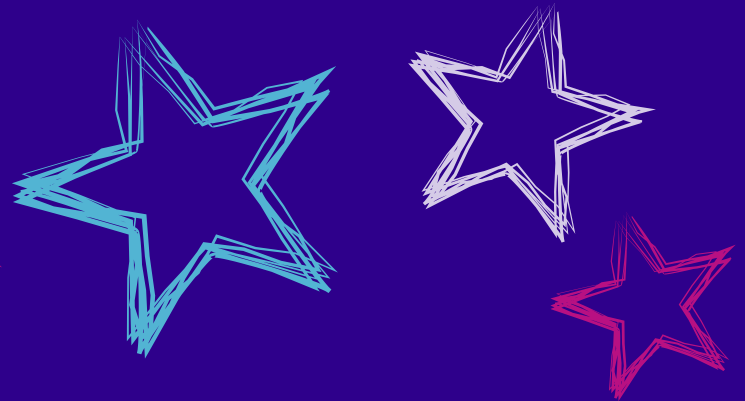




mummy's  
star

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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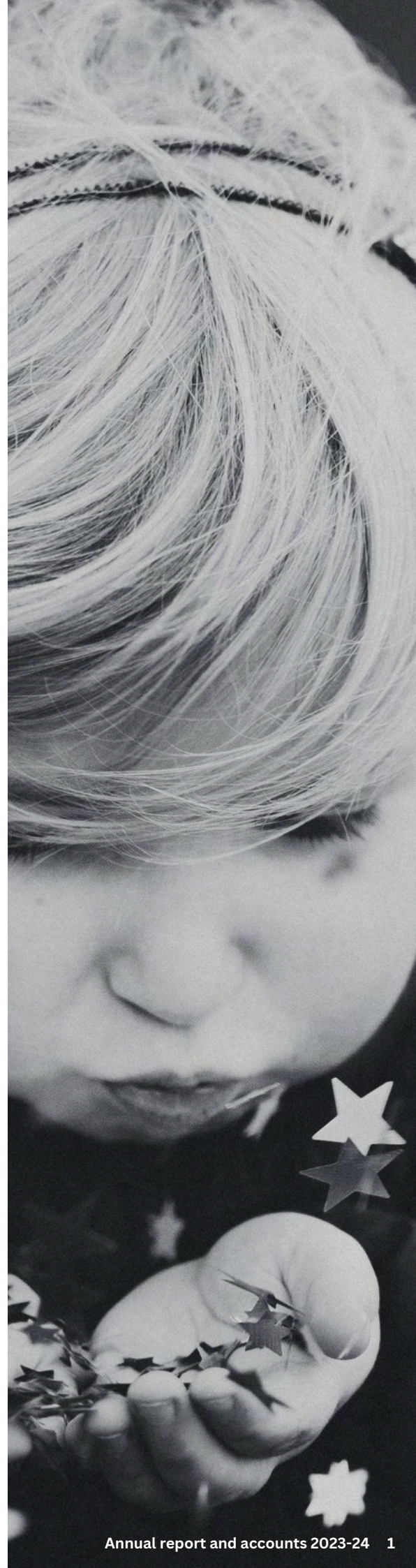
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# connection and balance

## 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.



Kathryn 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



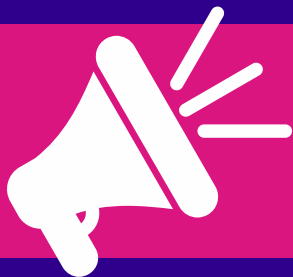
478 mums engaged with Mummy's Star, 384 received active support, and 153 were new referrals.

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!



A photograph of a woman with dark hair, seen in profile, holding a baby in a white onesie. She is holding a yellow mobile phone to her ear with her right hand, which has a ring on the ring finger. The background is a plain, light-colored wall.

# 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.

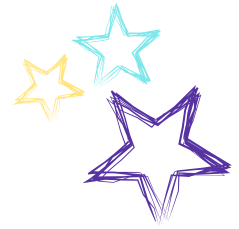


We also sent **98 care packages** to mums with pampering or helpful items to give them a boost during hospital treatments or times of recovery at home.

✧ ✧ ✧  
*"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."*



# 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.”

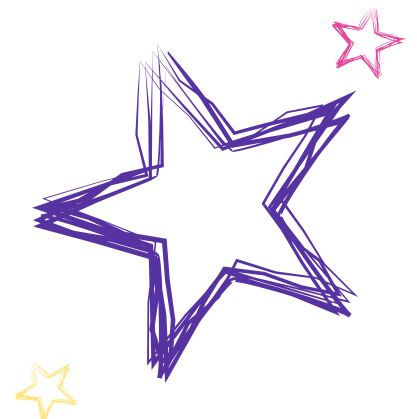


“I feel really well supported and felt I had a whole army behind me to go through this scary process. Even though I had my husband’s unwavering support, it was incredible to hear so many women who have gone through the same experience.”



“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*

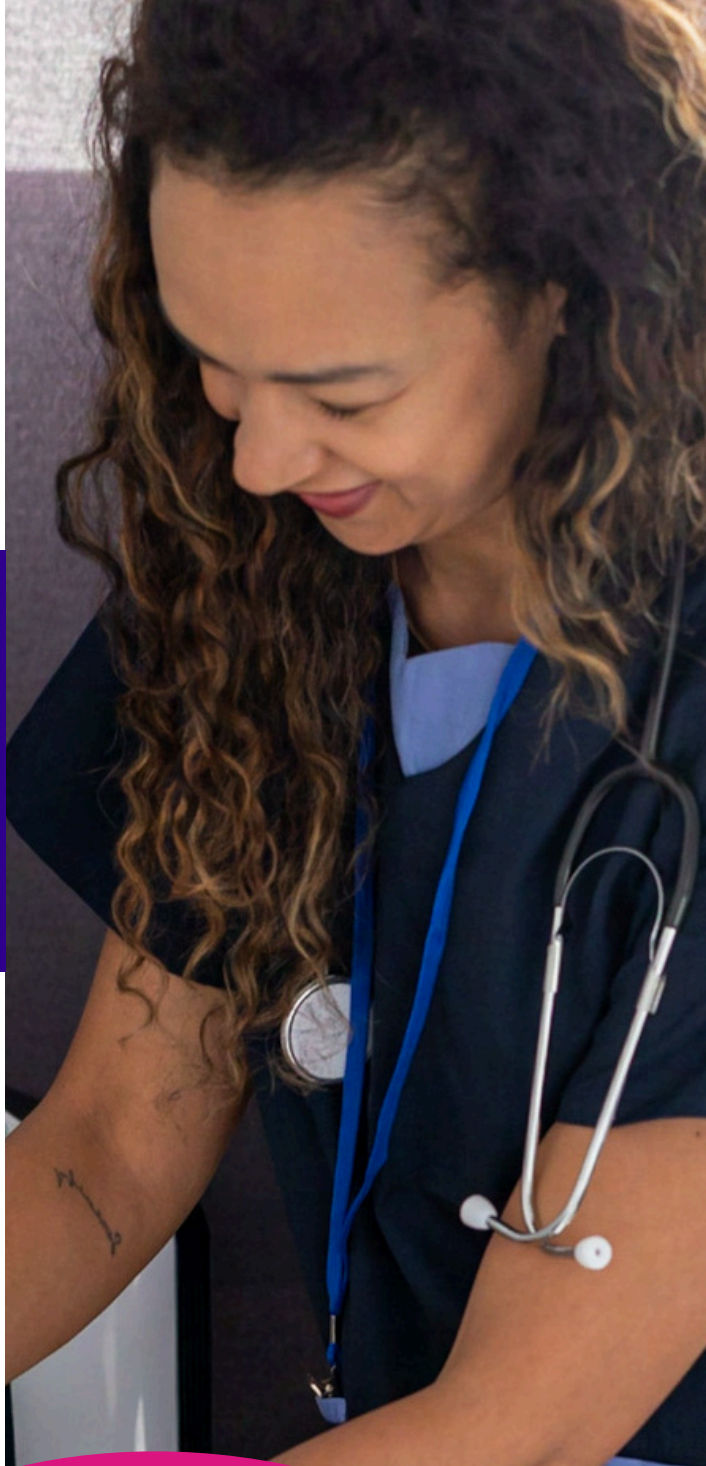
In the last 12 months we have also seen an increase in requests for training from the newly formed **Maternal Medicine Networks (MMNs)** which cover a geographical area rather than a single hospital site. They are formed of a variety of healthcare professionals including **midwives, obstetricians, health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

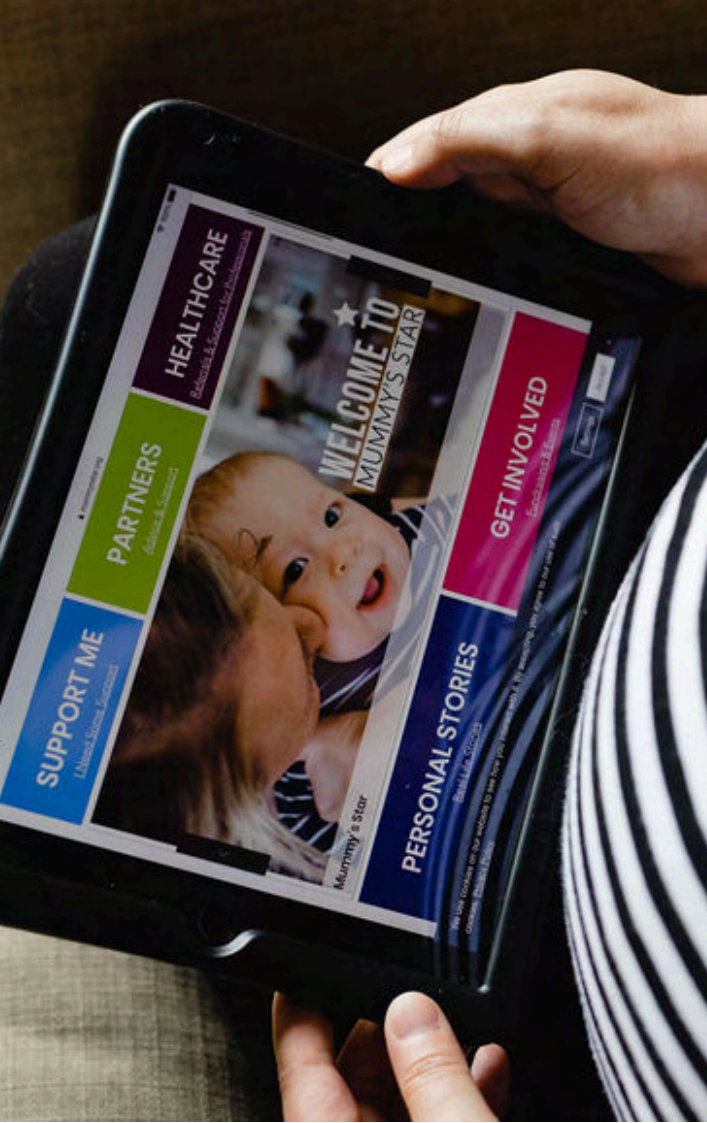
We also produced our **first ever printed campaign pack**, which our supporters and followers volunteered to distribute at their local surgeries. We have distributed almost 250 packs across the UK and Ireland to date.

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.





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 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.

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.





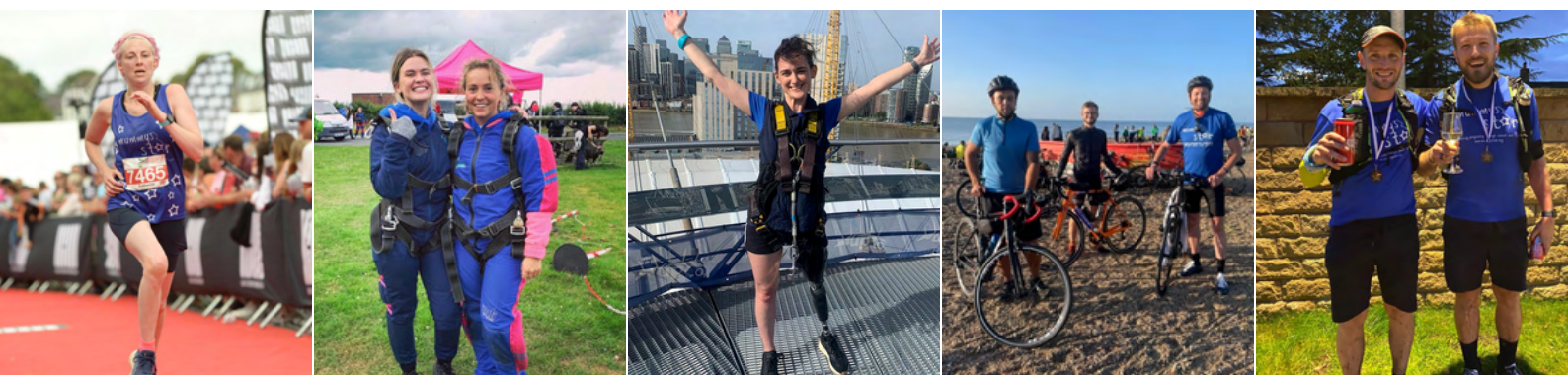
# fundraising



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.

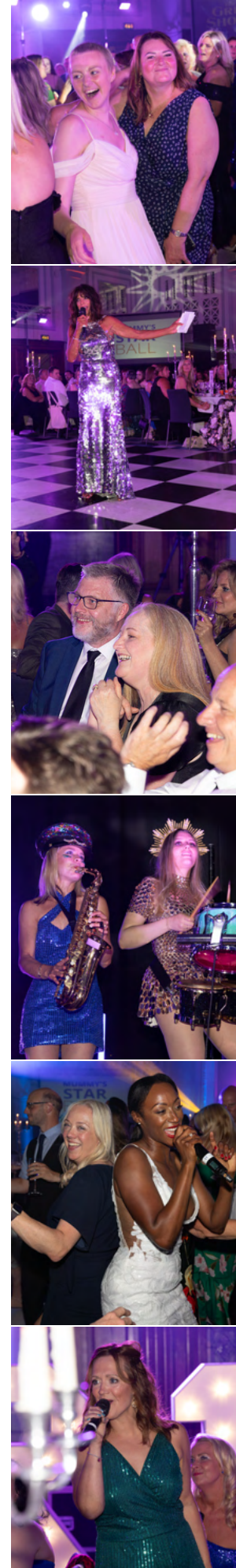


We are so grateful to all our amazing sponsors who made this milestone event possible, particularly our headline sponsors API Global and Baron and Cabot!



**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.

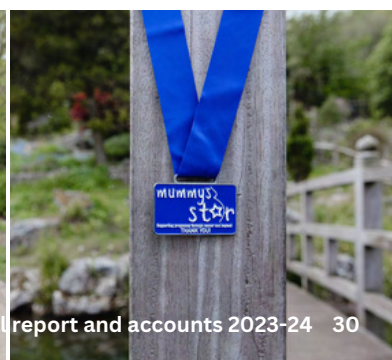
## expenditure summary 2023–2024

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.

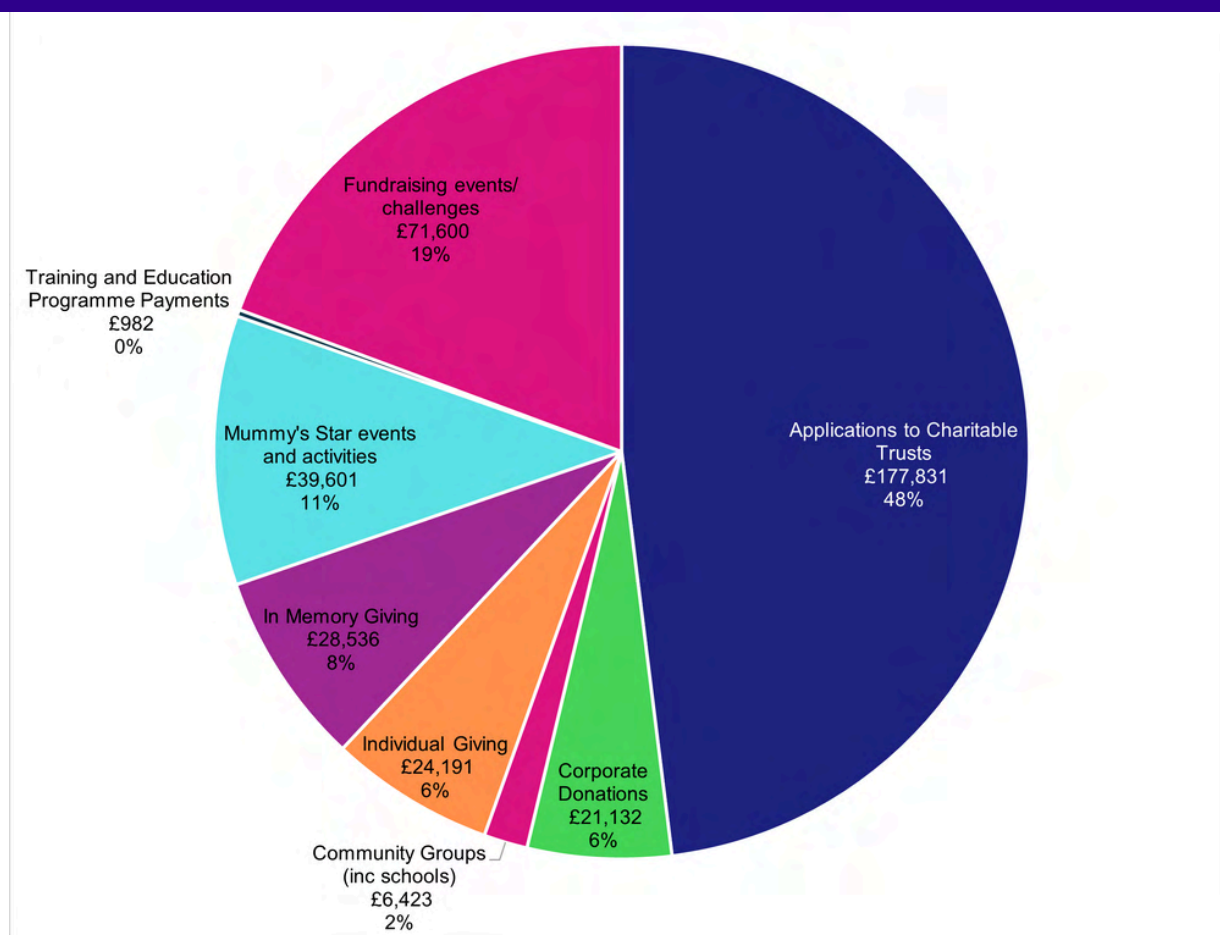
Regarding our support grants, we continued with our revised policy from 2022-23 of paying grants of £250 to families. This has meant we have been able to offer support to everyone who has needed it and kept the programme sustainable for future years. If we are in a financial position to increase the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



- 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](mailto:info@mummysstar.org)

**Telephone Number:** 07939 154217 (Pete Wallroth)

**Website:** [www.mummysstar.org](http://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 themselves 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.

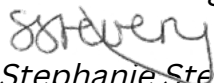
## Independent examiner's statement

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
<b>Income and endowments from:</b>					
Donations and legacies	3	272,644	94,508	367,152	257,913
Income from other trading activities	4	10,000	-	10,000	-
Other trading activities		-	-	-	-
Investments	5	673	-	673	219
Other		-	-	-	-
<b>Total</b>		<b>283,317</b>	<b>94,508</b>	<b>377,825</b>	<b>258,132</b>
<b>Expenditure on:</b>					
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
<b>Total</b>		<b>226,731</b>	<b>76,995</b>	<b>303,726</b>	<b>257,503</b>
<b>(Net expenditure) / Net income</b>		<b>56,586</b>	<b>17,513</b>	<b>74,099</b>	<b>629</b>
<b>Net movement in funds</b>		<b>56,586</b>	<b>17,513</b>	<b>74,099</b>	<b>629</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward	15	173,009	5,661	178,670	178,041
Total funds carried forward		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
<b>Fixed assets</b>					
Tangible assets	11	-	-	-	-
<b>Current assets</b>					
Stocks	12	-	-	-	-
Debtors	13	6,336	-	6,336	20,398
Cash at bank and in hand		224,185	23,174	247,359	159,172
<b>Total current assets</b>		<b>230,522</b>	<b>23,174</b>	<b>253,695</b>	<b>179,570</b>
<b>Liabilities</b>					
<b>Creditors: amounts falling due</b>	<b>14</b>	<b>(927)</b>	<b>-</b>	<b>(927)</b>	<b>(900)</b>
<b>Net current assets</b>		<b>229,595</b>	<b>23,174</b>	<b>252,768</b>	<b>178,670</b>
<b>Total assets less current liabilities</b>		<b>229,595</b>	<b>23,174</b>	<b>252,768</b>	<b>178,670</b>
<b>Net assets</b>		<b>229,595</b>	<b>23,174</b>	<b>252,768</b>	<b>178,670</b>
<b>The funds of the charity</b>					
Unrestricted income funds	15	229,595	-	229,595	173,099
Restricted income funds	15	-	23,174	23,174	5,661
<b>Total charity funds</b>		<b>229,595</b>	<b>23,174</b>	<b>252,768</b>	<b>178,670</b>



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.

A handwritten signature in dark ink, appearing to read 'Pete', written in a cursive style.

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 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 2024	Total 2023
Income and endowments from:				
Donations and legacies	272,644	94,508	367,152	257,913
	<b>272,644</b>	<b>94,508</b>	<b>367,152</b>	<b>257,913</b>

### 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	-
	<b>10,000</b>	<b>-</b>	<b>10,000</b>	<b>-</b>

### 5. Investment income

Note 5	Unrestricted, £	Restricted, £	Total 2024	Total 2023
Investment income				
Bank interest	673	-	673	219
	<b>673</b>	<b>-</b>	<b>673</b>	<b>219</b>

### 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
	<b>80,074</b>	<b>-</b>	<b>80,074</b>	<b>54,618</b>

### 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
	<b>123,281</b>	<b>76,995</b>	<b>200,276</b>	<b>186,725</b>

### 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
	<b>23,377</b>	<b>-</b>	<b>23,377</b>	<b>16,160</b>



## 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
	<b>108,793</b>	<b>67,885</b>	<b>176,678</b>	<b>164,600</b>
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	
<b>Cost or valuation</b>	
At 1 April 2023	-
Additions	-
At 31 March 2024	-
<b>Depreciation</b>	
At 1 April 2023	-
Charge for the year	-
At 31 March 2024	-
<b>Carrying amount</b>	
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
<b>Stock</b>	
<b>Cost or valuation</b>	
At 1 April 2023	-
Additions	-
At 31 March 2024	-
<b>Depreciation</b>	
At 1 April 2023	-
Charge for the year	-
At 31 March 2024	-
<b>Carrying amount</b>	
At 1 April 2023	-
At 31 March 2024	-

## 13. Debtors

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

## 14. Creditors, amounts falling due within 1 year

Note 14	Unrestricted, £	Restricted, £	Total 2024	Total 2023
<b>Creditors</b>				
Other taxes and social security costs	-	-	-	-
Accruals and deferred income	927	-	927	900
<b>Amounts falling due within 1 year</b>	<b>927</b>	<b>-</b>	<b>927</b>	<b>900</b>

## 15. Analysis of charitable funds

Note 15.1	1 April 2023	Incoming resources	Resources expended	Transfers	31 March 2024
<b>Analysis of movements in funds</b>					
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
<b>Total</b>	<b>178,670</b>	<b>377,825</b>	<b>(303,726)</b>	<b>-</b>	<b>252,768</b>



## Unrestricted funds

### Name of unrestricted fund

General fund

### Description, nature and purpose of the 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.

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

