



Trustees' Annual Report for the period 2022-2023

Cambridge Breastfeeding Alliance

Charity registration number: 1161678

Objectives and Activities

Summary of the purposes of the charity

The object of the Cambridge Breastfeeding Alliance 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.

Cambridge Breastfeeding Alliance provides free access to skilled breastfeeding support and care, in a community based, non-healthcare, accessible setting.

Our trained Breastfeeding Counsellors provide free online support three mornings a week to mothers and parents in need of breastfeeding help including bank holidays. In addition, we run a weekly face-to-face group where we provide free breastfeeding help and emotional support to mothers, with their babies and family members, in a local community centre. We have a team of seven Breastfeeding Counsellors who are on contract to CBA to provide our charity's services.

Our weekly group

We run a weekly face-to-face group in a community centre where we provide free skilled support to mothers and parents, with their babies and family members. At the group, mothers (and partners or supporters) are welcomed by volunteers, given refreshments and then have one-to-one time with one of our trained Breastfeeding Counsellors.

At the group each week we provide support to around 12 mothers and parents, with their babies and family members. At each session there are three trained Breastfeeding Counsellors (sessional workers, self-employed, on contracts to CBA), and one or two volunteers who are often peer supporters or Breastfeeding Counsellors in training.

Families attending are from diverse cultures and backgrounds and we have an area where we can offer a more private consultation for anyone who needs privacy.

Our online support

Our Breastfeeding Counsellors also provide online support three days a week so we can provide support to families between our weekly groups, and reach those who can only, or would rather access support virtually. We offer online support by email, messenger chats and video calls. This means anyone can get breastfeeding support very soon after their baby's birth and often from the comfort of their bed and sofa.

We have found offering support in this way has enabled us to reach families who aren't able to make a face-to-face appointment for reasons including health issues, culture, and accessibility. We are reaching a more diverse range of families by continuing to provide online support, including those that we had not previously seen so much at our face-to-face weekly group.

We also update our website resources page regularly, providing reliable breastfeeding information to the general public, free of charge.

(www.cambridgebreastfeedingalliance.org.uk)

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit

In deciding to provide these services, 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.

Contribution made by volunteers

We have 11 volunteer Trustees who are all parents and have experienced the early stress and vulnerability of feeding their babies. Over half were supported by our charity. Many work with new families daily, or due to their interest or paid employment, have professional skills that are of great value to running the charity (e.g. safeguarding, legal, financial expertise).

The 11 Trustees provided their governance service as volunteers, meeting monthly to review ways of working and fine-tune changes to the service in response to feedback. Several Trustees undertook administrative tasks for the charity on a voluntary basis. This included Safeguarding support, DBS checks, liaising with our venue and administration of our services and service provision. One of our Trustees ran the Cambridge Half-Marathon in fancy dress to raise funds for Cambridge Breastfeeding Alliance.

During 2022-23, we had five volunteers who welcomed families at the in-person sessions, offering refreshments and facilitating the flow of appointments. Our volunteers are a key part of making our group a welcoming place and many are peer supporters or breastfeeding counsellors in training.

We were delighted to be able to award one of our volunteers with a Room to Reward Hotel Break as a way of acknowledging her significant voluntary contribution to the charity.

Achievements and Performance

During the year, Cambridge Breastfeeding Alliance supported 535 families in-person, 442 families with one-to-one Zoom conversations, 500 mothers via messenger consultations, more via email (275) and phone: totalling around 1000 breastfeeding support interactions/helping situations.

Our CBA Facebook page followers grew to (1998 at 1 April)
(<https://www.facebook.com/CambridgeBreastfeedingAlliance>).

Our Facebook Group, CBA Online Drop-In has 959 members at 1 April 2023
(<https://www.facebook.com/groups/725008948037306>). All of these members are breastfeeding their babies, live in our catchment area, and actively need support.

The numbers of mothers and parents we support have increased. We have retained a skilled team to cope with this additional demand. Feedback from those accessing our services encourages us that we are making a positive difference in the lives of breastfeeding families.

Many of these families have told us that our support has made the difference between them feeling equipped and empowered to reach their breastfeeding goals or not, and so, their babies being breastfed. 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 enabled to breastfeed mitigates poverty and deprivation, helps mental health and benefits the environment.

We were pleased we could continue to provide free, skilled breastfeeding support when families need it. We were delighted to provide both in-person service and online working, and that our fundraising and budgeting covered both ways to support the public.

As a small charity, we are now seen as a key provider of breastfeeding support in Cambridge by families and health professionals. Many of the families we support return for ongoing support because they trust us. We have a good local presence and reputation in the

community. We have been pleased to welcome a number of student midwives and health visitors to observe our group.

We have actively approached two local charities: one who provides support to families in a low income area of Cambridge, and another that supports young parents, about how we can support their services (subject to funding).

We have established close relationships with the local NHS infant feeding teams and are represented on the Cambridge and Peterborough Infant Feeding Network.

We reviewed our Equity, Diversity and Inclusion policy and procedures in March 2023. We are committed to the principles of equality of opportunity, diversity, and inclusion in respect of all families who use our services, volunteers and contracted Breastfeeding Counsellors and Trustees. All Trustees, Breastfeeding Counsellors and volunteers are expected to actively implement this policy.

We ran an Equality, Diversity and Inclusion survey in early February/March 2023 to help us better understand the families we were supporting, and importantly find out more about those we weren't reaching. The results of this survey have been discussed by Trustees to shape our priorities, and the team delivering support discussed how the findings can impact the support we provide.

We are aware we want to reach more families from under-represented ethnic groups in the support we provide. We know from seeing who we are supporting, that our online support is reaching a much more diverse range of families than attend in person.

We provided a training session for our team which included Safeguarding and skill-sharing.

We keep anonymized data on the services we provide. All those attending our in-person group are asked to complete a registration form, which means we can evaluate the number of families we are supporting, including the age of babies. We keep monthly and annual statistics on how many families we have supported in person, online and via video call.

We also have a feedback form that we send to all families we have supported, and we use that feedback and the comments to improve and adjust our services and how we provide support. This feedback is collated and shared with the team and the Trustees on a regular basis.

Financial Review

Review of the charity's financial position at the end of the period	£20,302
Statement explaining the policy for holding reserves stating why they are held	The CIO's target level of reserves is: £5,000. This covers 2 months of forecasted expenditure and assumes that new income sources are developed on an annual basis.

Amount of reserves held	£5000
--------------------------------	-------

During the year the charity had a total income of £5,034 (2021-22: £34,250), the charity spent £26,060 (2021-22: £20,267).

This results in a cash fund at the end of the financial period of £20,302. (2021-22: £41,328).

Income continued to meet the needs of the charity, through fundraising, successful grant applications, and donations from the public.

We are grateful for the financial support of the following during the financial year:

- Grant from Postcode Places Trust
- Grant from Arnold Clark Fund
- Individuals fundraising eg Cambridge Half Marathon
- Donations

Structure, Governance and Management

The charity's 11 Trustees who are responsible for the overall management and strategy of the charity. They met 11 times. All trustees give of their time freely and no remuneration or expenses were paid in the year. There have been no new Trustees elected or recruited during 2022-23.

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

RACHEL O'LEARY (Chair)

JUSTINE FIETH (Secretary

ELEANOR CROWE (Treasurer)

MADELAINE McMAHON

REBECCA TALBOT

JUDITH ANN SOTUDEH-TEHRANI

JOANNE ROGERS

ANNA RICHARDSON

ANNA SIMPSON

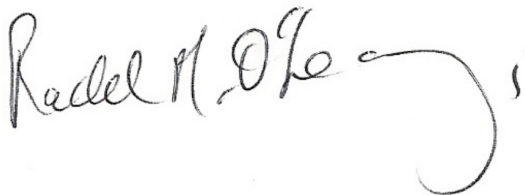
CATHERINE MUGE

LORNA THOMPSON

Declarations

The Trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

A handwritten signature in black ink, appearing to read 'Rachel O'Leary', with a large, sweeping flourish at the end.

Full name: Rachel Marion O'Leary

Position: Chair

Date: 18.9.23



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Cambridge Breastfeeding Alliance	No (if any) 1161678
--	------------------------

Receipts and payments accounts

CC16a

For the period from	Period start date 01-Apr-22	To	Period end date 31-Mar-23
------------------------	--------------------------------	----	------------------------------

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	4,034	1,000	-	5,034	34,250
Activities for generating funds (trading)	-	-	-	-	-
Charitable activities	-	-	-	-	-
Other receipts	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
AR)	4,034	1,000	-	5,034	34,250
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	4,034	1,000	-	5,034	34,250

A3 Payments					
Costs of generating voluntary receipts	-	-	-	-	-
Fundraising costs (trading activities)	-	-	-	-	-
Costs of charitable activities	3,762	22,213	-	25,975	20,237
Governance costs	85	-	-	85	30
	-	-	-	-	-

	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	3,847	22,213	-	26,060	20,267
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	3,847	22,213	-	26,060	20,267
Net of receipts/(payments)	187	- 21,213	-	- 21,026	13,984
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	16,718	24,610	-	41,328	27,344
Cash funds this year end	16,904	3,397	-	20,302	41,328

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	16,904	3,397	-
		-	-	-
		-	-	-
	Total cash funds	16,904	3,397	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds	Restricted funds	Endowment funds

B2 Other monetary assets

Details	to nearest £	to nearest £	to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

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

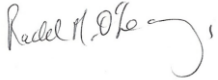
B4 Assets retained for the charity's own use

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

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	22.5.23