MUMS AND MIDWIVES AWARENESS ACADEMY

England & Wales · Charity number 1153325

Details

Other names	MAMA ACADEMY
Status	Registered
Legal form	Charitable company
Company number	08606581
Registered	2013-08-09
Register	View on the Charity Commission register

Contact

Address	International House 12 Constance Street London E16 2DQ
Phone	07427851670
Email	contact@mamaacademy.org.uk
Website	www.mamaacademy.org.uk

Activities

Objects: FOR THE PUBLIC BENEFIT TO PROMOTE GOOD HEALTH AMONGST EXPECTANT WOMEN AND THEIR BABIES SO AS TO REDUCE THE LIKELIHOOD OF STILLBIRTH IN THE UK, IN PARTICULAR BUT NOT EXCLUSIVELY BY:(I) RAISING AWARENESS AMONGST EXPECTANT MUMS AND EQUIPPING THEM WITH KNOWLEDGE ABOUT GOOD HEALTH IN PREGNANCY, COMPLICATIONS AND HOW TO REDUCE THE KNOWN RISKS OF STILLBIRTH;(II) DEVELOPING KNOWLEDGE AMONGST HEALTHCARE PROFESSIONALS, ESPECIALLY MIDWIVES, BY KEEPING THEM UP TO DATE WITH THE LATEST GOOD PRACTICE, GUIDELINES AND CURRENT RESEARCH SO AS TO SUPPORT THE PROVISION OF CONSISTENT MATERNITY CARE.

Activities: MAMA Academy is helping to prevent stillbirth in the UK by empowering maternity professionals and informing expectant parents about stillbirth prevention methods to help more babies arrive safely.

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Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	£311,680	£217,793	-	-
2024-07-31	£400,389	£311,288	-	-
2023-07-31	£241,983	£236,966	-	-
2022-07-31	£277,809	£257,958	-	-
2021-07-31	£210,799	£227,125	-	-

Trustees

Name	Role	Appointed
Amanda Bastianelli	Chair	2023-09-04
Laura Alexander		2020-08-20
Marisa Kamall		2023-11-27
Patricia Mugwangi		2023-02-28
Robin Meltzer		2017-03-11

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Accounts

Mums and Midwives Awareness Academy

(A Company limited by guarantee)

Report and Financial Statements for the

year ended 31 July 2025

Charity Registration Number: 1153325

Company Number: 8606581

Contents

Report of the Trustees and Directors for the year ended 31 July 2025

Reference and Administrative Information

Charity Name	Mums and Midwives Awareness Academy
Charity Registration Number	1153325
Company Registration Number	8606581
Registered Office	12 Constance Street International House London E16 2DQ
Operational address	10 Hartland Close Addlestone Surrey KT15 3AD

Trustees

Ms C Ulett (appointed 28th November 2024)
Mrs L Alexander
Mrs P Mugwani
Ms A Bastianelli
Mrs M Kamall

Chief Executive Officer

Mrs H Eldridge

Bankers

HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

Report of the Trustees and Directors for the year ended 31 July 2025

The Trustees and Directors are pleased to present their report and financial statements for the company for the year ended 31 July 2025.

Purpose and Aims

MAMA Academy has been helping to save babies lives since 2012. Sadly, the UK has one of the highest stillbirth rates in the developed world with the majority of deaths potentially preventable. We believe this is unacceptable.

Since MAMA Academy was launched, the number of stillbirths began a significant decline for the first time in 20 years. We remain committed to seeing a continuous decline in stillbirth and neonatal death rates.

Our vision is for there to be no more preventable stillbirths in the UK. Our mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely.

Focus of our work

- To undertake focused campaigning and lobbying to enable more babies to arrive safely
- Network and collaborate with key stakeholders to promote what needs to be done to minimise stillbirth
- Support maternity professionals to deliver consistent best practice across the UK
- Grow a well governed and managed organisation to create a stable and sustainable platform from which to achieve our ambitious vision

How our activities deliver public benefit

MAMA Wellbeing Wallets have been saving babies' lives since 2014 and are currently distributed in over 100 NHS Trusts to complement the government’s strategy of halving stillbirths by 2025. The content on the wallet empowers parents with the Department of Health’s Safer Pregnancy messaging. The wallets (and now our Pregnancy Passports for digital Trusts) are usually given to expectant parents by their midwife at the booking appointment to protect the antenatal notes and aid discussions such as quitting smoking and reduced movements, elements of the NHS Saving Babies Lives care bundle.

We also offer an educational website with essential health information to empower parents with the symptoms of complications that need reporting to their maternity team without

Report of the Trustees and Directors for the year ended 31 July 2025

delay. Our positive approach also supports bereaved parents throughout their next pregnancy, giving them the hope and confidence they need to feel in control of their care.

We also keep midwives up to date with current research and guidelines, as well as promoting new tools to help prevent stillbirths as they become available to ensure more babies arrive safely.

Overview of accounting activities in the year

Income was significantly lower than last year due to a decrease in wallet sales from NHS Trusts. This is because the new Government has cut Maternity Service Development Funding from £95m to £2m, resulting in Trusts no longer having the budget to provide them to future families. We have therefore reviewed our strategy to grow distribution for next year.

Corporate support and restricted grants were also more challenging this year. Next year, we will employ dedicated part-time members of staff to focus on these income streams.

We received a grant for the second year from The National Lottery Communities Fund for our full-time Hospital Relations and Digital Communications Managers. This has enabled us to monitor changes in safe pregnancy advice and disseminate them as appropriate on our website, through social media, in our newsletters to health professionals and in our CEO presentations. They have also enhanced our website and social media to increase relevance and access for expectant parents at higher risk or with accessibility needs.

Due to our free reserves, accumulated from previous years, we will enter our next financial year in a positive position.

Key achievements in the year

We worked hard this year to extend our reach into underserved areas by building relationships with NHS Trusts around the country and supporting them with safe pregnancy materials and information for their pregnant mothers and families.

Memory Wallets

Our Memory Wallets for bereaved parents (who have suffered any gestational loss) are now being distributed within 25 hospitals nationwide. Since they launched in February, we have distributed 18,200.

Report of the Trustees and Directors for the year ended 31 July 2025

Rainbow Wallets

Our Rainbow Wallets, for parents who are pregnant following a previous loss, are being distributed within 10 hospitals nationwide. Since they launched in February, we have sent out 5,000.

Understanding accurate and up-to-date baby loss statistics is crucial for improving maternity safety across the UK. Individual Trust's stillbirth and neonatal death data for 2024 will not be publicly available until the end of 2026. To support maternity healthcare professionals, commissioners, researchers, and safety leads, we published these figures, using data obtained through Freedom of Information (FOI) requests. Our dedicated webpage provides the 2024 stillbirth and neonatal death rates by NHS Trust, along with each Trust's 2023 figures for immediate year-on-year comparison.

Plans for future periods

A 10-part podcast series for healthcare professionals, covering topics including fetal growth restriction, perinatal mental health, effective communication, equity in action, compassionate bereavement care, workforce resilience, and building a safer, fairer maternity system.

The podcast series will reach approximately 1,500 healthcare professionals per episode, delivering evidence-based, practice-focused learning on key drivers of preventable harm. By strengthening risk recognition, escalation, equity, compassionate care and learning from investigations, the series supports safer decision-making and contributes to lasting improvements in maternal and perinatal outcomes.

The London Ambulance Service assists in the delivery of around 800 babies annually. Paramedics attending home births sometimes encounter several logistical challenges that can affect the delivery of care, which include access and location challenges, inadequate and cluttered spaces and unclear communication. Together, we will create a homebirth checklist for midwives to discuss with parents when considering the practicalities. This will be embedded within our website as a resource for HCP's to use, as well as on the parents section of our website, so they can review it in their own time when considering their birth plan options. This will help reduce access and logistical issues, meaning parents will receive the care they need in a more timely manner, reducing the risk of complications to both mother and baby.

Report of the Trustees and Directors for the year ended 31 July 2025

Structure, governance and management

The charity is governed under the Articles of Association, dated 7th June 2013. There is a Board of Trustees that meet quarterly to discuss the charity's activities and objectives. There is a Chairman, Treasurer and Secretary. The Chief Executive Officer is entrusted to deliver the charity's aims on a daily basis and is accountable to the Board of Trustees. Her remuneration is set by the Trustees and reviewed annually.

All Trustees are provided with our Articles of Association, latest set of accounts, insurance summary and government guidance on becoming a trustee. They have access to all current policies and are required to complete a Fit & Proper Declaration Form prior to being invited to join the Board. The Trustees who served during the year were:

Mr R Meltzer (resigned 8th September 2025)
Ms C Ulett (appointed 28th November 2024)
Mrs L Alexander
Mrs P Mugwani
Ms A Bastianelli
Mrs M Kamall

Risks

The charity is subject to few risks. The Trustees ensure that appropriate safeguards are in place to mitigate these risks, such as reviewing the risk register on a regular basis. The charity ensures that it is made clear that any medical advice is to be discussed with a medical practitioner and the information we provide is for awareness purposes only.

Financial review and Reserves policy

As of 31 July 2025, the charity carries forward funds of £257,811 (2024: £163,924), including cash of £147,759 (2024: £110,144). This includes a reserve cash fund of £30,000 (2024: £28,337), which covers at least three months staff salary costs, set aside in a separate business savers bank account, should the need ever arise to wind up the charity or emergency funds are needed to assist with cash flow in exceptional circumstances.

Responsibilities of the Trustees

Report of the Trustees and Directors for the year ended 31 July 2025

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the Trustees should follow best practice and

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements company with the Companies Act 2006.

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published on 16 July 2014.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are also responsible for ensuring that the Report of the Trustees and other information included in the Annual Report are prepared in accordance with Charity Law in the United Kingdom. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers and duties.

Ms A Bastianelli
Chair of Trustees

Statement of Financial Activities (including Income & Expenditure Account) for the year ended 31 July 2025

			Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
			2025	2025	2025	2024
	Notes		£	£	£	£
Incoming resources						
Incoming resources from generated funds:						
Voluntary income:						
Donations	2		6,241	-	6,241	10,220
Grants & Trust Funds			7,500	64,680	72,180	83,660
Corporate Support & Sponsorship			50,110	-	50,110	72,850
Bank interest			1,397	-	1,397	554
Activities for generating funds:						
Wellbeing Wallets	2		181,630	-	181,630	232,242
Merchandise			122	-	122	119
Total incoming resources			247,000	64,680	311,680	400,389
Resources expended						
Costs of generating funds:						
Costs of generating voluntary income	3		(60,937)	(26,574)	(87,511)	(100,669)
Support costs	3		(1,448)	(1,500)	(2,948)	(3,718)
Charitable activities	3		(70,970)	(46,384)	(117,354)	(193,760)
Governance costs	3		(7,159)	(2,821)	(9,980)	(13,141)
Total resources expended			(140,514)	(77,279)	(217,793)	(311,288)
Net movement in funds			106,486	(12,599)	93,887	89,101
Reconciliation of funds						
Total funds brought forward			111,681	52,243	163,924	74,823

Total funds carried forward			218,167	39,644	257,811	163,924

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2025

		2025	2024
	Notes	**£**	**£**
Current Assets			
Cash at bank and in hand		147,759	110,144
Stock		2,231	2,287
Debtors	8	135,358	107,148
Current Liabilities			
Creditors	9	(27,537)	(55,655)
Net current assets and Net assets		**257,811**	163,924
Unrestricted Funds			
General Funds	10	**218,167**	111,681
Restricted Funds	10	**39,644**	52,243
Total Funds	11	**257,811**	163,924

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain and audit its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These financial statements were approved by the Trustees on 13th April 2026 and signed on its behalf by

Mrs A Bastianelli
Chair of Trustees

Notes forming part of the Financial Statements for the year ended 31 July 2025

1. Accounting Policies

The principal accounting policies are set out below. The accounting policies have been applied consistently through the year.

a) Basis of Preparation

These financial statements have been prepared under the historical cost convention, on a going concern basis, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, Financial Reporting Standard 102 applicable in the UK and Republic of Ireland, taking advantage of the exemptions as set out in section 1A for small entities.

These financial statements have also been prepared in accordance with the Companies Act 2006, and the Charities Act 2011. The charity is a public benefit entity.

b) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from charitable trading activity are accounted for when earned.

Notes forming part of the Financial Statements for the year ended 31 July 2025

d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the cost of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company and include the costs linked to the strategic management of the company.

2. Total incoming resources

	Unrestricted 2025 £	Restricted 2025 £	**Total 2025 £**	Total 2024 £
Donations and grants				
Fundraising & donations	6,090	-	**6,090**	10,220
Gift Aid	151	-	**151**	744
Grants & Trust Funds	7,500	64,680	**72,180**	83,660
Corporate Support & Sponsorship	50,110	-	**50,110**	72,850
Wellbeing Wallets/Passports	181,630	-	**181,630**	232,242
Merchandise sales	122	-	**122**	119
Bank interest	1,397	-	**1,397**	554
	247,000	64,680	**311,680**	400,389

Notes forming part of the Financial Statements for the year ended 31 July 2025

3. Total resources expended

	2025	2024
Costs of generating voluntary income		£
Marketing & advertising	**1,451**	6,294
Fundraising	**435**	4,026
Corporate Funding Expenses	**21,250**	11,500
Grant Costs	**920**	-
Salary costs	**61,745**	78,026
Events	**1,710**	823
Support costs		
Website	**2,948**	3,718
Consultancy	**-**	-
Governance costs		
Office costs	**9,980**	13,141
Charitable activities		
Wellbeing Wallets	**55,594**	115,525
Merchandise	**15**	29
Salary costs	**61,745**	78,026
Total resources expended	**217,793**	311,288

4. Net outgoing resources for the year

There is no auditors’ remuneration payable as the charitable company is exempt from the scope of an audit due to its size. No payment was made for the independent examination.

5. Trustees Remuneration & Related Party Transactions

During the year no Trustees (2024: none) were remunerated in their role as an employee of the company. Total remuneration of £nil (2024: £nil) was paid to them during the year. During the year, £nil (2024: £nil) was reimbursed to Trustees for travel costs incurred.

Heidi Eldridge was remunerated as Chief Executive to run the charity, authority for the payment was provided on the 15th November 2015 by the Commission under clause 7(1)(c) of the charity's governing document. No other Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Notes forming part of the Financial Statements for the year ended 31 July 2025

6. Staff costs and numbers

Staff costs were as follows:

	2025	2024
	£	£
Wages and Salaries	**113,910**	147,017
Social Security costs	**6,507**	5,623
Pension costs	**3,073**	3,412
	123,490	156,052
Average no: of staff employed	**3.25**	4.0

No employees received employee benefits of more than £60,000. The total employee benefits of the key management personnel of the charity were £57,513.

7. Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1998 or s256 of the Taxation of Chargeable Gains Act 1992 to extent that these are applied to its charitable objectives. No tax charges have arisen in the charity.

8. Debtors

Amounts due within 1 year	2025	2024
	£	£
Trade debtors	**60,920**	71,950
Prepayments	**74,438**	35,198
Other Tax & Social Security	**-**	-
	135,358	107,148

Notes forming part of the Financial Statements for the year ended 31 July 2025

9. Creditors

Amounts due within 1 year	**2025**	2024
	£	£
Income received in advance	**19,392**	38,874
Accruals	**8,145**	16,781
	27,537	55,655

10. Analysis of net assets between funds

	General Funds	Restricted Funds	**Total Funds**
	£	£	**£**
Current assets	245,704	39,644	**285,348**
Current liabilities	(27,537)	-	**(27,537)**
Net assets at 31 July 2025	218,167	39,644	**257,811**

11. Movement in funds

	At 31 July 2024	Incoming Resources	Outgoing Resources	At 31 July 2025
	£	£	£	£
Restricted funds	52,243	64,680	(77,279)	39,644
Total restricted funds	52,243	64,680	(77,279)	39,644
Unrestricted funds				
General funds	111,681	247,000	(140,514)	218,167
Total unrestricted funds	111,681	247,000	(140,514)	218,167
Total funds	163,924	311,680	(217,793)	257,811

Notes forming part of the Financial Statements for the year ended 31 July 2025

The movement in restricted funds in the year were as follows:-

	At 31 July 2024	Incoming	Outgoing	At 31 July 2025	*Notes*
	£	£	£	£	
Schroder Trust	960	-	-	960	*Royal Debry Passports*
Lottery Community Fund	7,025	-	(2,820)	4,205	*Rainbow Helpline*
National Lottery grant	22,948	64,680	(53,149)	34,479	*Staff salaries support*
National Lottery grant	19,810	-	(19,810)	-	*Memory & Rainbow Wallets*
Iolanthe Midwifery Trust	1,500	-	(1,500)	-	*Website costs*
Total restricted funds	**52,243**	**64,680**	**(77,279)**	**39,644**	

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

Charitable Company

I report on the accounts of the company for the year ended 31 July 2025, which are set out on pages 1 to 16.

Respective responsibilities of Trustees and 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.

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 independent Examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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:

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

- 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 requirements 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.

Louise Underwood FCA

Accounts

Mums and Midwives Awareness Academy

(A Company limited by guarantee)

Report and Financial Statements for the year ended 31 July 2024

Charity Registration Number: 1153325

Company Number: 8606581

Contents

Report of the Trustees and Directors for the year ended 31 July 2024

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Company Registration Number	8606581
Registered Office	12 Constance Street International House London E16 2DQ
Operational address	10 Hartland Close Addlestone Surrey KT15 3AD

Trustees

Mr R Meltzer
Mrs C McDonald
Mrs L Alexander
Mrs P Mugwani
Ms A Bastianelli
Mrs M Kamall

Chief Executive Officer

Mrs H Eldridge

Bankers

HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

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Purpose and Aims

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Our vision is for there to be no more preventable stillbirths in the UK. Our mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely.

Focus of our work

•To undertake focused campaigning and lobbying to enable more babies to arrive safely
•Network and collaborate with key stakeholders to promote what needs to be done to minimise stillbirth
•Support maternity professionals to deliver consistent best practice across the UK
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We also keep midwives up to date with current research and guidelines, as well as promoting new tools to help prevent stillbirths as they become available to ensure more babies arrive safely.

Overview of accounting activities in the year

Income was significantly higher this year due to increased corporate support which included wallet inserts, podcast sponsorship and website sponsorship. We were also thrilled to receive a grant from The National Lottery Communities Fund for £61,600 to which we are extremely grateful. We are also due to receive another £132,595 over the next two years. The grant is to enable us to re-recruit a Hospital Relations Manager (HRM) and a full-time Digital Communications Manager (DCM). The HRM has formed many partnerships with NHS Trusts as well as evaluated the impact of our support. The DCM has monitored changes in safe pregnancy advice and disseminated these as appropriate on our website, through social media, in our newsletters to health professionals and in our CEO presentations. They have also enhanced our website and social media to increase relevance and access for expectant parents at higher risk or with accessibility needs.

Due to the increased corporate support and advanced grant payment, our cash balance at the end of the year was also higher than in previous years putting us in a great starting position for our next financial year, enabling us to purchase more stock upfront and fund the salaries for our HRM and DCM.

Key achievements in the year

We facilitated a focus group with Mummy's Day out to ensure our resources are represented by Black and Asian women, in sync with their culture, to improve inclusion and reach the groups that are 4 times at higher risk of poor pregnancy outcomes. We then produced a charity showcase video for expectant parents to explain who we are, what we do and how we can support them through their pregnancy.

Our free Pregnancy Helpline was expanded to support every expectant parent experiencing anxiety, not just Rainbow parents. We now support and expectant parent feeling fearful or feeling nervous of particular interventions, bereaved parents, midwives who have had to support a bereaved family and midwives also pregnant who are feeling anxious due to their extensive knowledge of potential complications.

We launched The MAMA Podcast featuring a different guest bi-weekly covering various topics such as pregnancy complications, bereavement support, midwifery support and parenting tips as well as maternity rights and how to be culturally conscious.

Report of the Trustees and Directors for the year ended 31 July 2024

Plans for future periods

The MAMA Memory Wallet specifically for bereaved parents is currently being designed by a multidisciplinary group and should be ready to launch next financial year. The Rainbow Wallet is also being designed for parents expecting again following a previous pregnancy loss.

Structure, governance and management

The charity is governed under the Articles of Association, dated 7th June 2013. There is a Board of Trustees that meet quarterly to discuss the charity's activities and objectives. There is a Chairman, Treasurer and Secretary. The Chief Executive Officer is entrusted to deliver the charity's aims on a daily basis and is accountable to the Board of Trustees. Her remuneration is set by the Trustees and reviewed annually.

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Mrs C McDonald (resigned 3rd June 2024)
Mrs L Alexander
Mrs P Mugwani
Ms A Bastianelli
Mrs M Kamall

Risks

The charity is subject to few risks. The Trustees ensure that appropriate safeguards are in place to mitigate these risks, such as reviewing the risk register on a regular basis. The charity ensures that it is made clear that any medical advice is to be discussed with a medical practitioner and the information we provide is for awareness purposes only.

Financial review and Reserves policy

As of 31 July 2024, the charity carries forward funds of £163,924 (2023: £74,823), including cash of £110,144 (2023: £33,945). This includes a reserve cash fund of £28,337 (2023: £28,337), which covers at least three months staff salary costs, set aside in a separate business savers bank account, should the need ever arise to wind up the charity or emergency funds are needed to assist with cash flow in exceptional circumstances.

Responsibilities of the Trustees

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the Trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements company with the Companies Act 2006.

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published on 16 July 2014.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are also responsible for ensuring that the Report of the Trustees and other information included in the Annual Report are prepared in accordance with Charity Law in the United Kingdom. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers and duties.

Ms A Bastianelli **Chair of Trustees**

Report of the Trustees and Directors for the year ended 31 July 2024

Statement of Financial Activities (including Income & Expenditure Account) for the year ended 31 July 2024

			Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
			2024	2024	2024	2023
	Notes		£	£	£	£
Incoming resources						
Incoming resources from generated funds:						
Voluntary income:						
Donations and grants	2		84,564	82,910	167,474	47,274
Bank interest			554	-	554	236
Activities for generating funds:						
Wellbeing Wallets	2		232,242	-	232,242	194,342
Merchandise			119	-	119	131
Total incoming resources			317,479	82,910	400,389	241,983
Resources expended						
Costs of generating funds:						
Costs of generating voluntary income	3		(81,108)	(19,561)	(100,669)	(74,935)
Support costs	3		(3,718)	-	(3,718)	(1,422)
Charitable activities	3		(167,945)	(25,815)	(193,760)	(152,687)
Governance costs	3		(9,727)	(3,414)	(13,141)	(7,922)
Total resources expended			(262,498)	(48,790)	(311,288)	(236,966)
Net movement in funds			54,981	34,120	89,101	5,017
Reconciliation of funds						
Total funds brought forward			56,700	18,123	74,823	69,806
Total funds carried forward			111,681	52,243	163,924	74,823

Report of the Trustees and Directors for the year ended 31 July 2024

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2024

		2024		2023
	Notes	**£**		**£**
Current Assets				
Cash at bank and in hand		110,144		33,945
Stock		2,287		1,896
Debtors	8	107,148		81,277
Current Liabilities				
Creditors	9	(55,655)		(42,295)
Net current assets and Net assets		**163,924**		74,823
Unrestricted Funds				
General Funds	10	**111,681**		56,700
Restricted Funds	10	**52,243**		18,123
Total Funds	11	**163,924**		74,823

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain and audit its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These financial statements were approved by the Trustees on 6th March 2025 and signed on its behalf by

Mrs A Bastianelli

Trustee

Notes forming part of the Financial Statements for the year ended 31 July 2024

1. Accounting Policies

The principal accounting policies are set out below. The accounting policies have been applied consistently through the year.

a) Basis of Preparation

These financial statements have been prepared under the historical cost convention, on a going concern basis, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, Financial Reporting Standard 102 applicable in the UK and Republic of Ireland, taking advantage of the exemptions as set out in section 1A for small entities.

These financial statements have also been prepared in accordance with the Companies Act 2006, and the Charities Act 2011. The charity is a public benefit entity.

b) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from charitable trading activity are accounted for when earned.

Notes forming part of the Financial Statements for the year ended 31 July 2024

d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the cost of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company and include the costs linked to the strategic management of the company.

2. Total incoming resources

	Unrestricted 2024 £	Restricted 2024 £	**Total 2024 £**	Total 2023 £
Donations and grants				
Fundraising & donations	83,820	82,910	**166,730**	46,105
Gift Aid	744	-	**744**	1,169
Wellbeing Wallets/Passports	232,242	-	**232,242**	194,342
Merchandise sales	119	-	**119**	131
Bank interest	554	-	**554**	236
	317,479	82,910	**400,389**	241,983

Notes forming part of the Financial Statements for the year ended 31 July 2024

3. Total resources expended

	2024	2023
Costs of generating voluntary income		£
Marketing & advertising	**6,294**	6,282
Fundraising	**15,526**	7,257
Salary costs	**78,026**	61,396
Events	**823**	0
Support costs		
Website	**3,718**	1,422
Consultancy	**0**	0
Governance costs		
Office costs	**13,141**	7,922
Charitable activities		
Wellbeing Wallets	**115,525**	91,265
Merchandise	**29**	26
Salary costs	**78,026**	61,396
Total resources expended	**311,288**	236,966

4. Net outgoing resources for the year

There is no auditors' remuneration payable as the charitable company is exempt from the scope of an audit due to its size. No payment was made for the independent examination.

5. Trustees Remuneration & Related Party Transactions

During the year no Trustees (2023: none) were remunerated in their role as an employee of the company. Total remuneration of £nil (2023: £nil) was paid to them during the year. During the year, £nil (2023: £nil) was reimbursed to Trustees for travel costs incurred.

Heidi Eldridge was remunerated as Chief Executive to run the charity, authority for the payment was provided on the 15th November 2015 by the Commission under clause 7(1)(c) of the charity's governing document. No other Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Notes forming part of the Financial Statements for the year ended 31 July 2024

6. Staff costs and numbers

Staff costs were as follows:

	2024	2023
	£	£
Wages and Salaries	**147,017**	113,769
Social Security costs	**5,623**	6,794
Pension costs	**3,412**	2,229
	156,052	122,792
Average no: of staff employed	**4.0**	3.3

No employees received employee benefits of more than £60,000. The total employee benefits of the key management personnel of the charity were £47,985.

7. Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1998 or s256 of the Taxation of Chargeable Gains Act 1992 to extent that these are applied to its charitable objectives. No tax charges have arisen in the charity.

8. Debtors

Amounts due within 1 year	2024	2023
	£	£
Trade debtors	**71,950**	12,300
Prepayments	**35,198**	63,975
Other Tax & Social Security	**0**	5,002
	107,148	81,277

Notes forming part of the Financial Statements for the year ended 31 July 2024

9. Creditors

Amounts due within 1 year	**2024**	2023
	£	£
Income received in advance	**38,874**	21,190
Accruals	**16,781**	21,105
	55,655	42,295

10. Analysis of net assets between funds

	General Funds	Restricted Funds	**Total Funds**
	£	£	**£**
Current assets	167,336	52,243	**219,579**
Current liabilities	(55,655)	-	**(55,655)**
Net assets at 31 July 2024	111,681	52,243	**163,924**

11. Movement in funds

	At 31 July 2023	Incoming Resources	Outgoing Resources	At 31 July 2024
	£	£	£	£
Restricted funds	18,123	82,910	(48,790)	52,243
Total restricted funds	18,123	82,910	(48,790)	52,243
Unrestricted funds				
General funds	56,700	317,479	(262,498)	111,681
Total unrestricted funds	56,700	317,479	(262,498)	111,681
Total funds	74,823	400,389	(311,288)	163,924

Notes forming part of the Financial Statements for the year ended 31 July 2024

The movement in restricted funds in the year were as follows:-

	At 31 July 2023	Incoming	Outgoing	At 31 July 2024	Notes
	£	£	£	£	
Hospital Saturday fund 2021	313	-	(313)	-	Hampshire hospitals passports
Hospital Saturday fund 2023	2,000	-	(2,000)	-	Rainbow helpline
Schroder Trust	2,500	-	(1,540)	960	Royal Derby passports
Elizabeth Rathbone	750	-	(750)	-	S. Warwickshire and University Hospitals, Sussex passports
Malling Lions	210	-	(210)	-	Tommys passports
Lottery Community Fund	8,674	-	(1,649)	7,025	Rainbow Helpline
Surrey Heartlands NHS Charity	3,676	-	(3,676)	-	Surrey hospitals passports
National Lottery grant	-	61,600	(38,652)	22,948	Staff salaries support
National Lottery grant	-	19,810	-	19,810	Migrants & Travellers
Iolanthe Midwifery Trust	-	1,500	0	1,500	10,000 memory wallets
Total restricted funds	**18,123**	**82,910**	**(48,790)**	**52,243**	

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

Charitable Company

I report on the accounts of the company for the year ended 31 July 2024, which are set out on pages 1 to 15.

Respective responsibilities of Trustees and 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.

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 independent Examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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:

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

- 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 requirements 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.

Louise Underwood FCA

Accounts

Mums and Midwives Awareness Academy

(A Company limited by guarantee)

Report and Financial Statements for the year ended 31 July 2023

Charity Registration Number: 1153325

Company Number: 8606581

Contents

Report of the Trustees and Directors for the year ended 31 July 2023

Reference and Administrative Information

Charity Name	Mums and Midwives Awareness Academy
Charity Registration Number	1153325
Company Registration Number	8606581
Registered Office	12 Constance Street International House London E16 2DQ
Operational address	10 Hartland Close Addlestone Surrey KT15 3AD

Trustees

Mr R Meltzer
Mrs C McDonald
Mrs L Alexander
Mrs P Mugwani
Ms A Bastianelli
Mrs M Kamall

Chief Executive Officer

Mrs H Eldridge

Bankers

HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

Report of the Trustees and Directors for the year ended 31 July 2023

The Trustees and Directors are pleased to present their report and financial statements for the company for the year ended 31 July 2023.

Purpose and Aims

MAMA Academy has been helping to save babies lives since 2012. Sadly, the UK has one of the highest stillbirth rates in the developed world with the majority of deaths potentially preventable. We believe this is unacceptable.

Since MAMA Academy was launched, the number of stillbirths began a significant decline for the first time in 20 years. We remain committed to seeing a continuous decline in stillbirth and neonatal death rates.

Our vision is for there to be no more preventable stillbirths in the UK. Our mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely.

Focus of our work

- To undertake focused campaigning and lobbying to enable more babies to arrive safely
- Network and collaborate with key stakeholders to promote what needs to be done to minimise stillbirth
- Support maternity professionals to deliver consistent best practice across the UK
- Grow a well governed and managed organisation to create a stable and sustainable platform from which to achieve our ambitious vision

How our activities deliver public benefit

MAMA Wellbeing Wallets have been saving babies lives since 2014 and are currently distributed in over 100 NHS Trusts to complement the government's strategy of halving stillbirths by 2025. The content on the wallet empowers parents with the Department of Health's Safer Pregnancy messaging. The wallets (and now our Pregnancy Passports for digital Trusts) are usually given to expectant parents by their midwife at the booking appointment to protect the antenatal notes and aid discussions such as quitting smoking and reduced movements, elements of the NHS Saving Babies Lives care bundle.

We also offer an educational website with essential health information to empower parents with the symptoms of complications that need reporting to their maternity team without delay. Our positive approach also supports bereaved parents throughout their next pregnancy, giving them the hope and confidence they need to feel in control of their care.

Report of the Trustees and Directors for the year ended 31 July 2023

We also keep midwives up to date with current research and guidelines, as well as promoting new tools to help prevent stillbirth as they become available to ensure more babies arrive safely.

Overview of accounting activities in the year

Fundraising income was lower than expected this year due to our Fundraising Manager embarking on maternity leave from October to July and we had difficulty recruiting a suitable interim replacement. A comprehensive fundraising plan is in place for the year ahead. Several grant applications have also been submitted which we are hoping will come to fruition next year. Wallet orders were also unusually low in quarter 4 but we expect strong orders in the early part of next year.

Our cash balance at the end of the year was lower than in the previous year as we now have over 100,000 Wellbeing Wallets and 50,000 Passports paid for up front and therefore no other large invoices will be due in the next quarter, putting us in a great starting position for our next financial year.

Key achievements in the year

Our Pregnancy Passports were translated into a further ten languages.

A safer pregnancy awareness video for expectant parents was produced and British Sign Language filmed and embedded for inclusivity.

Our first Academy Awards Ceremony took place to celebrate healthcare professionals and student midwives caring for families in the maternity sector.

Antenatal floor banners were made available for NHS Trusts to display in antenatal areas so expectant parents know when they should call their midwife.

Our free Rainbow Pregnancy Helpline was launched for expectant parents who have experienced previous baby loss. This is helping to reduce stress and anxiety for parents who have a higher chance of having a stillbirth.

Plans for future periods

We plan to employ a full time Digital Communications Manager to develop accessible healthy pregnancy tools (videos, captioning, translations) and monitor changes in safe pregnancy advice and disseminate these as appropriate on our website, through social media, in our newsletters to health professionals and in CEO presentations. They will also enhance our

Report of the Trustees and Directors for the year ended 31 July 2023

website and social media to increase relevance and access for expectant parents at higher risk or with accessibility needs.

We intend to design and disseminate a new MAMA Wallet specifically for bereaved parents which will be given to them via the hospital on discharge which could be on the postnatal ward or early pregnancy unit. The wallet will signpost to local services of support as well as memory making suggestions.

We plan to facilitate a focus group with Mummy's Day out to ensure our resources are represented by black and brown skinned women, in sync with their culture, to improve inclusion and reach the groups that are 4 times at higher risk of poor pregnancy outcomes.

We are also planning to record a variety of podcasts with different guests to raise awareness of pregnancy complications, bereavement support, midwifery support and parenting tips as well as maternity rights and how to be culturally conscious.

Structure, governance and management

The charity is governed under the Articles of Association, dated 7th June 2013. There is a Board of Trustees that meet quarterly to discuss the charity's activities and objectives. There is a Chairman, Treasurer and Secretary. The Chief Executive Officer is entrusted to deliver the charity's aims on a daily basis and is accountable to the Board of Trustees. Her remuneration is set by the Trustees and reviewed annually. Robin Meltzer stepped down as Chair on the 27th November 2023 and Amanda Bastianelli took over the position.

All Trustees are provided with our Articles of Association, latest set of accounts, insurance summary and government guidance on becoming a trustee. They have access to all current policies and are required to complete a Fit & Proper Declaration Form prior to being invited to join the Board. The Trustees who served during the year were:

Mr R Meltzer
Mrs C McDonald
Mrs L Alexander
Mrs P Mugwani (appointed 28th February 2023)
Ms A Bastianelli (appointed 4th September 2023)
Mrs M Kamall (appointed 27th November 2023)
Mrs A Bowles (resigned 5th September 2022)

Report of the Trustees and Directors for the year ended 31 July 2023

Risks

The charity is subject to few risks. The Trustees ensure that appropriate safeguards are in place to mitigate these risks, such as reviewing the risk register on a regular basis. The charity ensures that it is made clear that any medical advice is to be discussed with a medical practitioner and the information we provide is for awareness purposes only.

Financial review and Reserves policy

As at 31 July 2023, the charity carries forward funds of £74,823 (2022: £69,806), including cash of £33,945 (2022: £56,928). This includes a reserve cash fund of £28,337 (2022: £28,102), which covers at least three months staff salary costs, set aside in a separate business savers bank account, should the need ever arise to wind up the charity or emergency funds are needed to assist with cash flow in exceptional circumstances.

Responsibilities of the Trustees

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the Trustees should follow best practice and

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements company with the Companies Act 2006.

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended

Report of the Trustees and Directors for the year ended 31 July 2023

Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are also responsible for ensuring that the Report of the Trustees and other information included in the Annual Report are prepared in accordance with Charity Law in the United Kingdom. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers and duties.

Ms A Bastianelli

Chair of Trustees (appointed November 2023)

Statement of Financial Activities (including Income & Expenditure Account) for the year ended 31 July 2023

			Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
			2023	**2023**	**2023**	**2022**
	Notes		**£**	**£**	**£**	**£**
Incoming resources						
Incoming resources from generated funds:						
Voluntary income:						
Donations and grants	2		35,204	12,070	47,274	64,523
Bank interest			236	-	236	7
Activities for generating funds:						
Wellbeing Wallets	2		194,342	-	194,342	213,042
Merchandise			131	-	131	237
Total incoming resources			229,913	12,070	241,983	277,809
Resources expended						
Costs of generating funds:						
Costs of generating voluntary income	3		(74,877)	(58)	(74,935)	(69,663)
Support costs	3		(1,411)	(11)	(1,422)	(6,832)
Charitable activities	3		(143,097)	(9,590)	(152,687)	(175,810)
Governance costs	3		(6,804)	(1,118)	(7,922)	(5,653)
Total resources expended			(226,189)	(10,777)	(236,966)	(257,958)
Net movement in funds			3,724	1,293	5,017	19,851
Reconciliation of funds						
Total funds brought forward			52,976	16,830	69,806	49,955
Total funds carried forward			56,700	18,123	74,823	69,806

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2023

		2023	2022
	Notes	**£**	**£**
Current Assets			
Cash at bank and in hand		33,945	56,928
Stock		1,896	1,430
Debtors	8	81,277	64,343
Current Liabilities			
Creditors	9	(42,295)	(52,895)
Net current assets and Net assets		**74,823**	69,806
Unrestricted Funds			
General Funds	10	**56,700**	52,976
Restricted Funds	10	**18,123**	16,830
Total Funds	11	**74,823**	69,806

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain and audit its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These financial statements were approved by the Trustees on 18 March 2024 and signed on its behalf by

Ms A Bastianelli

Chair of Trustees

Notes forming part of the Financial Statements for the year ended 31 July 2023

1. Accounting Policies

The principal accounting policies are set out below. The accounting policies have been applied consistently through the year.

a) Basis of Preparation

These financial statements have been prepared under the historical cost convention, on a going concern basis, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, Financial Reporting Standard 102 applicable in the UK and Republic of Ireland, taking advantage of the exemptions as set out in section 1A for small entities.

These financial statements have also been prepared in accordance with the Companies Act 2006, and the Charities Act 2011. The charity is a public benefit entity.

b) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from charitable trading activity are accounted for when earned.

Notes forming part of the Financial Statements for the year ended 31 July 2023

d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the cost of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company and include the costs linked to the strategic management of the company.

2. Total incoming resources

	Unrestricted 2023 £	Restricted 2023 £	**Total 2023 £**	Total 2022 £
Donations and grants				
Fundraising & donations	34,035	12,070	**46,105**	62,503
Gift Aid	1,169	-	**1,169**	2,020
Wellbeing Wallets	194,342	-	**194,342**	213,042
Merchandise sales	131	-	**131**	237
Bank interest	236	-	**236**	7
	229,913	12,070	**241,983**	277,809

Notes forming part of the Financial Statements for the year ended 31 July 2023

3. Total resources expended

	2023	2022
Costs of generating voluntary income	**£**	£
Marketing & advertising	**6,282**	5,824
Fundraising	**7,257**	7,227
Salary costs	**61,396**	55,943
Events	**-**	669
Support costs		
Website	**1,422**	1,682
Consultancy	**-**	5,150
Governance costs		
Office costs	**7,922**	5,653
Charitable activities		
Wellbeing Wallets	**91,265**	119,458
Merchandise	**26**	408
Salary costs	**61,396**	55,943
Total resources expended	**236,966**	257,958

4. Net outgoing resources for the year

There is no auditors' remuneration payable as the charitable company is exempt from the scope of an audit due to its size. No payment was made for the independent examination.

5. Trustees Remuneration & Related Party Transactions

During the year no Trustees (2022: none) were remunerated in their role as an employee of the company. Total remuneration of £nil (2022: £nil) was paid to them during the year. During the year, £nil (2022: £nil) was reimbursed to Trustees for travel costs incurred.

Heidi Eldridge was remunerated as Chief Executive to run the charity, authority for the payment was provided on the 15th November 2015 by the Commission under clause 7(1)(c) of the charity's governing document. No other Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Notes forming part of the Financial Statements for the year ended 31 July 2023

6. Staff costs and numbers

Staff costs were as follows:

	2023	2022
	£	£
Wages and Salaries	**113,769**	104,510
Social Security costs	**6,794**	4,644
Pension costs	**2,229**	2,732
	122,792	111,886
Average no: of staff employed	**3.3**	3.3

No employees received employee benefits of more than £60,000. The total employee benefits of the key management personnel of the charity were £42,106.

7. Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1998 or s256 of the Taxation of Chargeable Gains Act 1992 to extent that these are applied to its charitable objectives. No tax charges have arisen in the charity.

8. Debtors

Amounts due within 1 year	2023	2022
	£	£
Trade debtors	**12,300**	27,413
Prepayments	**63,975**	36,190
Other Tax & Social Security	**5,002**	740
	81,277	64,343

Notes forming part of the Financial Statements for the year ended 31 July 2023

9. Creditors

Amounts due within 1 year	**2023**	2022
	£	£
Income received in advance	**21,190**	27,140
Accruals	**21,105**	25,755
	42,295	52,895

10. Analysis of net assets between funds

	General Funds	Restricted Funds	**Total Funds**
	£	£	**£**
Current assets	98,995	18,123	**117,118**
Current liabilities	(42,295)	0	**(42,295)**
Net assets at 31 July 2022	56,700	18,123	**74,822**

11. Movement in funds

	At 31 July 2022	Incoming Resources	Outgoing Resources	At 31 July 2023
	£	£	£	£
Restricted funds				
Total restricted funds	16,830	12,070	(10,777)	18,123
Unrestricted funds				
General funds	52,976	229,913	(226,189)	56,700
Total unrestricted funds	52,976	229,913	(226,189)	56,700
Total funds	69,806	241,983	(236,966)	74,823

The movement in restricted funds in the year were as follows:-

- £2,000 Hospital Saturday fund, which was brought forward, was partly spent supplying Passports and Wallets to Wythenshaw, Sheffield and South Warwickshire Hospitals, and the balance of £312.50 is carried forward.
- A grant of £2,500 received from the Schroder Trust in the previous year is carried forward.
- £1,500 Elizabeth Rathbone grant was partly spent suppling Wallets to St Helens and Knowsley Hospitals and the balance of £750 is carried forward.

Notes forming part of the Financial Statements for the year ended 31 July 2023

- A second grant of £2,000 from the Hospital Saturday Fund is carried forward.
- A grant of £210 from Malling Lions for Safety banners is carried forward.
- A grant of £9,860 from the Lottery Community Fund to support the Rainbow Helpline was partly spent, and the balance of £8,674 is carried forward.
- A grant of £15,634 was received from Surrey Heartlands NHS Charity and has been partly spent on providing a regular supply of passports to Surrey hospitals. The remaining balance of £3,676 is carried forward and is fully allocated.

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

Charitable Company

I report on the accounts of the company for the year ended 31 July 2023, which are set out on pages 1 to 14.

Respective responsibilities of Trustees and 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.

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 independent Examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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 requirements of section 396 of the Companies Act 2006 and with the

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

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.

L Underwood.

Louise Underwood FCA

Accounts

Mums and Midwives Awareness Academy

(A Company limited by guarantee)

Report and Financial Statements for the year ended 31 July 2022

Charity Registration Number: 1153325

Company Number: 8606581

Mums and Midwives Awareness Academy
Company Number: 8606581
Report and Financial Statements

Contents

Reference and Administrative Information

Charity Name	Mums and Midwives Awareness Academy
Charity Registration Number	1153325
Company Registration Number	8606581
Registered Office	12 Constance Street International House London E16 2DQ
Operational address	10 Hartland Close Addlestone Surrey KT15 3AD

Trustees
Mr R Meltzer
Mrs C McDonald
Mrs L Alexander
Mrs T Mugwani

Chief Executive Officer
Mrs H Eldridge

Bankers
HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

Report of the Trustees and Directors for the year ended 31 July 2022

The Trustees and Directors are pleased to present their report and financial statements for the company for the year ended 31 July 2022.

Purpose and Aims

MAMA Academy has been helping to save babies lives since 2012. Sadly, the UK has one of the highest stillbirth rates in the developed world with the majority of deaths potentially preventable. We believe this is unacceptable.

Since MAMA Academy was launched, the number of stillbirths began a significant decline for the first time in 20 years. We remain committed to seeing a continuous decline in stillbirth and neonatal death rates.

Our vision is for there to be no more preventable stillbirths in the UK. Our mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely.

Focus of our work

- To undertake focused campaigning and lobbying to enable more babies to arrive safely
- Network and collaborate with key stakeholders to promote what needs to be done to minimise stillbirth
- Support maternity professionals to deliver consistent best practice across the UK
- Grow a well governed and managed organisation to create a stable and sustainable platform from which to achieve our ambitious vision

How our activities deliver public benefit

MAMA Wellbeing Wallets have been saving babies lives since 2014 and are currently distributed in over 100 NHS Trusts to compliment the government's strategy of halving stillbirths by 2025. The content on the wallet empowers parents with the Department of Health's Safer Pregnancy messaging. The wallets (and now our Pregnancy Passports for digital Trusts) are usually given to expectant parents by their midwife at the booking appointment to protect the antenatal notes and aid discussions such as quitting smoking and reduced movements, elements of the NHS Saving Babies Lives care bundle.

We also offer an educational website with essential health information to empower parents with the symptoms of complications that need reporting to their maternity team without delay. Our positive approach also supports bereaved parents throughout their next pregnancy, giving them the hope and confidence they need to feel in control of their care.

Report of the Trustees and Directors for the year ended 31 July 2022

In addition, we keep midwives up to date with current research and guidelines, as well as promoting new tools to help prevent stillbirth as they become available to ensure more babies arrive safely.

Key achievements in the year

Our #MyWhy campaign encouraged pregnant women and birthing people to have the Covid vaccinations to reduce their risk of contracting Covid-19 as they are in the higher risk vulnerable health group.

Personalised Pregnancy stickers to accompany our Pregnancy Passports were created to assist midwives with comparing smoking CO readings and to alert them of a previous pregnancy loss as well as pronoun preferences.

An audio version of our Pregnancy Passport for visually impaired parents was recorded and uploaded onto our website.

Antenatal floor banners were made available for NHS Trusts to display in antenatal areas so expectant parents know when they should call their midwife.

Plans for future periods

An award ceremony to celebrate and acknowledge the hard work and dedication of healthcare professionals in the maternity sector. This will help boost moral amongst the current midwifery staffing crisis.

Awareness video's to empower expectant parents on when to call their midwife to be displayed in antenatal areas as well as our website and social media channels. British sign language to be included.

A free helpline for expectant parents who have experienced a previous late loss. This will help to reduce stress and anxiety for parents who have a higher chance of having a stillbirth.

To translate our Pregnancy Passports into more languages.

Report of the Trustees and Directors for the year ended 31 July 2022

Structure, governance and management

The charity is governed under the Articles of Association, dated 7th June 2013. There is a Board of Trustees that meet quarterly to discuss the charity's activities and objectives. There is a Chairman, Treasurer and Secretary. The Chief Executive Officer is entrusted to deliver the charity's aims on a daily basis and is accountable to the Board of Trustees. Her remuneration is set by the Trustees and reviewed annually.

All Trustees are provided with our Articles of Association, latest set of accounts, insurance summary and government guidance on becoming a trustee. They have access to all current policies and are required to complete a Fit & Proper Declaration Form prior to being invited to join the Board. The Trustees who served during the year were:

Mr R Meltzer
Mrs C McDonald
Mrs L Alexander
Mrs T Mugwani (appointed 28th February 2023)
Mrs A Bowles (resigned 5th September 2022)

Risks

The charity is subject to few risks. The Trustees ensure that appropriate safeguards are in place to mitigate these risks, such as reviewing the risk register on a regular basis. The Trustees consider the impact of the Covid-19 pandemic, ensuring appropriate actions are taken to manage costs. The charity ensures that it is made clear that any medical advice is to be discussed with a medical practitioner and the information we provide is for awareness purposes only.

Financial review and Reserves policy

As at 31 July 2022, the charity carries forward funds of £69,806 (2021: £49,955), including cash of £56,928 (2021: £47,856). This includes a reserve cash fund of £28,102 (2021: £28,095), which covers at least three months staff salary costs, set aside in a separate business savers bank account, should the need ever arise to wind up the charity or emergency funds are needed to assist with cash flow in exceptional circumstances.

Report of the Trustees and Directors for the year ended 31 July 2022

Responsibilities of the Trustees

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the Trustees should follow best practice and

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements company with the Companies Act 2006.

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published on 16 July 2014.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are also responsible for ensuring that the Report of the Trustees and other information included in the Annual Report are prepared in accordance with Charity Law in the United Kingdom. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers and duties

Robyn Matthews

Report of the Trustees and Directors for the year ended 31 July 2022

Mr R Meltzer

Statement of Financial Activities (including Income & Expenditure Account) for the year ended 31 July 2022

	Notes	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Incoming resources					
Incoming resources from generated funds:					
Voluntary income:					
Donations and grants	2	44,889	19,634	64,523	31,410
Bank interest		7	-	7	3
Activities for generating funds:					
Wellbeing Wallets	2	213,042	-	213,042	177,745
Merchandise		237	-	237	1,641
Total incoming resources		258,175	19,634	277,809	210,799
Resources expended					
Costs of generating funds:					
Costs of generating voluntary income	3	(69,663)	-	(69,663)	(56,729)
Support costs	3	(6,832)	-	(6,832)	(2,179)
Charitable activities	3	(171,006)	(4,804)	(175,810)	(159,294)
Governance costs	3	(5,653)	-	(5,653)	(8,923)
Total resources expended		(253,154)	(4,804)	(257,958)	(227,125)
Net movement in funds		5,021	14,830	19,851	(16,326)
Reconciliation of funds					
Total funds brought forward		47,955	2,000	49,955	66,281
Total funds carried forward		52,976	16,830	69,806	49,955

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2022

	Notes	2022 £	2021 £
Current Assets			
Cash at bank and in hand		56,928	47,856
Stock		1,430	862
Debtors	8	64,343	23,654
Current Liabilities			
Creditors	9	(52,895)	(22,417)
Net current assets and Net assets		**69,806**	49,955
Unrestricted Funds			
General Funds	10	**52,976**	47,955
Restricted Funds	10	**16,830**	2,000
Total Funds	11	**69,806**	49,955

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain and audit its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These financial statements were approved by the Trustees on 13 April 2023 and signed on its behalf by

Robyn Meltzer

Mr R Meltzer

Trustee

1. Accounting Policies

The principal accounting policies are set out below. The accounting policies have been applied consistently through the year.

a) Basis of Preparation

These financial statements have been prepared under the historical cost convention, on a going concern basis, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, Financial Reporting Standard 102 applicable in the UK and Republic of Ireland, taking advantage of the exemptions as set out in section 1A for small entities.

These financial statements have also been prepared in accordance with the Companies Act 2006, and the Charities Act 2011. The charity is a public benefit entity.

b) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from charitable trading activity are accounted for when earned.

Notes forming part of the Financial Statements for the year ended 31 July 2022

d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the cost of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company and include the costs linked to the strategic management of the company.

2. Total incoming resources

	Unrestricted 2022 £	Restricted 2022 £	**Total 2022 £**	Total 2021 £
Donations and grants				
Fundraising & donations	42,869	19,634	**62,503**	29,998
Gift Aid	2,020	-	**2,020**	1,412
Wellbeing Wallets	213,042	-	**213,042**	177,745
Merchandise sales	237	-	**237**	1,641
Bank interest	7	-	**7**	3
	258,175	19,634	**277,809**	210,799

Notes forming part of the Financial Statements for the year ended 31 July 2022

3. Total resources expended

	2022	2021
Costs of generating voluntary income	**£**	£
Marketing & advertising	**5,824**	3,280
Fundraising	**7,227**	7,099
Salary costs	**55,943**	46,351
Events	**669**	-
Support costs		
Website	**1,682**	2,179
Consultancy	**5,150**	-
Governance costs		
Office costs	**5,653**	8,923
Charitable activities		
Wellbeing Wallets	**119,458**	112,334
Merchandise	**408**	608
Salary costs	**55,943**	46,351
Total resources expended	**257,958**	227,125

4. Net outgoing resources for the year

There is no auditors' remuneration payable as the charitable company is exempt from the scope of an audit due to its size. No payment was made for the independent examination.

5. Trustees Remuneration & Related Party Transactions

During the year no Trustees (2021: none) were remunerated in their role as an employee of the company. Total remuneration of £nil (2021: £nil) was paid to them during the year. During the year, £nil (2021: £nil) was reimbursed to Trustees for travel costs incurred.

Heidi Eldridge was remunerated as Chief Executive to run the charity, authority for the payment was provided on the 15th November 2015 by the Commission under clause 7(1)(c) of the charity's governing document. No other Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Notes forming part of the Financial Statements for the year ended 31 July 2022

6. Staff costs and numbers

Staff costs were as follows:

	2022	2021
	£	£
Wages and Salaries	104,510	88,201
Social Security costs	4,644	2,760
Pension costs	2,732	1,740
	111,886	92,701
Average no: of staff employed	3.3	3.5

No employees received employee benefits of more than £60,000. The total employee benefits of the key management personnel of the charity were £41,514.

During the first month of the year, the company participated in the UK Government's Job Retention Scheme. One employee was subject to the scheme and an amount of £599 (2021: £10,176) was received during the year.

7. Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1998 or s256 of the Taxation of Chargeable Gains Act 1992 to extent that these are applied to its charitable objectives. No tax charges have arisen in the charity.

8. Debtors

Amounts due within 1 year	2022	2021
	£	£
Trade debtors	27,413	11,220
Prepayments	36,190	10,600
Other Tax & Social Security	740	1,834
	64,343	23,654

Notes forming part of the Financial Statements for the year ended 31 July 2022

9. Creditors

Amounts due within 1 year	**2022**	2021
	£	£
Income received in advance	**27,140**	22,061
Accruals	**25,755**	356
	52,895	22,417

10. Analysis of net assets between funds

	General Funds	Restricted Funds	**Total Funds**
	£	£	**£**
Current assets	105,871	16,830	**122,701**
Current liabilities	(52,895)	0	**(52,895)**
Net assets at 31 July 2022	52,976	16,830	**69,806**

11. Movement in funds

	At 31 July 2021	Incoming Resources	Outgoing Resources	At 31 July 2022
	£	£	£	£
Restricted funds				
Wellbeing Wallets	2,000	19,634	(4,804)	16,830
Total restricted funds	2,000	19,634	(4,804)	16,830
Unrestricted funds				
General funds	47,955	258,175	(253,154)	52,976
Total unrestricted funds	47,955	258,175	(253,154)	52,976
Total funds	47,955	277,809	(257,958)	69,806

The movement in restricted funds in the year were as follows:-

- £2,000 Hospital Saturday fund which was carried forward was partly spent supplying Passports and Wallets to Wythenshaw and Sheffield Hospitals; the balance of £875 to be carried forward.
- A grant of £2,500 was received from the Schroder Trust and will be carried forward.
- A grant of £1,500 was received from Elizabeth Rathbone and will be carried forward.

Notes forming part of the Financial Statements for the year ended 31 July 2022

- A grant of £15,634 was received from Surrey Heartlands NHS Charity which has been partly spent on providing a regular supply of passports to Surrey hospitals. The remaining balance of £11,955 will be carried forward and is fully allocated.

Charitable Company

I report on the accounts of the company for the year ended 31 July 2022, which are set out on pages 1 to 15.

Respective responsibilities of Trustees and 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.

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 independent Examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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 requirements of section 396 of the Companies Act 2006 and with the

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

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.

Louise Underwood FCA

Accounts

Mums and Midwives Awareness Academy

(A Company limited by guarantee)

Report and Financial Statements for the year ended 31 July 2021

Charity Registration Number: 1153325

Company Number: 8606581

Contents

Report of the Trustees and Directors for the year ended 31 July 2021

Reference and Administrative Information

Charity Name	Mums and Midwives Awareness Academy
Charity Registration Number	1153325
Company Registration Number	8606581
Registered Office	12 Constance Street International House London E16 2DQ
Operational address	10 Hartland Close Addlestone Surrey KT15 3AD

Trustees

Mr R Meltzer
Mrs A Bowles
Mrs C McDonald
Mrs L Alexander

Chief Executive Officer

Mrs H Eldridge

Bankers

HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

Report of the Trustees and Directors for the year ended 31 July 2021

The Trustees and Directors are pleased to present their report and financial statements for the company for the year ended 31 July 2021.

Purpose and Aims

MAMA Academy has been helping to save babies lives since 2012. Sadly, the UK has one of the highest stillbirth rates in the developed world with the majority of deaths potentially preventable. We believe this is unacceptable.

Since MAMA Academy was launched, the number of stillbirths began a significant decline for the first time in 20 years. We remain committed to seeing a continuous decline in stillbirth and neonatal death rates.

Our vision is for there to be no more preventable stillbirths in the UK. Our mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely.

Focus of our work

- To undertake focused campaigning and lobbying to enable more babies to arrive safely
- Network and collaborate with key stakeholders to promote what needs to be done to minimise stillbirth
- Support maternity professionals to deliver consistent best practice across the UK, and
- Grow a well governed and managed organisation to create a stable and sustainable platform from which to achieve our ambitious vision.

How our activities deliver public benefit

MAMA Wellbeing Wallets have been saving babies lives since 2014 and are currently distributed in over 100 NHS Trusts to compliment the government's strategy of halving stillbirths by 2025. The content on the wallet empowers parents with the Department of Health's Safer Pregnancy messaging. The wallets (and now our Pregnancy Passports for digital Trusts) are usually given to expectant parents by their midwife at the booking appointment to protect the antenatal notes and aid discussions such as quitting smoking and reduced movements, elements of the NHS Saving Babies Lives care bundle.

Report of the Trustees and Directors for the year ended 31 July 2021

We also offer an educational website with official, trusted, essential health information to empower parents with the symptoms of complications that need to be reported to their maternity team without delay. Our positive approach also supports bereaved parents throughout their next pregnancy, giving them the hope and confidence that they need to feel in control of their care.

Keeping midwives up to date with current research and guidelines, as well as promoting new tools to help prevent stillbirth as they become available, ensures more babies arrive safely.

Key achievements in the year

We created a new role and recruited Chris Binnie, our Business Development Manager, to continue our close relations with healthcare professionals and support NHS Trusts to distribute our Wellbeing Wallets/ Pregnancy Passports to reach many more expectant parents.

A new panel of Academy Advisers joined our Advisory Board enabling us to incorporate a wider range of elements of safer pregnancy. We firmly believe that incremental and marginal gains in a large number of areas will all, ultimately, contribute to a safer and healthier experience for parents and babies, and from there to better pregnancy outcomes. This has given us a broad spectrum of expertise to provide the vital clinical oversight for our safer pregnancy messaging and resources to keep them current, accurate and evidence-based. This also helps us to make sure we're communicating the relevant information effectively and engagingly to parents or professionals.

Whilst our Fundraising Manager was furloughed and funds were extremely limited during the pandemic, we continued to support NHS maternity services by acting as a lifeline for expectant parents, journeying with them throughout their pregnancy. We constantly kept anxious parents up to date with current restrictions and latest coronavirus advice.

Plans for future periods

Future plans include:

- A campaign to encourage pregnant women and birthing people to have the covid vaccinations to reduce their risk of contracting Covid-19 as they are in the higher risk vulnerable health group
- Personalised Pregnancy stickers to accompany our Pregnancy Passports which will include pregnancy after loss, smoking CO readings and pronoun preferences
- An audio version of our Pregnancy Passport for visually impaired parents

Report of the Trustees and Directors for the year ended 31 July 2021

- Antenatal floor banners for NHS Trusts to display in antenatal areas so expectant parents know when they should call their midwife.

Structure, governance and management

The charity is governed under the Articles of Association, dated 7th June 2013. There is a Board of Trustees that meet quarterly to discuss the charity's activities and objectives. There is a Chairman, Treasurer and Secretary. The Chief Executive Officer is entrusted to deliver the charity's aims on a daily basis and is accountable to the Board of Trustees. Her remuneration is set by the Trustees and reviewed annually.

All Trustees are provided with our Articles of Association, latest set of accounts, insurance summary and government guidance on becoming a trustee. They have access to all current policies and are required to complete a Fit & Proper Declaration Form prior to being invited to join the Board. The Trustees who served during the year were:

Mr R Meltzer
Mrs A Bowles
Mrs C McDonald
Mrs L Alexander
Mr N Critchell (resigned 26 August 2021)

Risks

The charity is subject to few risks. The Trustees ensure that appropriate safeguards are in place to mitigate these risks, such as reviewing the risk register on a regular basis. The charity ensures that it is made clear that any medical advice is to be discussed with a medical practitioner and the information we provide is for awareness purposes only.

The global Covid-19 pandemic has led to a decrease in fundraising events and therefore income, but also increased demand for our services. The Trustees consider this ongoing risk on a regular basis, and ensure appropriate actions are being taken to manage costs.

Financial review and Reserves policy

As at 31 July 2021, the charity carries forward funds of £49,955 (2020: £66,281), including cash of £47,856. This includes a reserve cash fund of £28,095 (2020: £28,092), which covers at least three months staff salary costs, set aside in a separate business savers bank account, should the need ever arise to wind up the charity or emergency funds are needed to assist with cash flow in exceptional circumstances.

Report of the Trustees and Directors for the year ended 31 July 2021

Responsibilities of the Trustees

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the Trustees should follow best practice and

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements, and
- Prepare the financial statements on the going concern basis unless it is not appropriate to assume that the company will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements company with the Companies Act 2006.

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published on 16 July 2014.

The Trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are also responsible for ensuring that the Report of the Trustees and other information included in the Annual Report are prepared in accordance with Charity Law in the United Kingdom. The Trustees have complied with their duty to have due regard to the guidance on public benefit published by the commission in exercising their powers and duties.

Mr R Meltzer

Statement of Financial Activities (including Income & Expenditure Account) for the year ended 31 July 2021

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2021	**2021**	**2021**	**2020**
	Notes	**£**	**£**	**£**	**£**
Incoming resources					
Incoming resources from generated funds:					
Voluntary income:					
Donations and grants	2	26,910	4,500	31,410	59,724
Bank interest		3	-	3	48
Activities for generating funds:					
Wellbeing Wallets		177,745	-	177,745	135,717
Merchandise		1,641	-	1,641	3,654
Total incoming resources		206,299	4,500	210,799	199,143
Resources expended					
Costs of generating funds:					
Costs of generating voluntary income	3	(56,729)	-	(56,729)	(49,747)
Support costs	3	(2,179)	-	(2,179)	(2,202)
Charitable activities	3	(150,743)	(8,551)	(159,294)	(140,845)
Governance costs	3	(8,923)	-	(8,923)	(4,469)
Total resources expended		(218,574)	(8,551)	(227,125)	(197,263)
Net movement in funds		(12,275)	(4,051)	(16,326)	1,880
Reconciliation of funds					
Total funds brought forward		60,230	6,051	66,281	64,401
Total funds carried forward		47,955	2,000	49,955	66,281

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2021

		2021	2020
	Notes	**£**	**£**
Current Assets			
Cash at bank and in hand		47,856	42,538
Stock		862	1,017
Debtors	8	23,654	37,113
Current Liabilities			
Creditors	9	(22,417)	(14,387)
Net current assets and Net assets		**49,955**	66,281
Unrestricted Funds			
General Funds	10	**47,955**	60,230
Restricted Funds	10	**2,000**	6,051
Total Funds	11	**49,955**	66,281

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

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. No members have required the company to obtain and audit its accounts for the year in question in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and preparation of accounts.

These financial statements were approved by the Trustees on 26 April 2022 and signed on its behalf by

Mr R Meltzer

Trustee

Notes forming part of the Financial Statements for the year ended 31 July 2021

1. Accounting Policies

The principal accounting policies are set out below. The accounting policies have been applied consistently through the year.

a) Basis of Preparation

These financial statements have been prepared under the historical cost convention, on a going concern basis, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, Financial Reporting Standard 102 applicable in the UK and Republic of Ireland, taking advantage of the exemptions as set out in section 1A for small entities.

These financial statements have also been prepared in accordance with the Companies Act 2006, and the Charities Act 2011. The charity is a public benefit entity.

b) Fund Accounting

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable. Grants, where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from charitable trading activity are accounted for when earned.

Notes forming part of the Financial Statements for the year ended 31 July 2021

d) Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income and the cost of trading for fundraising purposes.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company and include the costs linked to the strategic management of the company.

2. Donations

	Unrestricted 2021 £	Restricted 2021 £	**Total 2021 £**	Total 2020 £
Wellbeing Wallets	177,745	-	**177,745**	135,717
Fundraising & donations	25,498	4,500	**29,998**	57,855
Gift Aid	1,412	-	**1,412**	1,869
Merchandise sales	1,641	-	**1,641**	3,654
Bank interest	3	-	**3**	48
	206,299	4,500	**210,799**	199,143

Notes forming part of the Financial Statements for the year ended 31 July 2021

3. Total resources expended

	2021	2020
Costs of generating voluntary income	**£**	£
Marketing & advertising	**3,280**	888
Fundraising	**7,099**	4,573
Salary costs	**46,351**	43,868
Events	**-**	418
Support costs		
Website	**2,179**	2,202
Governance costs		
Office costs	**8,923**	4,469
Charitable activities		
Wellbeing Wallets	**112,334**	94,468
Merchandise	**608**	2,509
Salary costs	**46,351**	43,868
Total resources expended	**227,125**	197,263

4. Net outgoing resources for the year

There is no auditors' remuneration payable as the charitable company is exempt from the scope of an audit due to its size. No payment was made for the independent examination.

5. Trustees Remuneration & Related Party Transactions

During the year no Trustees (2020: none) were remunerated in their role as an employee of the company. Total remuneration of £nil (2020: £nil) was paid to them during the year. During the year, £nil (2020: £nil) was reimbursed to Trustees for travel costs incurred.

Heidi Eldridge was remunerated £34,067 during the year for her role as Chief Executive to run the charity, authority for the payment was provided on the 15th November 2015 by the Commission under clause 7(1)(c) of the charity's governing document.

No other Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Notes forming part of the Financial Statements for the year ended 31 July 2021

6. Staff costs and numbers

Staff costs were as follows:

	2021	2020
	£	£
Wages and Salaries	88,201	80,519
Social Security costs	2,760	5,639
Pension costs	1,740	1,578
	92,701	87,736
Average no: of staff employed	3.5	3.5

No employees received employee benefits of more than £60,000.

During the year, the company participated in the UK Government's Job Retention scheme One employee was subject to the scheme and an amount of £10,176 (2020: £nil) was received during the year.

7. Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1998 or s256 of the Taxation of Chargeable Gains Act 1992 to extent that these are applied to its charitable objectives. No tax charges have arisen in the charity.

8. Debtors

Amounts due within 1 year	2021	2020
	£	£
Trade debtors	11,220	25,163
Prepayments	10,600	11,950
Other Tax & Social Security	1,834	-
	23,654	37,113

9. Creditors

Amounts due within 1 year	2021	2020
	£	£

Notes forming part of the Financial Statements for the year ended 31 July 2021

Trade creditors	**22,417**	13,943
Other Tax & Social Security	**-**	444
	22,417	14,387

10. Analysis of net assets between funds

	General Funds	Restricted Funds	**Total Funds**
	£	£	**£**
Current assets	70,372	2,000	**72,372**
Current liabilities	(22,417)	-	**(22,417)**
Net assets at 31 July 2021	47,955	2,000	**49,955**

11. Movement in funds

	At 31 July 2020	Incoming Resources	Outgoing Resources	At 31 July 2021
	£	£	£	£
Restricted funds				
Wellbeing Wallets	6,051	4,500	(8,551)	2,000
Total restricted funds	6,051	4,500	(8,551)	2,000
Unrestricted funds				
General funds	60,230	206,299	(218,574)	47,955
Total unrestricted funds	60,230	206,299	(218,574)	47,955
Total funds	66,281	210,799	(227,125)	49,955

The movement in restricted funds in the year were as follows:

- A total of £6,051 from Sherfield Golf Club (£5,051), Laura Alexander (£250) and the Hampshire Hospital Fund (£750) which was carried forward and was fully spent on Wellbeing Wallets for Hampshire Hospitals.
- £2,500 from Medicash Foundation for Event costs was received in the year and fully spent.
- £2,000 from the Hospital Saturday Fund was received in the year and has been carried forward.

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

Charitable Company

I report on the accounts of the company for the year ended 31 July 2021, which are set out on pages 1 to 14.

Respective responsibilities of Trustees and 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.

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 independent Examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the next statement.

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:

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

- 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 requirements 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.

Louise Underwood FCA

Independent Examiner's report to the Trustees of Mums and Midwives Awareness Academy

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L Underwood

Louise Underwood FCA