



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

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

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 2024

The Trustees and Directors are pleased to present their report and financial statements for the company for the year ended 31 July 2024.

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 2024

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.

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 (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

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

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 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:						
<i>Voluntary income:</i>						
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	232,242	-	232,242	194,342
Wallets/Passports				
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