseous and requiring long periods of bed rest despite having a newborn baby. A lot of help was needed and family, friends and their community rallied around them to offer practical help. During this time Mair had begun to suffer from migraines for the first time.

Following her seventh chemotherapy session, Mair became very unwell and was admitted to hospital in November with severe migraines, dehydration, sickness and blurred vision. Upon investigation it was discovered that the cancer had spread to the meninges lining of the brain and was untreatable given its accelerated growth and her poor state of health. She had metastatic breast cancer.

She was transferred to Willow Wood Hospice, Ashton and after three days she passed away peacefully surrounded by her family on 6 December 2012. At the time Merlin was just 2 months old and her daughter Martha three. Mair was just 41.

Throughout this terrible ordeal that Mair and her family went through, they received excellent care from the staff at Tameside General Hospital and from several amazing charities including North West Blood Bikes Manchester, Countess of Chester Human Milk Bank, Macmillan, The Christie, Blyth House and Willow Wood Hospice.

4.2: Mummy's Star Volunteers and Supporters

Mummy's Star has established a dedicated volunteer support network of Trustees, professional advisors, ambassadors and fundraisers without whom our charitable activities could not be carried out. These individuals give their time freely to help sustain the work of the Charity.

4.3: Partner Organisations

Strong relationships have been developed with both hospitals and cancer related charities in the UK and Ireland in the sector namely:

- Macmillan Cancer Support
- Bowel Cancer UK
- Breast Cancer Now
- Blood Cancer UK
- Teenage Cancer Trust (TCT)
- Clic Sargent
- Jo's Trust
- Bone Cancer Research Trust (BCRT)

- Tenovus Cancer Care
- Younger Breast Cancer Network (YBCN)
- Cancer 52
- Maggies Centres
- Cancer Care West
- Irish Cancer Charity

We have received many referrals from these organisations and have also had the opportunity to speak to their teams to better inform them about what we do. This has helped establish how we can work together to bring the most benefit to the women we are working with.

We continue to present to hospital Multi-Disciplinary Team meetings wherever we have the opportunity. Referrals usually follow as a result of this information sharing.

We have also developed a strong working relationship with HomeStart and therefore have been able to secure further home support for some of women.

Over the past year, we have also been invited to several university midwifery societies and midwifery organisations to speak to groups of midwives and student midwives about our work and how midwives can provide better care to women diagnosed with cancer in pregnancy.

4.4: Universities

Our work with universities grew significantly in this period with us delivering both virtual shorter educational sessions and longer virtual study events at over 25 locations nationwide. This has built successful relationships with students and tutors alike and will in the future see repeated annual training and education sessions.

The ultimate aim is for these sessions to be incorporated into the core curriculum which would allow us to raise awareness among the front line of healthcare professionals who will have the greatest impact on diagnosis and care for women. It would also enable us to secure a regular fee for provision.

4.5: Profile

Growth in the profile and awareness of the Charity has been very positive thanks to a wealth of support and media coverage. This is in part thanks to the strong branding of Mummy's Star becoming well-recognised and also as the work of the Charity has increased nationally, over a very short space of time.

We have received major boosts to our profile over the past three years and this has been helped hugely by working in partnership with the organisations listed above.

We have also been privileged to work with the Coronation Street team to advise them on a cancer in pregnancy related storyline. This national exposure in a very popular soap has helped raise awareness about cancer in pregnancy as well as the the profile for Mummy's Star.

The team support any mums or families who want to help raise awareness about the Charity, our work or cancer in and around pregnancy by sharing their story with the media. There has been a variety of stories published throughout the year across the UK and some national media coverage.

5: Our Goals

5.1: 2015-2021

Such has been our growth as a charity that we have needed to reflect upon what has been achieved in order to plan accordingly. It is clear at this stage that the peer support/ forums and the grants programme are working very well and require little intervention or development. Further promotion, in addition to what we already do, is not currently required. Regular review of the grant process is undertaken by the trustees and will continue in the same manner.

5.2: 12-month objectives

- To continue to provide small grants as appropriate.
- To maintain the current level of activity on the forum both in terms of mums joining them and staff monitoring them.
- To participate in establishing a National Registry of cancer in pregnancy by lobbying the NHS.
- To increase the number of healthcare professionals who have an understanding of the issues around cancer and pregnancy by 200.
- Explore commissioning and funding of small research projects into aspects of cancer and pregnancy. Identify appropriate researchers to undertake this.
- Representation through relevant bodies including: the Royal College of Oncology (RCO),; the Royal College of Midwives (RCM); and the Royal College of Obstetricians and Gynaecology (RCOG).
- Continue to diversify the sources of income to ensure long term sustainability for the Charity.
- Create a volunteer structure and policy which clearly outlines opportunities we offer and the reward of volunteering with us.
- Maintain existing relationships and build new relationships with other charities.

5.3. 5-year business plan

Following a business planning exercise recently carried out by the Board of Trustees, Mummy's Star has established the following as objectives for the next 5 years:

- **Reach**: Reach over 50% of addressable diagnoses by end of March 2024. Based on PHE data and Mummy's Star research addressable diagnoses are estimated to be c.850 per annum in the UK and Ireland.
- **Financial support:** Extend over 150 grants per annum, and have extended over 1,000 grants in total by March 2024, and extend a cumulative total of over £0.5m in grants by March 2022
- **Income:** Achieve £2m of cumulative income by March 2024 (with a plan for at least £250,000 per annum)
- **Productivity:** Maintain a ratio of max 2 FTE for every £100,000 of funds raised
- **Prudency:** Hold a liquidity buffer equal to at least 6 months of operational expenses in case of having to wind the Charity down

6. The Public Benefit Need

6.1: What is the Public Benefit Need?

Reduction in isolation and anxiety for women diagnosed, enabled to make informed choices about treatment and pregnancy care and preservation of mental and physical health.

6.2: Who will benefit from the organisations activities?

The Charity focuses on supporting women and families where the:

- Mother is diagnosed with cancer during her pregnancy;
- Mother is diagnosed with cancer within a year of her giving birth; and
- Mother loses her life to cancer diagnosed in wither of the time periods above.

6.3: How will they benefit

The charity seeks to reduce the additional practical, financial and physical issues and pressures that can be incurred by families following a diagnosis of cancer during pregnancy by:

- Offering a secure environment for women to help reduce their isolation;
- Relieving some of the immediate financial burdens incurred as the result of a cancer diagnosis;
- Advise and support women to help look after their physical and mental health and wellbeing; and
- Advise, support and share knowledge to enable women to make informed choices.

6.4: What similar services are currently available?

No other cancer Charity in the UK or Ireland supports women diagnosed with cancer in and around pregnancy.

Some forums are available via other cancer charities, but nothing specific to cancer in or around pregnancy.

6.5: What is the unfulfilled need?

There is no other charity in the UK or Ireland that supports and helps families dealing with a cancer diagnosis in or around pregnancy. These are unique circumstances that specifically relate to cancer and pregnancy that other charities are not able to address or provide specific help or solutions to. The principal needs are:

- The alleviation of isolation for women and their families in this situation; and
- Small, easily accessible grants which can be distributed quickly to ease short term hardship.

6.6: How the organisation will integrate with other activities/providers

Referral systems are in place for other organisations to refer women to us which in turn will help those charities to provide a next step support via the services we offer.

We are already working with several other charities – see Section 4.3

7. Performance Monitoring

7.1: Key Performance Indicators

- Number of grants distributed to women who meet our specific criteria.
- Number of individuals actively using the Mummy's Star forums.
- Sufficient funds to meet regular grant requests are raised.
- Number of women receiving advice and support.
- Amount of significant publicity pieces, articles and adverts.
- Number of healthcare professionals presented to about cancer and pregnancy.
- The number of new charities worked with.

7.2: Measurement of KPI's

- Grants agreed by trustees and given are documented; evidenced and agreed criteria adhered to.
- Administrators observe, moderate and facilitate of forum.
- Funds are available and accessible to CEO and treasurer.
- Documentation is available and clear/can be explained.
- Requests are responded to within 7 days. Continuity of responder ideally where possible.
- More referrals from other medical professionals. More 'likes' Facebook. More requests for support received.
- Named contact advocating on behalf of Mummy's Star and the women and families we support.

7.3: Reporting of KPI's

- Documentation and CEO reporting to Chair and trustees.
- Administrators report back to bi-monthly trustee meetings.
- Treasurer's report to the trustees and CEO update on fundraising activities.
- Treasurer's paperwork complete. CEO reports to Chair.
- Evidence trail on Facebook/emails. CEO/relevant trustees to report as appropriate to trustee meetings.
- CEO to report to Chair and to trustees meeting where appropriate.

8. Promotion and advertising

8.1: How and where we will promote our activities

See Communications Plan

We also recognise the need to formalise links with businesses in the UK. The potential benefit of this in brief will be three-fold:

1. Financial contributions and in kind to the Charity
2. Goods and services
3. Advertising and promotion on packaging or corporate publications

8.2: Current activity

To date our promotion and advertising has worked very well but has lacked strategy. We have benefitted from links with established charities in terms of national press coverage. A variety of TV appearances since our inception have provided a huge boost to the Charity on a national level.

A communications plan is in place but seldom utilised so this needs to be reviewed. Efficient use of this will provide the Charity with the focus on activity of this nature over the coming 12 months and preparation for future years.

8.3 Website

Our website was refreshed and relaunched in November 2020.

9: Running the organisation

9.1: Board of trustees

The following trustees were active during the year ended 31 March 2021:

Name	Position	Appointed	Resigned
Gillian Smith	Chair, Trustee	1 Apr 2018	NA
Peter Wallroth	CEO, Trustee	30 May 2013	NA
Jacquelyn Sheldon	Secretary, Trustee	1 May 2018	NA
Salima Jones	Trustee	1 Mar 2019	NA
Cathy Wentworth	Trustee	1 Apr 2017	NA
David Wright	Trustee	6 Nov 2018	NA
Thomas Groom	Treasurer, Trustee	12 Dec 2018	NA
Fiona Mann	Trustee	10 Mar 2021	NA

9.2: Staff

Pete Wallroth – CEO/Founder

Louise Harlow – Engagement and Fundraising Co-ordinator

Tracey Derbyshire – Information and Support Worker

Rebecca Brazier – Information and Support Worker

Sarah Flain – Fundraising Manager

9.3: Advisors

Dr Richard Simcock – Oncology

Jude Jones – Midwifery

Joanne Mills – HR

Dr Jenny Rattray – General Practice

9.4: Volunteers

Due to the nature of the work of Mummy's Star and a large proportion of it being virtual, our volunteer offer is somewhat different to many organisations.

Volunteering can often be through our Mums Hub where volunteering offers are made as a service in kind such as exercise classes or retreats.

9.5: Work areas

The work areas of the Charity are divided into the following sub-groups which feed into the full Board of Trustee meetings:

1. Finance and regulation
2. Fundraising
3. Communications and Merchandising
4. Medical review

9.6: Accommodation

The Charity presently has no accommodation assets.

9.7: New Equipment and Consumables

New equipment and consumables to enable the Charity to carry out its work will be purchased as necessary but will always seek to attain value for money.

Consumables to enable the Charity to carry out its work will be purchased as necessary but will always seek to attain value for money.

9.8: Policies and Procedures

The Charity has active policies covering the following:

- Financial
- Volunteer
- Risk Management Register
- Staff/Trustee Training
- Lone Working
- Media Approaches
- Confidentiality, Data Protection and Governance

Furthermore, a Code of Conduct for Staff, Trustees and Volunteers is required to ensure a consistent approach is taken from all when representing the Charity in any medium whether it be in meetings, at events and on social or other media platforms.

In the next year we will be writing a Fundraising Policy.

9.9: Risk

Over the next 12 months we will develop a risk management policy for all aspects of the Charity's work.

9.10: Trustee Recruitment/Officer Appointment

Where vacancies arise on the board of trustees or an expansion of the board is required, a public advert will be made outlining the role, the time and skills required and the nature of what being a trustee means in full, in line with that guidance provided by both the Charities Commission and NCVO

The officer roles of the board are elected at the AGM.

10. Fundraising Strategy

10.1: General Funds

The Charity will seek to maintain the current fundraising levels during 2021-2022 and will continue to develop the fundraising strategy to provide greater structure and long-term security.

A key part of developing fundraising and ensuring Mummy's Star is sustainable in the future is to diversify where our voluntary income comes from. In previous tears, the Charity relied heavily on income from sponsored events, mass participant events and individual donors. However, as COVID reinforced, the best way to become more sustainable it to generate income from numerous different groups.

10.2: Trading

The Charity trades on pre- purchased, branded goods namely t-shirts, hooded tops for adults and children, silicon wristbands for adults and children, running vests, training tops and cycling tops. These items are traded via our website www.mummysstar.org. Some branded merchandise is given to fundraisers free of charge to help raise awareness about Mummy's Star.

Mummy’s Star

Registered number: 08548961

11. Trustees’ Report

Trustees' responsibilities in relation to the financial statements

The trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The 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 needed.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- observe the methods and principles in the Charities SORP;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

Each person who was a director at the time this report was approved confirms that:

- so far as he is aware, there is no relevant information of which the Charity's independent examiner is unaware; and
- he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant information and to establish that the Charity's independent examiner is aware of that information.

This report was approved by the board on 13 July 2021 and signed on its behalf.

Peter Wallroth

Director

Mummy's Star

12. Charity Information

Trustees

Name	Position	Appointed	Resigned
Gillian Smith	Chair, Trustee	1 Apr 2018	NA
Peter Wallroth	CEO, Trustee	30 May 2013	NA
Jacquelyn Sheldon	Secretary, Trustee	1 May 2018	NA
Salima Jones	Trustee	1 Mar 2019	NA
Cathy Wentworth	Trustee	1 Apr 2017	NA
David Wright	Trustee	6 Nov 2018	NA
Thomas Groom	Treasurer, Trustee	12 Dec 2018	NA
Fiona Mann	Trustee	10 Mar 2021	NA

Independent Examiner

Stephanie Stevens

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Registered number

08548961

Charity number

1152808 & SC046449

Mummy's Star

13. Independent Examiners Report

to the Members of Mummy's Star

I report on the unaudited accounts of Mummy's Star for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the Charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with 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 statement 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 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

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.

Stephanie Stevens
(Independent Examiner)

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ
13th July 2021

Mummy's Star

14.1. Statement of Financial Activities

for the year ended 31 March 2021

	Notes	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Income and endowments from:					
Donations and legacies	*3*	246,338	-	246,338	241,285
Other trading activities		-	-	-	-
Investments	*4*	11	-	11	32
Other		-	-	-	-
Total		**246,349**	**-**	**246,349**	**241,317**
Expenditure on:					
Raising funds	*5*	63,729	-	63,729	61,630
Charitable activities	*6*	113,422	-	113,422	141,618
Other	*7, 8*	12,937	-	12,937	13,261
Total		**190,088**	**-**	**190,088**	**216,510**
(Net expenditure) / Net income		56,261	-	56,261	24,808
Net movement in funds		56,261	-	56,261	24,808
Reconciliation of funds:					
Total funds brought forward	*14*	141,387	-	141,387	116,579
Total funds carried forwad		197,648	-	197,648	141,387

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Mummy's Star

14.2. Balance Sheet

as at 31 March 2020

	Notes	Unrestricted, £	Restricted, £	Mar21	31Mar20
Fixed assets					
Tangible assets	*10*	-	-	-	-
Current assets					
Stocks	*11*	-	-	-	-
Debtors	*12*	1,985	-	1,985	3,200
Cash at bank and in hand		197,434	-	197,434	141,756
Total current assets		**199,419**	**-**	**199,419**	**144,956**
Liabilities					-
Creditors: amounts falling due within one year	*13*	**(1,771)**	**-**	**(1,771)**	**(3,569)**
Net current assets		**197,648**	**-**	**197,648**	**141,387**
Total assets less current liabilities		**197,648**	**-**	**197,648**	**141,387**
Net assets		**197,648**	**-**	**197,648**	**141,387**
The funds of the charity					-
Unrestricted income funds	*14*	197,648	-	197,648	141,387
Restricted income funds	*14*	-	-	-	-
Total charity funds		**197,648**	**-**	**197,648**	**141,387**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The 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 needed.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The trustees have acknowledged on the balance sheet as at 31 March 2020 their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Peter Wallroth

Director

Approved by the board on 13 July 2021

Mummy's Star

14.3. Notes to the Accounts

for the year ended 31 March 2021

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared 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 1January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the Charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donates services and facilities

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of Charity. Designated funds are unrestricted funds of the Charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses.

Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

- Fixtures, fittings and equipment over 3 years

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2. Legal status of the Charity

The Charity is a company limited by guarantee and has no share capital. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Trustee of the Charity.

3. Income from donations and legacies

Note 3	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Income and endowments from:				
Donations and legacies	246,338	-	246,338	241,285
	246,338	**-**	**246,338**	**241,285**

4. Investment income

Note 4	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Investment income				
Bank interest	11	-	11	32
	11	**-**	**11**	**32**

5. Expenditure on raising funds

Note 5	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Expenditure on raising funds				
Staff costs (salaries, pensions and NI)	41,118	-	41,118	19,918
Advertising and marketing (contractor)	20,077	-	20,077	22,363
Merchandise	552	-	552	10,154
Movement in merchandise stock	-	-	-	-
Fundraising events	1,982	-	1,982	9,196
	63,729	**-**	**63,729**	**61,630**

6. Expenditure on charitable activities

Note 6	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Expenditure on charitable activities				
Staff costs (salaries, pensions and NI)	60,654	-	60,654	60,155
Of which support	*51,448*	-	*51,448*	*51,189*
Of which education and training	*9,206*	-	*9,206*	*8,966*
Small grants programme	50,798	-	50,798	72,280
Travel and subsistence	1,969	-	1,969	9,184
	113,422	**-**	**113,422**	**141,618**

7. Other expenditure

Note 7	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Other expenditure				
Fees, professional, subscriptions and other	1,253	-	1,253	1,512
IT	7,674	-	7,674	7,992
Postage	1,604	-	1,604	931
Training	-	-	-	(64)
Stationery	16	-	16	141
Bank Charges	171	-	171	-
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-
Other	1,618	-	1,618	2,149
	12,937	**-**	**12,937**	**13,261**

8. Net income / (expenditure) is after charging

Note 8	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Net income / (expenditure) for the year is stated after charging				
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-

9. Staff costs

Note 9	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Staff costs				
Wages, salaries and social security costs	98,795	-	98,795	76,796
Of which				
Gross pay	95,097		95,097	
Employers NI	3,472		3,472	
Other pension costs	2,977	-	2,977	3,276
	101,546	**-**	**101,546**	**80,072**
Average number of employees during the year, number				
Staff			5	4

No employees had employee benefits in excess of £60,000.

With the exception of Peter Wallroth, the Charity trustees were not paid, nor received any other benefits from employment with the Charity in the year.

Peter Wallroth received salary for his duties as Chief Executive Officer, at a market rate as agreed by the Board of Trustees. Any conflict of interest is managed internally and documented, to ensure that independence in any decision making is maintained.

10. Tangible fixed assets

Note 10	Total
Tangible fixed assets	
Cost or valuation	
At 1 April 2020	-
Additions	-
At 31 March 2021	-
Depreciation	
At 1 April 2020	-
Charge for the year	-
At 31 March 2021	-
Carrying amount	
At 1 April 2020	-
At 31 March 2021	-

A laptop was purchased in the year for the new member of staff. This was expensed rather than capitalised.

11. Stocks

Note 11	Total
Stock	
Cost or valuation	
At 1 April 2020	-
Additions	-
At 31 March 2021	-
Depreciation	
At 1 April 2020	-
Charge for the year	-
At 31 March 2021	-
Carrying amount	
At 1 April 2020	-
At 31 March 2021	-

12. Debtors

Note 12	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Debtors				
Other debtors	-	-	-	-
Prepayments and accrued income	1,985	-	1,985	3,200
Debtors	**1,985**	**-**	**1,985**	**3,200**

13. Creditors, amounts falling due within 1 year

Note 13	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Creditors				
Other taxes and social security costs	1,171	-	1,171	2,969
Accruals and deferred income	600	-	600	600
Amounts falling due withing 1 year	**1,771**	**-**	**1,771**	**3,569**

14. Analysis of charitable funds

Note 14	1 April 2020	Incoming resources	Resources expended	Transfers	31 March 2021
Analysis of movements in unrestricted funds					
General fund	41,387	128,737	(190,088)	50,000	30,036
Designated fund	100,000	117,612	-	(50,000)	167,612
Restricted fund	-	-	-	-	-
Total	**141,387**	**246,349**	**(190,088)**	**-**	**197,648**

Restricted fund:

No restricted funds were received during the year.

Unrestricted funds:

Name of unrestricted fund	**Description, nature and purpose of the fund**
General fund	The 'free reserves' after allowing for all designated funds
Designated fund	Funds given and ringfenced for operational continuity and specific activities such as Education and Training; Virtual Support and the Small Grant Programme

We have 5 categories of designated funds as follows:

1. Small grants programme fund - The small grants programme provides families with a grant to alleviate immediate financial burden as a result of their cancer diagnosis in and around pregnancy. All grants issued to families are subject to a formal application process and are agreed by Trustees.

2. Operational Continuity Fund - to support a wind-down should that ever be required.

3. Training and Education Fund - to support midwives and healthcare professionals accessing appropriate training and education about a cancer in and around pregnancy

4. Information and Support Worker Appeal- to fund additional support to women diagnosed with cancer during pregnancy, birth, loss and beyond

5. Bereavement/Memory Making Fund- to enable families to make memories and to support the family through their bereavement

At the end of the year designated funds totaled £167,612 and are comprised as follows:

1. Small Grants Programme Fund: £80,000 set aside to cover small grant applications over the next 12 months;

2. Operational Continuity Fund: £50,000 of liquidity buffer to ensure operational continuity in a wind down (roughly equal to six months of operating costs in wind down);

3. Training and Education Fund: £3,000 designated for training and education (in accordance with the wishes of a funder);

4. Information and Support Worker Appeal: £26,300 designated for the increased level of support that is being provided to mums following the onset of C19. This is in accordance with the wishes of 6 different donations;

5. Bereavement/Memory Making Fund: £8,312 in accordance with the wishes of one individual donor.

15. Presentation currency

The financial statements are presented in Sterling.

16. Principal place of business

The address of the company's principal place of business and registered office is:

St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Mummy's Star

14.4. Detailed profit and loss account

£		
Income	FY20 stats	FY21 stats
JustGiving	91,982	64,412
Facebook Donate	20,974	32,904
VirginMoney Giving	6,755	7,147
Partnerships	6,458	-
Grant income	-	11,500
Other fundraising and donations	115,116	130,374
Interest	32	11
Total income	**241,317**	**246,349**
Charitable activities		
Value of grants extended	**(72,280)**	**(50,798)**
Number of grants	*138*	*103*
Average grant	*(524)*	*(493)*
Operating expenses		
Staff costs (including taxes and pension)	(80,072)	(101,772)
Non staff costs	(64,158)	(37,517)
Marketing/comms	*(22,363)*	*(20,077)*
Travel and expenses	*(9,184)*	*(1,969)*
Technology	*(7,992)*	*(7,674)*
Fundraising / awareness investments	*(19,350)*	*(2,534)*
Other costs	*(5,269)*	*(5,262)*
Total operating expenses	**(144,230)**	**(139,289)**
Net income	24,808	56,261