



**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

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## **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<br>International House<br>London<br>E16 2DQ |
| Operational address         | 10 Hartland Close<br>Addlestone<br>Surrey<br>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 7<sup>th</sup> 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 comply 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<br>Funds | Restricted<br>Funds | Total Funds | Total Funds |
|-------------------------------------------------|-------|-----------------------|---------------------|-------------|-------------|
|                                                 |       | 2021                  | 2021                | 2021        | 2020        |
|                                                 | Notes | £                     | £                   | £           | £           |
| <b>Incoming resources</b>                       |       |                       |                     |             |             |
| <b>Incoming resources from generated funds:</b> |       |                       |                     |             |             |
| <i>Voluntary income:</i>                        |       |                       |                     |             |             |
| Donations and grants                            | 2     | 26,910                | 4,500               | 31,410      | 59,724      |
| Bank interest                                   |       | 3                     | -                   | 3           | 48          |
|                                                 |       |                       |                     |             |             |
| <b>Activities for generating funds:</b>         |       |                       |                     |             |             |
| Wellbeing Wallets                               |       | 177,745               | -                   | 177,745     | 135,717     |
| Merchandise                                     |       | 1,641                 | -                   | 1,641       | 3,654       |
|                                                 |       |                       |                     |             |             |
| <b>Total incoming resources</b>                 |       | 206,299               | 4,500               | 210,799     | 199,143     |
|                                                 |       |                       |                     |             |             |
| <b>Resources expended</b>                       |       |                       |                     |             |             |
| <b>Costs of generating funds:</b>               |       |                       |                     |             |             |
| Costs of generating voluntary income            | 3     | (56,729)              | -                   | (56,729)    | (49,747)    |
| Support costs                                   | 3     | (2,179)               | -                   | (2,179)     | (2,202)     |
|                                                 |       |                       |                     |             |             |
| <b>Charitable activities</b>                    | 3     | (150,743)             | (8,551)             | (159,294)   | (140,845)   |
|                                                 |       |                       |                     |             |             |
| <b>Governance costs</b>                         | 3     | (8,923)               | -                   | (8,923)     | (4,469)     |
|                                                 |       |                       |                     |             |             |
| <b>Total resources expended</b>                 |       | (218,574)             | (8,551)             | (227,125)   | (197,263)   |
|                                                 |       |                       |                     |             |             |
| <b>Net movement in funds</b>                    |       | (12,275)              | (4,051)             | (16,326)    | 1,880       |
|                                                 |       |                       |                     |             |             |
| <b>Reconciliation of funds</b>                  |       |                       |                     |             |             |
| Total funds brought forward                     |       | 60,230                | 6,051               | 66,281      | 64,401      |
| <b>Total funds carried forward</b>              |       | 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 | £             | £        |
| <b>Current Assets</b>                    |       |               |          |
| Cash at bank and in hand                 |       | 47,856        | 42,538   |
| Stock                                    |       | 862           | 1,017    |
| Debtors                                  | 8     | 23,654        | 37,113   |
| <b>Current Liabilities</b>               |       |               |          |
| Creditors                                | 9     | (22,417)      | (14,387) |
| <b>Net current assets and Net assets</b> |       | <b>49,955</b> | 66,281   |
| <b>Unrestricted Funds</b>                |       |               |          |
| General Funds                            | 10    | <b>47,955</b> | 60,230   |
| <b>Restricted Funds</b>                  | 10    | <b>2,000</b>  | 6,051    |
| <b>Total Funds</b>                       | 11    | <b>49,955</b> | 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   | Restricted   | Total          | Total          |
|-------------------------|----------------|--------------|----------------|----------------|
|                         | 2021           | 2021         | 2021           | 2020           |
|                         | £              | £            | £              | £              |
| Wellbeing Wallets       | 177,745        | -            | <b>177,745</b> | 135,717        |
| Fundraising & donations | 25,498         | 4,500        | <b>29,998</b>  | 57,855         |
| Gift Aid                | 1,412          | -            | <b>1,412</b>   | 1,869          |
| Merchandise sales       | 1,641          | -            | <b>1,641</b>   | 3,654          |
| Bank interest           | 3              | -            | <b>3</b>       | 48             |
|                         | <b>206,299</b> | <b>4,500</b> | <b>210,799</b> | <b>199,143</b> |

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

### 3. Total resources expended

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

### 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 15<sup>th</sup> 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         |
|                               | <b>92,701</b> | <b>87,736</b> |
| Average no: of staff employed | <b>3.5</b>    | <b>3.5</b>    |

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         | -             |
|                             | <b>23,654</b> | <b>37,113</b> |

### 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           |
|                             | <b>22,417</b> | <b>14,387</b> |

### 10. Analysis of net assets between funds

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

### 11. Movement in funds

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

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**

### **Charitable Company**

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### **Independent Examiner's statement**

In connection with my examination, no matter has come to my attention:

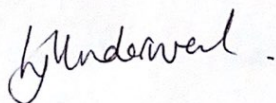
(1) which gives me reasonable cause to believe that in any material respect the requirements:

Mums and Midwives Awareness Academy  
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Report and Financial Statements

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

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(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



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