



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

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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.

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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 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 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

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:						
<i>Voluntary income:</i>						
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 supplying 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:

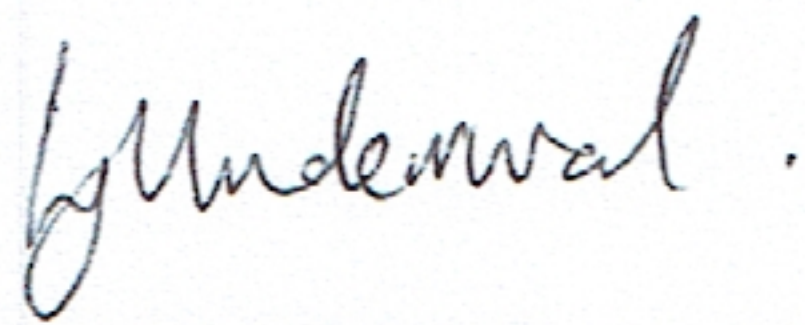
(1) which gives me reasonable cause to believe that in any material respect the requirements:

- 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.

A handwritten signature in black ink, appearing to read 'Louise Underwood', followed by a period.

Louise Underwood FCA