



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

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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

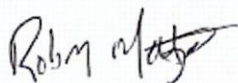
- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial 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 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



Mums and Midwives Awareness Academy
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Report and Financial Statements

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**

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	Notes	2022 £	2022 £	2022 £	2021 £
Incoming resources					
Incoming resources from generated funds:					
<i>Voluntary income:</i>					
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.

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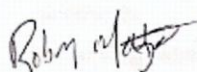
Balance Sheet as at 31 July 2022

		2022	2021
	Notes	£	£
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



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
	<u>111,886</u>	<u>92,701</u>
Average no: of staff employed	<u>3.3</u>	<u>3.5</u>

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
	<u>64,343</u>	<u>23,654</u>

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
	<u>52,895</u>	<u>22,417</u>

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	<u>52,976</u>	<u>16,830</u>	<u>69,806</u>

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	<u>2,000</u>	<u>19,634</u>	<u>(4,804)</u>	<u>16,830</u>
Unrestricted funds				
General funds	47,955	258,175	(253,154)	52,976
Total unrestricted funds	<u>47,955</u>	<u>258,175</u>	<u>(253,154)</u>	<u>52,976</u>
Total funds	<u>47,955</u>	<u>277,809</u>	<u>(257,958)</u>	<u>69,806</u>

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.

Notes of independent accountant's report

The accountant has carried out the work in accordance with the general directions given by the Charities Act 2006 and the Charities (Accounts and Reporting) Regulations 2008. The accountant has also carried out the work in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008. The accountant has also carried out the work in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008. The accountant has also carried out the work in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008.

Management's responsibilities

Management is responsible for the preparation and presentation of the financial statements in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008.

Management is also responsible for the preparation and presentation of the financial statements in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008.

- to keep accounting records in accordance with section 386 of the Companies Act 2006 and
- to ensure that the financial statements are prepared in accordance with the provisions of the Companies Act 2006 and the Companies (Accounts) Regulations 2008.

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:

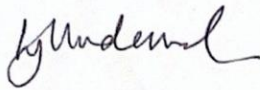
- to keep accounting records in accordance with section 386 of the Companies Act 2006 and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the

Mums and Midwives Awareness Academy
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**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