



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From **01.09.2024** To **31.08.2025**

Charity name: Friends Of Serenity

Charity registration number: 1157866

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To support and assist the provision of facilities at East Lancs Women and Newborn Centre not normally provided by the trust/NHS, providing support for bereaved families and those in subsequent pregnancies.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	This financial year, our service has continued to provide memory boxes, rainbow boxes, and personalised keepsakes to families experiencing baby loss. These items remain consistently available to all bereaved families across East Lancashire, ensuring they receive meaningful support at every stage of their journey. We have also continued to develop our Tree of Life project, collecting names for new blossoms and honouring the memory of our children through collective acts of remembrance. This ongoing work ensures that families have a dedicated space to reflect, remember, and feel connected to a supportive community.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning and delivering our activities throughout the year, we have ensured that all work remains fully aligned with the charity's core objectives. We have carefully considered the guidance provided by the Charity Commission and sought professional advice where appropriate to ensure that our services continue to deliver clear public benefit. This approach has enabled us to maintain high standards of governance while ensuring that our support remains meaningful, ethical, and responsive to the

		needs of the families we serve.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	n/a
Policy on social investment including program related investment	Para 1.38	n/a
Contribution made by volunteers	Para 1.38	Our volunteers have continued to play an essential role in supporting our work throughout the year. They have contributed their time and skills at our memory box and keepsake-making events, held regularly at our storage unit, ensuring we can meet the ongoing demand for these treasured items. Many volunteers have also created their own fundraising initiatives and taken part in races and events accessed through <i>Run4Charity</i> , further strengthening our ability to sustain and grow our services. In addition, volunteers who knit items for our memory boxes provide a deeply personal touch that is greatly appreciated by the families we support. Their dedication and compassion remain central to the success of our charity.
Other		

Achievements and Performance

	SORP reference	
<p>Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.</p>	<p>Para 1.20</p>	<p>Over the past year, Friends of Serenity has continued to make a profound and measurable difference to the lives of bereaved families across East Lancashire and beyond. Through the expansion of our memory-making services, the provision of keepsakes, memory boxes, and practical support such as funding birth and stillbirth certificates, we have helped families create lasting connections with their babies at an unimaginably difficult time. Our community partnerships, including work with healthcare providers and local organisations, have strengthened the support network available to parents, while initiatives such as the Tree of Life project have offered a meaningful space for remembrance and healing. Collectively, these achievements not only enhance the wellbeing of our beneficiaries but also contribute to wider societal benefits by promoting compassionate bereavement care, reducing isolation, and fostering a more understanding and supportive community for those experiencing baby loss.</p> <p>Through our memory-making service, we have continued to see a notable increase in the number of losses across East Lancashire. As a result, we have provided significantly more keepsakes than in previous years. These keepsakes are deeply valued by our beneficiaries, offering families the opportunity to create and hold on to cherished memories of their babies.</p> <p>We continue to collaborate with Lancashire County Council to directly fund birth and stillbirth certificates, easing the financial and emotional burden on parents during an exceptionally difficult time.</p> <p>In addition, the Tree of Life project now complete and in situ, continues to offer a dedicated, reflective space where families can go to remember and honour their babies in a peaceful and supportive environment. We look to improve the garden space and seek planning ideas from the hospital estates team.</p> <p>We are now working towards fundraising towards the project of refurbishing the bereavement suites and are currently in a planning phase.</p>

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Additional information (optional)

You may choose to include further statements where relevant about:

<p>Achievements against objectives set</p>	<p>Para 1.41</p>	<p>Donations from the public have enabled us to meet key targets and continue supporting the hospital in enhancing its services. This generosity has ensured we can maintain our full offer of memory boxes, rainbow boxes, and personalised keepsakes for bereaved families.</p> <p>The Tree of Life is now in place and had a grand opening on 15th October 2024, starting with over 150 baby names. We continued to care for and preserve our Tree of Life sculpture, adding new blossoms each quarter. This ongoing commitment ensures the tree remains a meaningful and comforting space for families to honour and remember their babies.</p> <p>We have also strengthened our community partnerships this year through our collaboration with Blackburn Rovers Community Trust, particularly via the <i>Blackburn Rovers Dads FC</i> group. This partnership has created a supportive space for bereaved fathers to connect, share experiences, and engage in physical activity as a means of promoting wellbeing. Through this collaboration, we have been able to extend our reach, offer tailored support to dads, and ensure they feel included, valued, and represented within our wider bereavement services.</p>
<p>Performance of fundraising activities against objectives set</p>	<p>Para 1.41</p>	<p>Through our continued partnership with <i>Run4Charity</i>, we have seen a significant interest from families taking part in fundraising events on our behalf. Each participant set a personal fundraising target and successfully achieved their goals, demonstrating remarkable commitment to supporting our projects.</p> <p>Fundraisers who raised over £1,000 were invited to submit a dedication for a large blossom on the Tree of Life. All other participants were offered the opportunity to have a blossom added to the tree during the next installation, ensuring every supporter is recognised for their contribution.</p> <p>Fundraising has played a vital role in enabling us to maintain and expand our keepsake services, which continue to grow</p>

		<p>in demand each year. The generosity of our supporters ensures that we can keep providing meaningful, high-quality keepsakes to families when they need them most.</p> <p>During this financial year, we were successful in participating in a golf and gala event alongside three cast members from <i>Coronation Street</i>. While the event took place within the current reporting period, the financial benefit generated will be reflected in the charity's accounts for the next financial year. This opportunity not only raised our profile but also strengthened community engagement and future fundraising potential.</p>
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of the financial period, the charity remains in a stable and sustainable financial position. Income generated through fundraising activities, public donations, and community partnerships has enabled us to continue delivering our core services without interruption. Expenditure has been carefully managed to ensure that resources are directed toward activities that provide the greatest benefit to bereaved families, including the ongoing provision of memory boxes, keepsakes, and support initiatives. The charity has maintained appropriate reserves in line with our policy, ensuring financial resilience and the ability to meet future commitments. Overall, the charity's financial position reflects responsible stewardship, effective planning, and a continued commitment to supporting families experiencing baby loss.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves are held to ensure the continued delivery of our core services, including the creation of keepsakes and memory boxes, as well as the provision of books and funding for stillbirth certificates. Maintaining appropriate reserves allows us to safeguard these essential offerings and ensure stability for the families who rely on our support.
Amount of reserves held	Para 1.22	We try to ensure we maintain £10,000 in reserves
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including		The charity's principal sources of funds continue to come from public donations, individual fundraising efforts, and organised community events. Many families have chosen to support our work by creating their
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any fundraising)	Para 1.47	own fundraising pages through platforms such as Enthuse and JustGiving, often in memory of their babies or in recognition of the support they have received. These personal initiatives not only generate vital income but also help raise awareness of our services within the wider community. In addition, collaborative events, most notably our charity golf day have provided significant fundraising opportunities and strengthened our partnerships with local organisations and supporters. Together, these income streams ensure the sustainability of our core services and enable us to continue delivering meaningful support to bereaved families.
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a
A description of the principal risks facing the charity	Para 1.46	<p>All the trustees support the charity in a voluntary capacity, working full time elsewhere, therefore, completing paperwork, driving the charity socials and profile forward as well as maintaining our continuous supply of keepsakes can be challenging at times.</p> <p>The charity faces several principal risks that could impact its ability to deliver services effectively. A key risk is the reliance on voluntary income, including public donations and community-led fundraising, which can fluctuate due to economic pressures and changes in donor behaviour. This creates potential uncertainty in sustaining core services such as memory boxes, keepsakes, and bereavement support initiatives. The charity also depends heavily on volunteers for operational activities, meaning any reduction in volunteer availability could affect service delivery. In addition, rising costs of materials and resources present a financial risk, requiring careful budget management and forward planning. By monitoring these risks and maintaining appropriate reserves, the charity aims to ensure long-term stability and continuity of support for bereaved families.</p>

Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Trust Deed
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Trustees / Trust
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Appointed by Joanne Edwards Founder and consultation of trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Trustee's participate in Teams meetings, group meetings and webinars from charities and fundraising platforms
The charity's organisational structure and any wider network with which the charity works	Para 1.51	We continue to strengthen our collaborative relationships with key partners to ensure our services remain responsive and effective. We maintain an active Memorandum of Understanding with the hospital charity, meeting with them as required to support joint hospital projects. Regular engagement with Lancashire County Council registrars has enabled ongoing discussions around funding for certificates, ensuring families receive timely and compassionate support. We also hold routine check-ins with Run4Charity to coordinate participation in events and maximise fundraising opportunities. In addition, our partnerships with Maggie's Stillbirth Legacy and Blackburn Rovers Community Trust have further expanded our reach, allowing us to work closely together through regular meetings and shared initiatives that enhance

		the support available to bereaved families.
Relationship with any related parties	Para 1.51	<p>We continue to strengthen our collaborative relationships with key partners to ensure our services remain responsive and effective. We maintain an active Memorandum of Understanding with the hospital charity, meeting with them as required to support joint hospital projects. Regular engagement with Lancashire County Council registrars has enabled ongoing discussions around funding for certificates, ensuring families receive timely and compassionate support. We also hold routine check-ins with Run4Charity to coordinate participation in events and maximise fundraising opportunities. In addition, our partnerships with Maggie's Stillbirth Legacy and Blackburn Rovers Community Trust have further expanded our reach, allowing us to work closely together through regular meetings and shared initiatives that enhance the support available to bereaved families.</p>
Other		

Reference and Administrative details

Charity name	Friends Of Serenity
Other name the charity uses	FOS
Registered charity number	1157866
Charity's principal address	<p>Friends of Serenity</p> <p>PO BOX 194</p> <p>Darwen</p>

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Joanne Edwards	CEO		
	2	Mark Edwards			
	3	Elizabeth Norbury			
	4	Lisa Brown			
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Corporate trustees – names of the directors at the date the report was approved

Director name		
Joanne Edwards		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
Joanne Edwards		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

	Type of adviser	Name	Address
	Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees

	Signature(s)		
	Full name(s)		
	Position (eg Secretary, Chair, etc)		
	Date		

Friends of Serenity — Receipts & Payments Account | Year Ended 31 August 2025

Friends of Serenity | Charity No. 1157866

Receipts and Payments Account for the year 1 September 2024 to 31 August 2025

Description		Amount (£)
A1 RECEIPTS (INCOME)		
Donations		40,464.54
Interest		353.40
Total Receipts		40,817.94
A2 PAYMENTS (EXPENSES)		
Purchases		18,706.54
Just Giving Fees		514.80
PayPal Fee		82.43
PO Box Fee		246.60
123 Reg		280.46
Bank Fee		57.00
Rent		1,852.38
Entry Fees		3,579.50
Sponsorship		350.00
Travel & Accommodation		134.00
Total Payments		25,803.71
NET SURPLUS / (DEFICIT)		
Net Receipts less Payments		15,014.23
B1 CASH FUNDS		
Opening Balance (1 Sep 2024)		23,504.43
— Current Account		2,734.89
— Savings Account		20,662.03
— PayPal		107.51
Closing Balance (31 Aug 2025)		
— Current Account		2,989.48
— Savings Account		35,165.12
— PayPal		504.04
Total Closing Balance		38,658.64



Report to the trustees/ members
of

Charity Name
Friends of Serenity

On accounts for the year ended

31 August 2025

Charity no
(if any)

1157866

Set out on pages

(remember to include the page numbers of additional sheets)

Responsibilities and basis of
report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 August 2025**.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's
statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: L. Buckingham

Date: 10.06.2026

Name: Laura Buckingham

Relevant professional qualification(s) or body (if any):

ACCA

Address:

Flat 4, 171b Gipsy Road, London, SE27 9QT

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.