



Making Miracles  
Annual Report and Accounts  
2023/2024

Company Registered Address 7 The Street, Detling, Maidstone, Kent ME14 3JU.

Head Office: 01622 735230

**Registered Charity No. 1158233**

**Company Registration No. 9073484**

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# MAKING MIRACLES

## (A COMPANY LIMITED BY GUARANTEE AND REGISTERED CHARITY)

### Legal and Administrative Information

Registered Charity Number	1158233
Company Registration Number	9073484
Date of Incorporation	5 <sup>th</sup> June 2014
Start of Financial Year	1 July 2023
End of Financial Year	30 June 2024

### Trustees/Directors as at 4 August 2024

Sally Howells	Patricia Bax	Linda Goss
Matt Crockett	Laura Shutt	Julie Fentiman

Chief Executive Officer Kelly Wells

Registered Address 7 The Street  
Detling,  
Maidstone  
Kent ME14 3JU

Bankers Charities Aid Foundation  
West Malling, Kent

Barclays Bank  
Rainham, Kent

## Governance And Management

The charity is a company limited by guarantee and registered charity. It is operated under the rules of its memorandum and articles of association dated 05/06/2014 and most recently amended 25 June 2020. It has no share capital and the liability of each member in the event of winding up is limited to £1.

## Charity Objectives

1. Providing appropriate personal, professional, emotional and practical support to our service users and their wider family network including partners, siblings and grandparents in relation to baby loss and miscarriage and adapting our services to meet the needs of other client groups as needed.
2. To raise the profile of issues surrounding miscarriage, baby loss and other issues affecting those other groups we support who have lost in order to make the public more aware of the need for services and the need for such issues to be discussed more openly.
3. Developing new support services as identified by our service users.
4. Finding new ways of raising funds to ensure the sustainability of our organisation for the benefit of the public.
5. To promote volunteering in the wider community engaging them in fulfilling opportunities to raise funds for our charity and, at the same time, promote their own personal well-being;
6. Taking care of our staff and volunteers and recognising the value they add to the organisation.

## Summary of the main activities undertaken using the Charity Commission guidance on public benefit

1. To provide to members of the public professional counselling services and other informal support services for bereavement, trauma or loss in order to reduce mental health issues and improve emotional well-being for themselves and their families.
2. To promote volunteering in the wider community engaging them in a range of fulfilling opportunities to raise funds for the provision of services which the charity provides and, at the same time, promote their own personal well-being.
3. To respond to local and national issues and use the experience we have to support other client groups as needed.

## Methods adopted for the Recruitment and Appointment of new Trustees

In the event of needing new Trustees the charity publishes invitations on social media and through existing links with volunteers and supporters of the Charity. People firstly have a telephone interview with the Chairman, they then provide information including a pen picture about themselves which is circulated to all existing Trustees.

Trustees have 7 days to object advising why any objection is forthcoming. Arrangements are then made for the Chairman to meet them to go through the role and responsibility of being a Trustee and if they still wish to do so and they are suitable they are then put forward at a Board meeting. Induction and then ongoing support and training is provided as and when needed.

Potential new Trustees are required to familiarise themselves with the practical work of the charity. They are encouraged to meet key employees and attend a variety of the fundraising events. New Trustees are provided with information which includes:

A copy of the Memorandum and Articles of Association.

A copy of the latest approved Report and Financial Statements.

In addition to the above, initial and then periodic training and information sessions are arranged by the Chairman of the Charity, to update Trustees on their obligations, the charity's framework, risk assessments, understanding financial reporting and strategic planning.

## Making Miracles Policy on Reserves

The charity has a policy which has enabled one years running cost to be secured in a separate Reserve Account in order to ensure that should the organisation cease to exist all families receiving the range of professional bereavement and counselling services and other support services at that time would be able to complete their individual services still free of charge from an alternative provider. In addition the charity would provide sufficient to meet staffing for the one year whilst services were reduced and redundancy costs for all current staff employed.

For 2024 the total reserve fund would be £254,101

All monies remaining after necessary payments made would be transferred to another not for profit provider of bereavement services within our area.

# Chairman's Report

Ten years old and where did those years go?.

Making Miracles services continue to be in high demand and we are all as busy as ever, listening to our users and developing further services to help support them at such a difficult time.

As part of our ten years of service we are also currently having an independent review carried out to ensure what we do, how and when we do it all continue to meet the needs of our families. We are led by our service users needs and this has always been our focus when looking at new ways of supporting families.

In addition our shop, Handmade with Love by Making Miracles, continues to be the public face of Making Miracles enabling more people to hear what we are able to offer for anyone facing trauma or loss of a baby.

We are truly blessed to have an army of volunteers out in local communities supporting what the team deliver and without them we would not be able to achieve everything we do and we are really thankful to have each and everyone of them.

My thanks as always to Kelly and her team who all work tirelessly and to all our fund raisers and funders who support us.

Last, but never least, my thanks also to other Trustees on our Board for the continued support and challenge they provide.

A handwritten signature in black ink that reads "Sally Howells". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Sally Howells  
Chairman

# Founder & CEO Report

It is both an honour and a privilege to sit writing this report in such a milestone year! Never when I founded the charity did I dream to think we would see the growth we have seen in the last ten years and I personally wanted to thank anyone that has touched Making Miracles in whatever way for their contribution to this amazing achievement!

This year has had many wonderful moments and achievements, which I will touch upon later. We are, as always, very busy ensuring our core services are fulfilled. This is a challenge where the demand is higher than what is sustainable with funds and although the wait is never for long (around 2-4 weeks) it is a clear indication that the numbers and demand for services are rising. Thus we need to ensure we have enough donations, funding and fundraising activities to keep up with the demand and great reputation our counselling carries. This is not always an easy task and will remain a challenge as we go into the next financial year.

Having said this we are still raising record funds and again it has been a fantastic year in that space vs last financial year. Many people get involved in memory of their baby or someone they know. More corporates are coming on board with the likes of Kent Police and Eurotunnel to name a few of the local companies committed to education, awareness and fundraising with us. The service user's feedback is as always exemplary and we continue to support hundreds of families year on year.

We have had our 2nd anniversary of the wonderful "Handmade with Love" shop opening which has become so successful with new partnerships and donators including the Prison Service making wooden items, learning new skills and giving back to their community via donating these items to sell at our shop. We also have plans to open another HWL so watch this space!

I am writing this report just after National Volunteers Week where we hosted a get together with some of our volunteers to pop in for some tea and cake at our Handmade with Love shop in Maidstone. We invited those who serve Making Miracles to be served by our Making Miracles Team as a way of thanking them for every effort they make throughout the year. It was such a lovely morning filled with our community knitters and our shop and stall volunteers. A fantastic morning was had by all and every volunteer left with a keepsake keyring thanking them for all they do for us. Holding these events remind us of just how many amazing volunteers work with us and appreciate even more the team effort and ethos that goes into all we do. People who volunteer, often in the background with no fuss do so because they genuinely do care about those we serve and this is most demonstrated by the amount of people we have who generously donate their time and skills to our wonderful charity.

Congratulations to Santa Dave who received our special fundraising recognition award who comes along to Dickens festival and the Christmas event at the Baby Garden. He kindly donates all he raises throughout December to us and he is so appreciated by us all.

Special Recognition Award for Volunteering this year also went to couple Matt and Kirstie Crockett. They both do so much for MM individually and as a couple and we are so very grateful.

The Podcast too had its birthday in April and has continued to grow with many new towns, cities and countries adding to the list of listener's year on year. It has now been downloaded over 11.4k times across 77 countries worldwide. This has been a very special service because it reaches so many people who may have no resources or support like we provide locally. It is important to me that they never feel alone and feedback from listeners abroad has been very positive (as well as those in the UK and outside of our funded areas).

The launch of "The Baby Loss Retreat" has been widely successful with some amazing feedback for this new service and we plan to continue this next year for the service users and baby loss community in Kent. People commented saying it was invaluable and so worthwhile to their healing and is a special service for MM.

October saw another very successful Baby Loss Awareness campaign in conjunction with one of our local churches. Following last year's success we turned "Pink and Blue" again with hundreds of floating pink and blue umbrellas; meaning people had a place to go during the week and to see the beautiful display and hang their babies names with the umbrella via a wooden heart. The public's response is always simply outstanding and it is something that we will continue to build upon this year with some added special extras as we turn and mark our 10th anniversary. Our annual "Memorial Walk" was also a huge success to mark the start of the week and our "Wave of Light" service to finalise the week at the Baby Memorial Garden where we also held family Summer and Christmas events.

The Baby Memorial Garden continues to bring comfort and offer solace to our service users. It is a constant and healing space at the heart of MM for all of our families to visit whenever they need to so that they can sit and remember their lost baby. Reflect, pause and grieve in a safe, beautiful and special place.

As a whole the start to our 10 year anniversary has been amazing with our wonderful ball where over 200 people came along to celebrate all that is MM, a night of story sharing, entertainment and good food in a stunning venue along with some wonderful prizes for our auction and raffle with great fundraising totals.

I would like to end this overview with some "thank you's" to all: our Trustees, supporters, volunteers, staff and service users. All of us when working together make up the family that is Making Miracles and in our own unique ways help to ensure families that enter the world of trauma and loss never have to do so on their own.

Here is looking forward to celebrating the next successful decade.



Kelly Wells  
CEO & Founder





Meet the Team



TeamMM

Kelly Wells  
Founder, CEO & Lead Counsellor





TeamMM

Hayley Spooner  
Support Services Manager





TeamMM

Becci Johnson  
Support Services Manager





TeamMM

Jodie Warman  
Fundraising Administrator





TeamMM

Faye Martin  
COMMUNITY FUNDRAISER





TeamMM

Sally Howells  
Chairman





TeamMM

Pat Bax  
Deputy Chairman





TeamMM

Linda Goss  
Treasurer






TeamMM

Julie Fentiman  
Trustee





TeamMM

Matt Crockett  
TRUSTEE





TeamMM

Laura Shutt  
Trustee



Making Miracles is the birth trauma and baby bereavement care charity offering families the support, services and tools they need to help find their “new normal” following trauma and grief.



Contact Team MM for more information:

**Support Services Managers:**


becci@makingmiracles.org.uk 07921 333 003 hayley@makingmiracles.org.uk 07730 455 126

[www.makingmiracles.org.uk](http://www.makingmiracles.org.uk)

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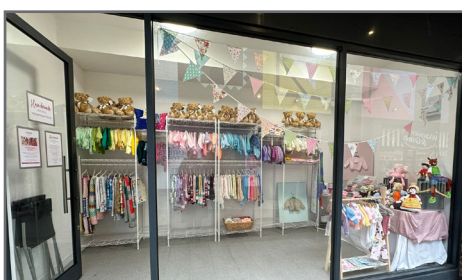
Registered Charity No. 1158233

We are THE local registered charity providing support for individuals or family members touched by the loss of a baby or who have experienced a traumatic pregnancy or birth.

We have been established and providing these services across parts of Kent and Medway since 2014 and have a team of professional counsellors on hand to provide **free of charge specialist counselling**. We are the only UK Charity providing this service to the whole family ensuring our services help improve emotional well-being to everyone who has been affected.

Following on from the face to face (or via Zoom) specialist counselling or play therapy for children we have a range of excellent support services to ensure that no-one ever feels alone during trauma and baby loss.

## Handmade with Love Shop



**Handmade**  
with LOVE  
By Making Miracles Charity

Our Charity Shop is honestly like no other! Not only because of the effort that goes into every unique item handmade with love by our lovely and talented crafters, but also the time, dedication and energy that every volunteer gives to help us sell these beautiful items and raise funds for those in need of support through birth trauma and baby loss.



**The Mall Maidstone**  
Upper Level,  
The Mall, Pads Hill,  
Maidstone, Kent



**St Georges Centre,**  
Gravesend, DA11 0TA

# Our Year with Key Achievements

## July 2023

- MHS Homes Lunch & Learn
- Yorkshire 3 Peaks Challenge

## August 2023

- Summer Party at Baby Memorial Garden

## September 2023

- Kent Charity Award Finalists
- Baby Loss Retreat

## October 2023

- Baby Loss Awareness Month
- MM BLAW Memorial Walk
- Sheltered from the Storm Event
- Wave of Light Service
- The Hever Castle Triathlon (MHS Homes)
- The Big Knit

## November 2023

- Doris, Cuxton Knitter turns 100 Years

## December 2023

- Rochester Dickens Festival
- Send a Gift Campaign
- Christmas Service at Baby Memorial Garden
- Santa Dave Fundraisers

## January 2024

- Making Miracles 10th Year
- 50K Campaign Starts

## February 2024

- UK Government launch their official Baby Loss Certificate

## March 2024

- 10 Miles for 10 Year Costal Walk
- "I am a MUM" Campaign

## April 2024

- April Awareness Month
- 10 Year Charity Ball

## May 2024

- Baby Loss Retreat

## June 2024

- National Volunteer Week
- "I am a DAD campaign"
- Podcast 'Baby Loss, Grief & Love' 2nd Birthday

Thank you to all our supporters who have raised funds for us



## Impact 2023-24

**221**

People receiving  
a min of  
6 professional  
counselling sessions

**1,326**

Counselling  
sessions  
delivered

**7,107**

Supported people  
over 12 months  
across our range  
of services

**100%**

Of our  
counselling  
service users leave  
MM with at least a  
100% rise in their  
emotional  
wellbeing score

**23**

Counsellors across  
Kent and Medway

**48**

Community  
Volunteers for  
Making Miracles

**200**

200+  
knitters/crafters  
in the Community

## Service User Outcomes



Improved  
relationships



Feeling more  
positive & confident



Feeling able  
to cope



Feeling less lonely  
and isolated

## Quotes from Service Users

The podcast has been so valuable for me.

**Sophie, Bereaved Mum**

I would generally be lost without  
Making Miracles.

**Tania, Bereaved Mum**

Making Miracles means, Robin.  
My son Robin.

**Matt, Bereaved Dad**

The Making Miracles Charity  
is performing the miracle of helping me  
navigate through the grieving process  
and building me back up.

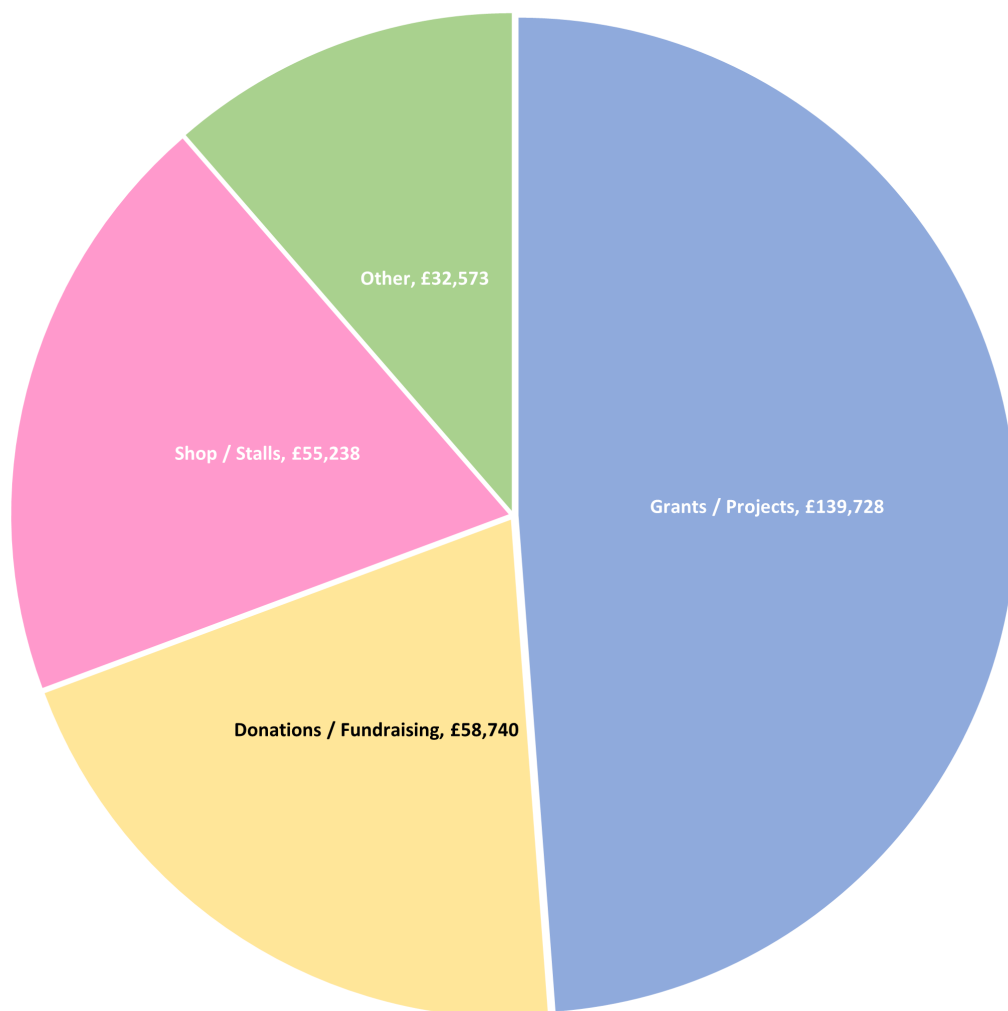
I was apprehensive about their  
name to start with but now I understand  
that the making miracles' isn't just  
about becoming a parent.

**Katie, Bereaved Mum**

## Income Sources

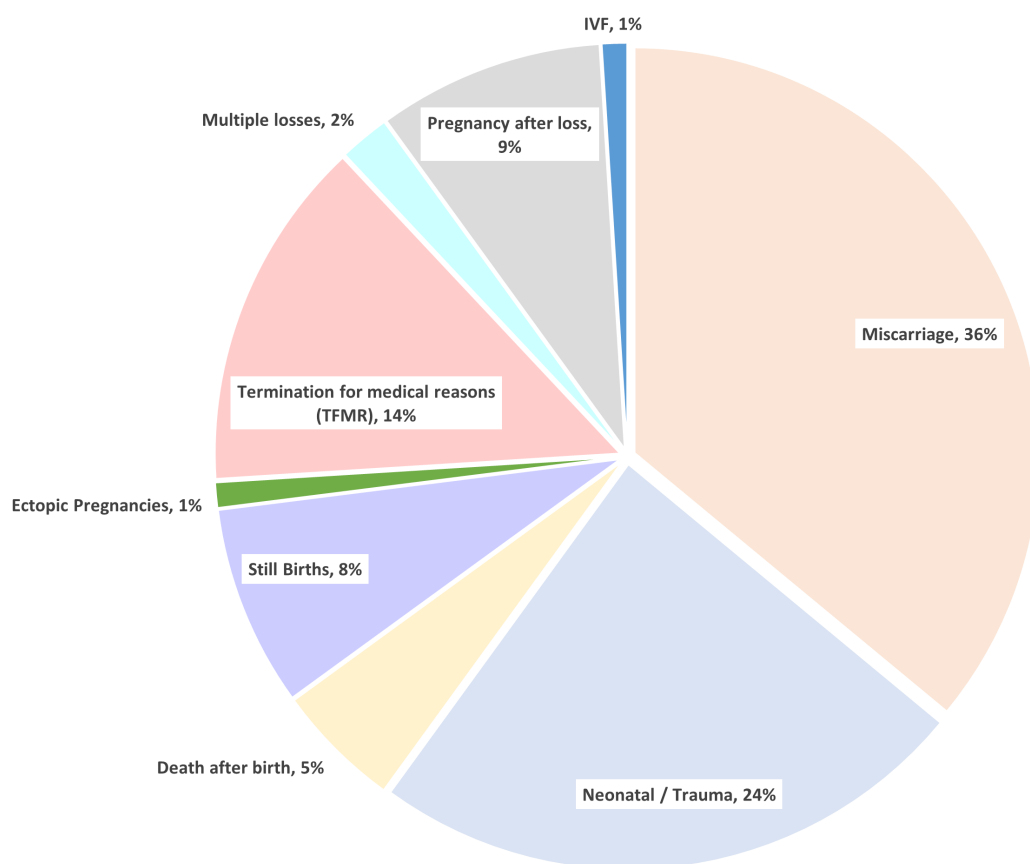
The pie chart below shows the breakdown of our income with the biggest percentage being income raised through grants.

Sources of Income, July 2023 to June 2024

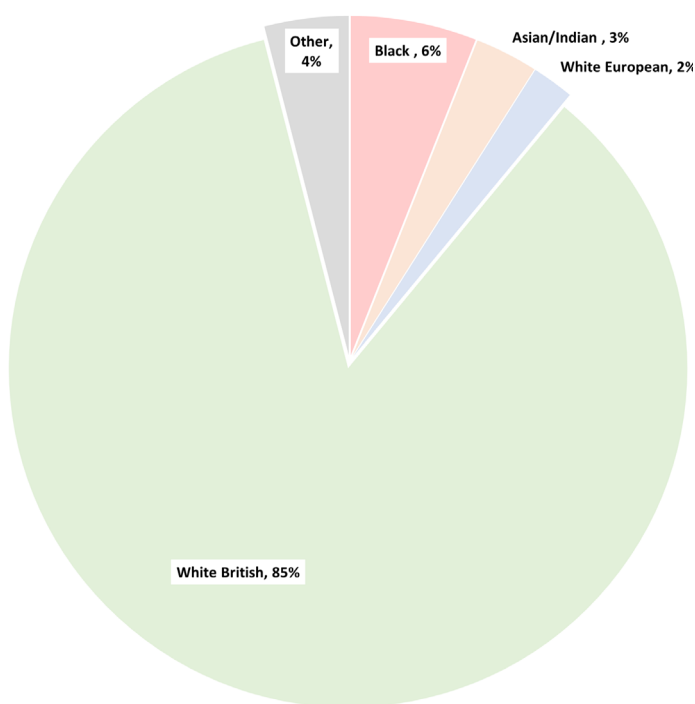


## Our service user's presenting issue(s)

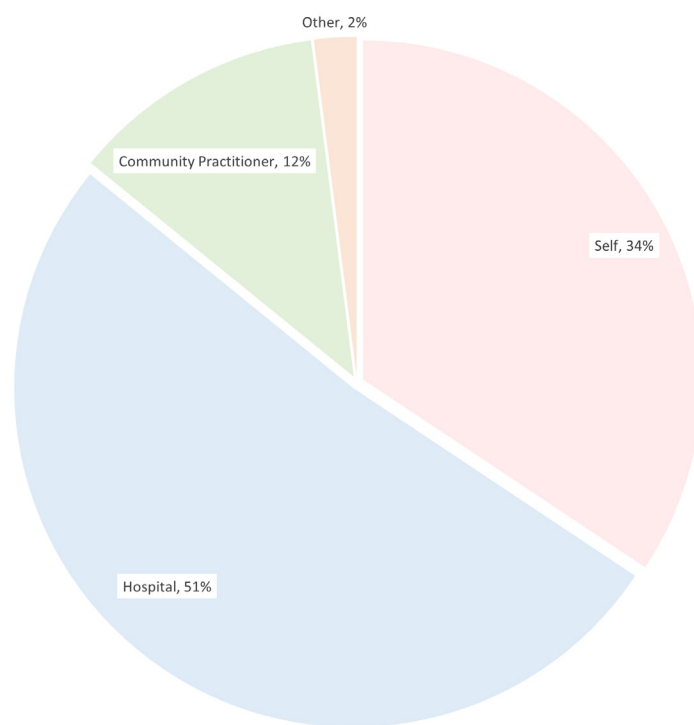
Making Miracles Service Users, Presenting Issues: July 2023 to June 2024



Making Miracles Service Users, Ethnicity: July 2023 to June 2024



Making Miracles Service Users, Referral Route: July 2023 to June 2024





I report on the accounts of the charity, which are set out on pages 14 & 15

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 of the Charities Act 2011 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 Charities Act;
- Follow the procedures laid down in the general directions given by the Charity Commissioners under section 145(5)(b) of the Charities Act 2011
- 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 statement below.

## Independent examiner's statement

In connection with my examination, no matter has come to my attention 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 and comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Charities SORP (FRS102) have not been met; or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

# Making Miracles

(Company number 9073484 Charity number 1158233)

## Statement of financial activities

(Incorporating income and expenditure account)

***For the year ended 30 June 2024***

	<b>2024</b>	<b>2024</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	Unrestricted	Restricted	Total	Total
<b>Income:</b>				
Stalls/Shop	49,278	5,960	55238	43053
Grants/Projects	5,960	133,768.00	139728	152543
Donations & Events	44072	14,668.00	58,740	38670
Bank Interest &	13278	19295	32573	13256
Other Income				
<b>Total income</b>	<b>112,588</b>	<b>173,691</b>	<b>286,279</b>	<b>247522</b>
<b>Expenditure:</b>				
Shops/Stalls	14,048	2095	16143	8,044
Grants/Projects	6102	102,740	108,842	101795
Donations / Event costs	6503	11410	17913	3267
Operational running costs	91422	16689	108111	11881
				8044
<b>Total expenditure</b>	<b>118,075</b>	<b>132934</b>	<b>251009</b>	<b>231987</b>
 total carried forward including restricted funds			<b>35,270</b>	



# Making Miracles

(Company Number 9073484, Charity Number 1158233)

Balance sheet as at 30 June 2024

	2024	2023
<b><u>Fixed Asset</u></b>		
Tangible assets	18957	20,629
<b>Cash at bank and in hand</b>		
Barclays (Grants)	33468	64903
CAF Making Miracles	107342	71162
CAF Instant Gold Saver (Reserve Account)	202381	182005
Skipton (Reserve instant access)	51719	50000
Barclays Shop Account 2	38930	29597
<b>Total Cash at bank and in hand</b>	<b>382121</b>	<b>397667</b>
<b><u>LIABILITIES</u></b>		
Accruals	NIL	NIL
<b><u>NET ASSETS</u></b>	<b>382121</b>	<b>397667</b>
<b><u>FUNDS</u></b>		
<b><u>Unrestricted</u></b>		
General Fund		100759
Designated	87264	
<b><u>Restricted</u></b>	294857	296908
<b>Total Charity Funds</b>	<b>382,121</b>	<b>397,667</b>
<b>Total Charity Assets</b>	<b>401,078</b>	<b>418,296</b>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and with the Financial Reporting standard for Small Entities (effective April 2008). The financial statements were approved and authorised by the Board of Trustees and were signed below on their behalf by the Chairman.

Sally Howell

Date

## Financial Notes

Our Barclays (Grants) account is funding which is restricted and which runs on a different financial year basis to that of Making Miracles.

The income from our shop and stalls transfers all profits to Making Miracles towards the professional bereavement support services. The shop account is shown as Barclays Shop Account.

As agreed with the Charity Commission Making Miracles has reserves to the value of one year running costs so that, in the unlikely event of closing down, there are sufficient monies to continue with our service delivery for all those already in the system and monies would transfer to another organisation that enables this to be achieved. (We have some of that funding in an easy access account with the Skipton Building Society should there be any emergency and we needed to access some funds immediately and the total of the two accounts makes up our one year running costs).

Taxation: The charity is exempt from tax on its charitable activities.

Fixed Assets: These are capitalised if they can be used for more than one year. They are valued at cost. The rates applied per annum are at a reduction of 25% value year on year. We have not depreciated the value of our two brick storage assets.

Risk Assessment: The Trustees actively review the major risks which the charity faces on a regular basis and believe that maintaining the reserves stated, combined with the annual review of the controls over key financial systems carried out on an annual basis will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks which they face and confirm that they have established systems to mitigate the significant risks.

Accounting Policies: There has been no change to the accounting policies (variation rules and methods of accounting) since last year, and no changes to the previous accounts

Volunteer Help: The value of any voluntary help received is not included in the accounts but is described in the charity annual report.

Legal and Professional Costs: include costs of the preparation and examination of statutory accounts, the costs of various insurances and the cost of any legal advice to Trustees on governance or constitutional matters.