



Mums and Midwives Awareness Academy

(A Company limited by guarantee)

**Report and Financial Statements for the
year ended 31 July 2025**

Charity Registration Number: 1153325

Company Number: 8606581

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

Reference and Administrative Information

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

Trustees

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

Chief Executive Officer

Mrs H Eldridge

Bankers

HSBC Weybridge
Church Street
Weybridge
Surrey
KT13 8DF

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

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

Purpose and Aims

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

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

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

Focus of our work

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

How our activities deliver public benefit

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

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

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

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

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

Overview of accounting activities in the year

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

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

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

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

Key achievements in the year

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

Memory Wallets

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

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

Rainbow Wallets

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

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

Plans for future periods

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

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

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

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

Structure, governance and management

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

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

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

Risks

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

Financial review and Reserves policy

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

Responsibilities of the Trustees

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

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

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

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

These financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014.

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

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

Ms A Bastianelli
Chair of Trustees

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

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

Mums and Midwives Awareness Academy
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Report and Financial Statements

Total funds carried forward			218,167	39,644	257,811	163,924
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The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

Balance Sheet as at 31 July 2025

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

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

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

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



Mrs A Bastianelli
Chair of Trustees

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

1. Accounting Policies

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

a) Basis of Preparation

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

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

b) Fund Accounting

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

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

c) Incoming resources

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

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

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

d) Resources expended

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

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

2. Total incoming resources

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

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

3. Total resources expended

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

4. Net outgoing resources for the year

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

5. Trustees Remuneration & Related Party Transactions

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

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

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

6. Staff costs and numbers

Staff costs were as follows:

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

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

7. Taxation

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

8. Debtors

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

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

9. Creditors

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

10. Analysis of net assets between funds

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

11. Movement in funds

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

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

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

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

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

Charitable Company

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

Respective responsibilities of Trustees and Examiner

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act, and
- to state whether particular matters have come to my attention.

Basis of independent Examiner's report

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

Independent Examiner's statement

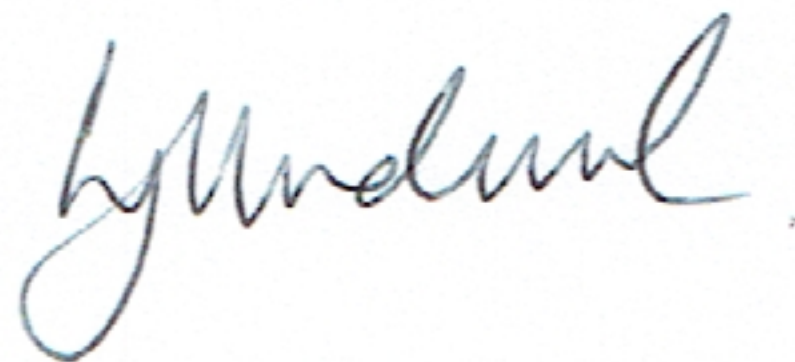
In connection with my examination, no matter has come to my attention:

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

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

- to keep accounting records in accordance with section 386 of the Companies Act 2006 and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities
- have not been met or

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



Louise Underwood FCA