



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 01/04/2020 Period start date To 31/03/2021 Period end date

Charity name: Cambridge Breastfeeding Alliance

Charity registration number: 1161678

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The object of the CIO is the advancement of health, for the public benefit, through the provision free at point of use of information, skilled help and support concerning breastfeeding to families in and around Cambridge who breastfeed their babies or wish to breastfeed their babies.
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	<p>Throughout this reporting period, Cambridge Breastfeeding Alliance provided online breastfeeding information and support for mothers and families on 6 mornings a week, to comply with Covid restrictions. Mothers experiencing breastfeeding difficulties accessed this service via Facebook, Zoom, email and phone. (Babies may be any age, but were mostly under 6 weeks of age, and some a few days old.) Other family members joined in with the mother and also received information and support. Skilled Breastfeeding Counsellors and Lactation Consultants (IBCLC) provided specialist help.</p> <p>This service is provided free of charge to any family who wishes to use it.</p>
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In deciding to provide this service, the trustees have had regard to the guidance issued by the Charity Commission on public benefit: the service advances health, for the public benefit, by enabling mothers to continue to breastfeed their babies. Breastfeeding is a key public health objective. In planning activities for the year, trustees took into account Charity Commission guidance on public

		benefit. We identified well-evidenced health benefits for babies and for mothers; for mothers for example in a lower risk of postnatal depression if mothers are enabled to meet their own breastfeeding goals; and for the public in reducing costs to acute and primary care NHS services when breastfeeding is effective, in avoiding babies suffering from infections needing hospital or GP treatments.
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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	The 12 Trustees provided their governance service as volunteers, meeting more frequently than usual (monthly, sometimes fortnightly) to review ways of working and fine-tune changes to the service in response to feedback. Several undertook administrative tasks for the charity on a voluntary basis. This included setting up online services; training Breastfeeding Counsellors and Lactation Consultants (IBCLCs) in the use of online tools; Safeguarding support.
Other		

Achievements and Performance

	SORP reference	
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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.	Para 1.20	<p>During the year, Cambridge Breastfeeding Alliance supported 468 mothers via messenger consultations, more via email and phone: over 500 in total. We provided 410 one-to-one consultations on Zoom. In addition our Breastfeeding Counsellors provided three online sessions for a partner group in a deprived area of the city during November-December 2020.</p> <p>Our CBA Facebook page followers grew to 1500. We started our Facebook Group, CBA Online Drop-In, in March 2020. Numbers of members shot up to 434. All of these members are breastfeeding their babies, live in our catchment area, and actively need support.</p> <p>Mothers give us feedback via an (optional) online form. Their comments tell us that CBA support enabled them to continue breastfeeding when they were close to giving up because of difficulties, and they are so glad they could continue to meet their goals. Being able to breastfeed mitigates poverty and deprivation and benefits the environment (see #GreenFeeding).</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	<p>We were pleased we could continue to provide free, skilled breastfeeding support when families need it despite the challenges of Covid and lockdown.</p> <p>We have maintained the numbers of mothers we support by offering online help. Objectives to expand our reach were met by working online. We have noticed a more diverse population accessing our services. (We do not collect or process data on ethnicity or disability.)</p>
Performance of fundraising activities against objectives set	Para 1.41	Income continued to meet the needs of the charity, through fundraising, successful grant applications, and donations from the public.
Investment performance against objectives	Para 1.41	n/a
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	£27,344.00 in bank at the end of the reporting period
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The CIO's target level of reserves is: £4,500. This covers 3 months of forecasted expenditure and assumes that new income sources are developed on an annual basis. Should forecasted income fall below expectations, this reserve allows continuation of operations whilst taking remedial action to address the income deficit and consider where else to direct beneficiaries for essential services, and publicity for the changes. (extract from CBA Reserves Policy)
Amount of reserves held	Para 1.22	£4,500
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	During this reporting period, CBA used funding from: Postcode Community Fund, Cambridgeshire County Council Covid Fund, Lottery Community Fund, and donations from our supporters and the general public.
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	CBA relies on grant funding and public donations.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
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	Trustee members elect new 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	New trustees must read CBA Constitution, Policies and Procedures, and agree to them, before being elected. Interviews are held early in our recruitment process.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity chooses Breastfeeding Counsellors (BFCs) who are accredited by national and international breastfeeding charities, and Lactation Consultants who are qualified as International Board Certified Lactation Consultants (IBCLCs). CBA has no formal relationship with any of these charities or certifying agencies, but maintains links for exchange of information. The BFCs and IBCLCs are self-employed and work on a sessional basis, with contracts. The charity maintains good working relationships with NHS midwives, the Health Visiting team and the Rosie Hospital, but is independent of any NHS body.
Relationship with any related parties	Para 1.51	We work with a small local charity – Kings Hedges Family Support Project, providing breastfeeding counselling sessions for the families who use their services, at the request of the charity. Funding for these sessions is included in our grant applications.
Other		

Reference and Administrative details

Charity name	Cambridge Breastfeeding Alliance
Other name the charity uses	CBA
Registered charity number	1161678

Charity's principal address

100 Windsor Road
Cambridge CB4 3JN

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	Eleanor Crowe	Treasurer		
2	Justine Fieth	Secretary		
3	Maddie McMahon			
4	Catherine Muge			
5	Rachel O'Leary	Chair		
6	Anna Richardson			
7	Joanne Rogers			
8	Anna Simpson			
9	Judy Sotudeh-Tehrani			
10	Becky Talbot			
11	Lorna Thompson			
12	S. Mary Wright			
13				
14				
15				
16				
17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

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)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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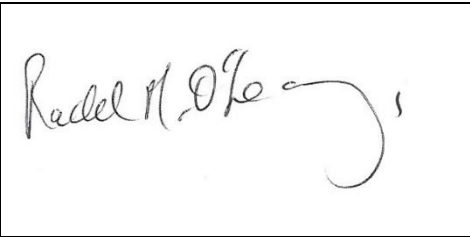
Other optional information

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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)	Rachel Marion O'Leary	
Position (eg Secretary, Chair, etc)	Chair	
Date	5.11.21	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Cambridge Breastfeeding Alliance	No (if any) 1161678
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Receipts and payments accounts

CC16a

For the period from	Period start date 01-Apr-20	To	Period end date 31-Mar-21
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Voluntary receipts	7,862	15,518	-	23,380	-
Activities for generating funds (trading)	-	-	-	-	-
Charitable activities	-	-	-	-	-
Other receipts	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	7,862	15,518	-	23,380	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	7,862	15,518	-	23,380	-
A3 Payments					
Costs of generating voluntary receipts	-	-	-	-	-
Fundraising costs (trading activities)	-	-	-	-	-
Costs of charitable activities	687	17,524	-	18,211	-
Governance costs	-	30	-	30	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	687	17,554	-	18,241	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	687	17,554	-	18,241	-
Net of receipts/(payments)	7,175	2,036	-	5,139	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	11,709	10,496	-	22,205	-
Cash funds this year end	18,884	8,460	-	27,344	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds				
	Barclays Bank	18,884	8,460	-
CCXX R1 accounts (SS)	1	-	-	09/11/2021 -

	-	-	-
Total cash funds	18,884	8,460	-
(agree balances with receipts and payments account(s))	OK	OK	OK

Unrestricted
funds
to nearest £

Restricted
funds
to nearest £

Endowment
funds
to nearest £

Details

B2 Other monetary assets

	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

Details

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

Details

B4 Assets retained for the charity's own use

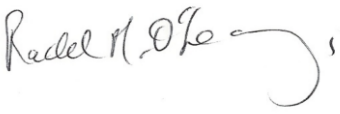
Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

Details

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Rachel O'Leary	5.11.21