

# BROMLEY BRIGHTER BEGINNINGS

England & Wales · Charity number 1162113

## Details

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**Status** Registered

**Legal form** Trust

**Registered** 2015-06-10

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** PO Box 1302  
Bromley  
BR1 9PF

**Phone** 07464 354124

**Email** [bromleybrighterbeginnings@gmail.com](mailto:bromleybrighterbeginnings@gmail.com)

**Website** <http://www.bromleybrighterbeginnings.org.uk>

## Activities

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**Objects:** THE OBJECT OF THE CHARITY ('THE OBJECT') IS THE PREVENTION OR RELIEF OF POVERTY OF FAMILIES WITH DEPENDENT CHILDREN IN THE LONDON BOROUGH OF BROMLEY IN PARTICULAR, BUT NOT EXCLUSIVELY, BY:(1) PROVIDING NEW AND SECONDHAND BABY- AND CHILD-RELATED ITEMS TO FAMILIES IN NEED AND/OR CHARITIES OR OTHER ORGANISATIONS WORKING TO RELIEVE POVERTY;(2) ARRANGING ACTIVITIES FOR CHILDREN FROM IMPOVERISHED FAMILIES AND DOMESTIC VIOLENCE REFUGES;(3) PROVIDING INFORMATION TO IMPOVERISHED FAMILIES TO ENABLE THEM TO ACCESS SUPPORT AVAILABLE FROM OTHER CHARITIES AND ORGANISATIONS WORKING TO RELIEVE POVERTY; AND(4) RAISING AWARENESS ABOUT THE LEVEL OF POVERTY IN THE LONDON BOROUGH OF BROMLEY AND THE IMPACT OF SUCH POVERTY ON THE LIVES OF CHILDREN AND THEIR PARENTS.

**Activities:** to provide essential baby, child or household items to local families in financial hardship;to raise awareness about the level of poverty in the London Borough of Bromley & the impact of this poverty on the lives of children & their parents;to fund occasional activities & essentials for women and children living in domestic violence refuges;to signpost families to other local sources

## Classification

- **How:** Provides Services
- **What:** The Prevention Or Relief Of Poverty
- **Who:** Other Defined Groups

## Geography

- Bromley

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	£267,925	£288,407	-	-
2024-07-31	£238,113	£268,352	-	-
2023-07-31	£202,494	£152,056	-	-
2022-07-31	£132,878	£125,562	-	-
2021-07-31	£151,557	£128,172	-	-
2020-07-31	£64,129	£51,549	-	-

## Trustees

Name	Role	Appointed
<b>EMMA MARTIN</b>	Chair	2014-02-05
Emma Warren		2023-02-04
Eva Fiz Querol		2023-10-07
Josephine Kench		2023-02-04
Kerriann Rawley		2023-01-01
Lorelei Freeman		2014-02-05
Michael Feely		2025-04-01
<b>NANCY LENGTHORN</b>		2014-02-05
Regina Omalabi Harriet Ogunsola		2024-07-13

**BROMLEY BRIGHTER BEGINNINGS**

England & Wales - Charity number 1162113

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# Accounts

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Charity registration number 1210626 (England and Wales)

**BROMLEY BRIGHTER BEGINNINGS**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2025**

# BROMLEY BRIGHTER BEGINNINGS

## LEGAL AND ADMINISTRATIVE INFORMATION

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### Trustees

E Martin  
N Lengthorn  
L Freeman  
J Kench  
Emma Warren  
E Fiz Querol  
K Rawley  
M Feely (Appointed 1 April 2025)  
R O H Ogunsola (Appointed 19 October 2024)

### Charity registration

England and Wales 1210626

### Principal address

PO Box 1302  
Bromley  
Kent  
BR1 9PF

### Independent examiner

Louise Hallsworth FCA  
Affinia (Orpington)  
Chartered Accountants  
Lynwood House, Crofton Road  
Orpington  
BR6 8QE

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# BROMLEY BRIGHTER BEGINNINGS

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# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 31 JULY 2025

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The Trustees present their annual report and financial statements for the year ended 31 July 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Declaration of Trust dated 5th September 2014 (and subsequent amendments), 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 (FRS 102)" (effective 1 January 2019).

#### **Transition from predecessor charity**

Bromley Brighter Beginnings CIO was incorporated on 23rd November 2024 and began operations on 1st April 2025, following the transfer of assets from its predecessor charity, Bromley Brighter Beginnings (registered charity number 1162113), a charitable trust governed by a Declaration of Trust dated 5th September 2014. The transfer was undertaken in order to adopt a more appropriate legal structure, with the CIO offering greater protection to trustees and improved governance arrangements. The predecessor charity is in the process of being wound up. These accounts reflect the activities and finances of the predecessor charity from 1st August 2024 to 31st March 2025 and the CIO from 1st April 2025 to 31st July 2025.

#### **Objectives and activities**

The objects of Bromley Brighter Beginnings CIO are to relieve the pressure of poverty on families with young children in the London Borough of Bromley and surrounding areas in a practical way, by providing them with essential baby, child and household items. The Charity envisions a world in which children are not disadvantaged by growing up in poverty, and where their parents and caregivers do not have to struggle to provide them with the most basic items.

The Charity's work is guided by its core values of community, inclusivity, dignity, sustainability and wellbeing. Relieving stress, anxiety and depression in parents and caregivers has a positive impact on the early experiences of children, gives those children a better start in life and helps families recover more quickly from financial crisis.

The Charity operates across the London Borough of Bromley, working with professional referrers including health visitors, social workers and other support agencies to identify and assist families most in need.

#### *Public benefit*

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

#### **Achievements and performance**

##### *Significant activities and achievements against objectives*

During the period, the Charity continued to deliver its full range of services to families across the borough. Despite the continuing cost of living crisis, which disproportionately affects low-income families, the Charity supported over 1,000 families across the London Borough of Bromley during the 2024/25 financial year, with a total of 1,905 children receiving help from one of its services. The highest levels of need were seen in the Anerley and Penge, Orpington and Petts Wood, and Bromley town areas.

The Charity fulfilled over 300 general referrals during the year, providing essentials such as nappies, wipes, buggies, cot beds and children's clothing to families in need. The most frequently requested items were pre-loved clothing, followed by nappies, baby wipes, buggies and cots or cot beds. The Charity also provided newborn packs offering essentials for a baby's first month, together with items to support new mothers. These packs help reduce stress and support better mental health at a crucial time for families already under financial strain.

# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 JULY 2025

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In addition to its general support, the Charity completed the following during the year:

- 99 referrals under the Bed for Every Child project, providing beds and bedding to children without adequate sleeping arrangements.
- 81 referrals under the Healthy Homes for Every Child project, supplying white goods including cookers, fridges and washing machines through its trusted supplier, Budget Appliances.
- 243 referrals for school uniform support, providing pre-loved primary uniforms, new secondary school uniform items, school shoes and other essentials such as water bottles, stationery and school bags.
- 50 newborn packs distributed to families with new babies.
- 726 children supported through the Christmas in a Bag project, with bags carefully packed with a mix of essential and treat items for every member of the household, tailored to reflect different ages, cultures, faiths, disabilities and family structures.

The Trustees are satisfied that the Charity's activities continue to deliver significant public benefit, in line with its charitable objects.

#### **Financial review**

Total income for the period was £267,925 and total expenditure was £288,407, resulting in a net deficit of £20,482 for the period. Closing reserves at 31 July 2025 were £72,893, reflecting the assets transferred from the predecessor charity together with the results of the period.

The Charity was grateful to receive funding support from a number of grant-making trusts and foundations during the year, including the National Lottery, City Bridge Foundation, Global Make Some Noise, Save The Children, Beacon Lodge, MFS International, GBE Services, Hiscox and the Doughty Family, as well as donations from a wide range of local individuals, businesses, schools, churches and community groups.

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six months' expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. The Trustees confirm that this level of reserves has been maintained throughout the period.

#### *Reserves policy*

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six months' expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

#### **Structure, governance and management**

The Charity is a Charitable Incorporated Organisation (CIO) governed by its constitution adopted on 23rd November 2024. It is registered with the Charity Commission for England and Wales under charity number 1210626.

The Charity is managed by its board of Trustees, who are responsible for setting the strategic direction of the organisation, ensuring sound financial management and overseeing the delivery of its charitable objects. The Trustees meet regularly throughout the year to fulfil these responsibilities.

# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 JULY 2025

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The Trustees who served during the year and up to the date of signature of the financial statements were:

E Martin

N Lengthorn

L Freeman

C Jethwani

(Resigned 31 March 2025)

J Kench

Emma Warren

E Fiz Querol

K Rawley

M Feely

(Appointed 1 April 2025)

R O H Ogunsola

(Appointed 19 October 2024)

#### *Recruitment and appointment of trustees*

Trustees have been appointed either in the original governing documents or by subsequent resolution of the Trustees at a special meeting in accordance with the provisions of the constitution. New Trustees are recruited on the basis of the skills and experience required to support the Charity's work.

None of the Trustees has any beneficial interest in the Charity.

The day-to-day operations of the Charity are carried out by a small team of part-time members of staff, supported by a dedicated team of over 30 volunteers who carry out a wide range of roles including family liaison, stock and donation coordination, referrals coordination, fundraising, communications and project coordination.

The Trustees' report was approved by the Board of Trustees.

*Emma Martin*

.....  
E Martin

**Chair**

22 April 2026

Date: .....

# BROMLEY BRIGHTER BEGINNINGS

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF BROMLEY BRIGHTER BEGINNINGS

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I report to the Trustees on my examination of the financial statements of Bromley Brighter Beginnings (the Charity) for the year ended 31 July 2025.

#### **Responsibilities and basis of report**

As the Trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

#### **Independent examiner's statement**

Since the Charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

- 1 accounting records were not kept in respect of the Charity as required by section 130 of the Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

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

*Louise Hallsworth*

**Louise Hallsworth FCA**

Affinia (Orpington)

Chartered Accountants

Lynwood House, Crofton Road

Orpington

BR6 8QE

Date: ..... 22 April 2026

Date: .....

# BROMLEY BRIGHTER BEGINNINGS

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 JULY 2025**

		Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
	Notes						
<b>Income from:</b>							
Donations and legacies	2	107,706	160,219	267,925	65,597	172,516	238,113
<b>Total income</b>		<u>107,706</u>	<u>160,219</u>	<u>267,925</u>	<u>65,597</u>	<u>172,516</u>	<u>238,113</u>
<b>Expenditure on:</b>							
Raising funds	3	1,005	-	1,005	-	-	-
Charitable activities	4	94,918	192,484	287,402	130,301	138,051	268,352
<b>Total expenditure</b>		<u>95,923</u>	<u>192,484</u>	<u>288,407</u>	<u>130,301</u>	<u>138,051</u>	<u>268,352</u>
<b>Net income/(expenditure) and movement in funds</b>		11,783	(32,265)	(20,482)	(64,704)	34,465	(30,239)
<b>Reconciliation of funds:</b>							
Fund balances at 1 August 2024		37,837	55,538	93,375	102,541	21,073	123,614
<b>Fund balances at 31 July 2025</b>		<u>49,620</u>	<u>23,273</u>	<u>72,893</u>	<u>37,837</u>	<u>55,538</u>	<u>93,375</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

# BROMLEY BRIGHTER BEGINNINGS

## BALANCE SHEET

AS AT 31 JULY 2025

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	Notes	2025 £	£	2024 £	£
<b>Current assets</b>					
Debtors	10	371		2,017	
Cash at bank and in hand		73,923		92,617	
		<u>74,294</u>		<u>94,634</u>	
<b>Creditors: amounts falling due within one year</b>	11	(1,401)		(1,259)	
<b>Net current assets</b>			72,893		93,375
			<u>72,893</u>		<u>93,375</u>
<b>The funds of the Charity</b>					
Restricted income funds	13		23,273		55,538
Unrestricted funds	14		49,620		37,837
			<u>72,893</u>		<u>93,375</u>

The financial statements were approved by the Trustees on 22 April 2026

*Emma Martin*

.....  
E Martin  
Chair

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 JULY 2025

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#### 1 Accounting policies

##### Charity information

Bromley Brighter Beginnings is a registered charity in England and Wales (charity number 1210626).

#### 1.1 Basis of preparation

The financial statements have been prepared in accordance with the Charity's governing document, the Charities Act 2011, and the Charities SORP "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 (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

#### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2025

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### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of contracted hours, and depreciation charges are allocated on the portion of the asset's use.

#### 1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.7 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### 1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

### 2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2025	2025	2025	2024	2024	2024
	£	£	£	£	£	£
Donations and gifts	91,598	72,000	163,598	63,397	17,147	80,544
Grants	16,108	88,219	104,327	2,200	155,369	157,569
	<u>107,706</u>	<u>160,219</u>	<u>267,925</u>	<u>65,597</u>	<u>172,516</u>	<u>238,113</u>
<b>Donations and gifts</b>						
Direct donations to BBB	45,181	56,110	101,291	24,631	13,704	38,335
Just giving / general	35,343	13,915	49,258	28,615	3,443	32,058
Other	11,074	1,975	13,049	10,151	-	10,151
	<u>91,598</u>	<u>72,000</u>	<u>163,598</u>	<u>63,397</u>	<u>17,147</u>	<u>80,544</u>
<b>Grants receivable for core activities</b>						
Bed for every child	-	2,000	2,000	-	79,875	79,875
Hampers	-	-	-	-	500	500
Healthy homes	-	2,000	2,000	-	16,500	16,500
School uniform	-	1,500	1,500	-	3,162	3,162
Crisis support	-	-	-	-	10,100	10,100
Employee	-	13,500	13,500	-	15,000	15,000
NL EEE's related & Storage	-	69,219	69,219	-	30,232	30,232
General	16,108	-	16,108	2,200	-	2,200
	<u>16,108</u>	<u>88,219</u>	<u>104,327</u>	<u>2,200</u>	<u>155,369</u>	<u>157,569</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

### 3 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
<b>Fundraising and publicity</b>		
Other fundraising costs	1,005	-
	<u>1,005</u>	<u>-</u>

### 4 Expenditure on charitable activities

	Charitable activities 2025 £	Charitable activities 2024 £
<b>Direct costs</b>		
Staff costs	65,851	27,477
BFEC	47,108	78,770
School Uniform	45,279	39,827
Xmas Hamper	51,879	36,320
Healthy Homes	28,525	30,356
General Referral	8,898	16,047
Crisis Support	40	11,839
Newborn Pack	4,658	4,720
	<u>252,238</u>	<u>245,356</u>
<b>Share of support and governance costs (see note 5)</b>		
Support	33,904	21,796
Governance	1,260	1,200
	<u>287,402</u>	<u>268,352</u>
<b>Analysis by fund</b>		
Unrestricted funds	94,918	130,301
Restricted funds	192,484	138,051
	<u>287,402</u>	<u>268,352</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

### 5 Support costs allocated to activities

	<b>2025</b>	<b>2024</b>
	£	£
Running costs	33,422	21,007
Team Development	482	666
Advertising	-	123
Governance costs	1,260	1,200
	<u>35,164</u>	<u>22,996</u>
<b>Analysed between:</b>		
Charitable activities	<u>35,164</u>	<u>22,996</u>

### 6 Net movement in funds

	<b>2025</b>	<b>2024</b>
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	<u>1,260</u>	<u>1,200</u>

### 7 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

### 8 Employees

The number of employees at the year end was:

	<b>2025</b>	<b>2024</b>
	Number	Number
	<u>5</u>	<u>3</u>
<b>Employment costs</b>		
	<b>2025</b>	<b>2024</b>
	£	£
Wages and salaries	64,686	27,477
Other pension costs	1,165	-
	<u>65,851</u>	<u>27,477</u>

There were no employees whose annual remuneration was more than £60,000.

### 9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

### 10 Debtors

	2025	2024
	£	£
<b>Amounts falling due within one year:</b>		
Trade debtors	-	1
Prepayments and accrued income	371	2,016
	<u>371</u>	<u>2,017</u>

### 11 Creditors: amounts falling due within one year

	2025	2024
	£	£
Accruals and deferred income	1,401	1,259
	<u>1,401</u>	<u>1,259</u>

### 12 Retirement benefit schemes

	2025	2024
	£	£
<b>Defined contribution schemes</b>		
Charge to profit or loss in respect of defined contribution schemes	1,165	-
	<u>1,165</u>	<u>-</u>

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund.

### 13 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 August 2024	Incoming resources	Resources expended	At 31 July 2025
	£	£	£	£
BFEC Fund	37,898	9,605	(43,343)	4,160
Crisis Support	3,704	-	(40)	3,664
GM Salary only Fund	2,407	13,500	(13,131)	2,776
Healthy Home Fund	-	2,719	(2,707)	12
NL EEEs + Storage Fund	11,529	69,218	(70,395)	10,352
School Uniform Fund	-	5,709	(5,709)	-
Xmas Hamper Fund	-	59,468	(57,159)	2,309
	<u>55,538</u>	<u>160,219</u>	<u>(192,484)</u>	<u>23,273</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

### 13 Restricted funds (Continued)

Previous year:	At 1 August 2023	Incoming resources	Resources expended	At 31 July 2024
	£	£	£	£
BFEC Fund	5,123	92,384	(59,609)	37,898
Crisis Support	5,443	10,100	(11,839)	3,704
GM Salary only Fund	4,224	15,000	(16,817)	2,407
Healthy Home Fund	-	16,907	(16,907)	-
New Born Pack	700	-	(700)	-
NL EEEs + Storage Fund	-	30,232	(18,703)	11,529
School Uniform Fund	-	4,538	(4,538)	-
Xmas Hamper Fund	5,583	3,355	(8,938)	-
	<u>21,073</u>	<u>172,516</u>	<u>(138,051)</u>	<u>55,538</u>

### 14 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 August 2024	Incoming resources	Resources expended	At 31 July 2025
	£	£	£	£
General funds	<u>37,837</u>	<u>107,706</u>	<u>(95,923)</u>	<u>49,620</u>
<b>Previous year:</b>	<b>At 1 August 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 July 2024</b>
	£	£	£	£
General funds	<u>102,541</u>	<u>65,597</u>	<u>(130,301)</u>	<u>37,837</u>

### 15 Analysis of net assets between funds

	Unrestricted funds 2025	Restricted funds 2025	Total 2025
	£	£	£
<b>At 31 July 2025:</b>			
Current assets/(liabilities)	<u>49,620</u>	<u>23,273</u>	<u>72,893</u>
	<u>49,620</u>	<u>23,273</u>	<u>72,893</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2025

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### 15 Analysis of net assets between funds

(Continued)

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 31 July 2024:</b>			
Current assets/(liabilities)	37,837	55,538	93,375
	<u>37,837</u>	<u>55,538</u>	<u>93,375</u>

### 16 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).

**BROMLEY BRIGHTER BEGINNINGS**

England & Wales - Charity number 1162113

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# Accounts

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Charity registration number 1162113

**BROMLEY BRIGHTER BEGINNINGS**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2024**

# BROMLEY BRIGHTER BEGINNINGS

## LEGAL AND ADMINISTRATIVE INFORMATION

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### Trustees

E Martin  
N Lengthorn  
L Freeman  
C Jethwani  
J Kench  
E Warren  
E Fiz Querol  
K Rawley

(Appointed 7 October 2023)

### Charity number

1162113

### Independent examiner

Louise Hallsworth, FCA  
Baxter & Co  
Chartered Accountants  
Lynwood House, Crofton Road  
Orpington  
Kent  
BR6 8QE

# BROMLEY BRIGHTER BEGINNINGS

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Independent examiner's report	3
Statement of financial activities	4
Balance sheet	5
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# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT

**FOR THE YEAR ENDED 31 JULY 2024**

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The Trustees present their annual report and financial statements for the year ended 31 July 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Declaration of Trust dated 5th September 2014 (and subsequent amendments), 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 (FRS 102)" (effective 1 January 2019).

### **Objectives and activities**

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

### **Achievements and performance**

#### **Financial review**

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six months' expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

### **Structure, governance and management**

The Charity is a charitable trust governed by the Declaration of Trust dated 5th September 2014 (and subsequent amendments).

The Trustees who served during the year and up to the date of signature of the financial statements were:

E Martin

N Lengthorn

L Freeman

C Jethwani

J Kench

E Warren

E Fiz Querol

(Appointed 7 October 2023)

K Rawley

#### *Recruitment and appointment of trustees*

Appointments have all been made either in the original governing documents, or by subsequent resolution of trustees at a special meeting in accordance with clause 9 of the original governing document.

None of the Trustees has any beneficial interest in the charity.

The charity's current policy concerning the payment of trade creditors is to follow the CBI's Prompt Payers Code (copies are available from the CBI, Centre Point, 103 New Oxford Street, London WC1A 1DU).

The charity's current policy concerning the payment of trade creditors is to:

- settle the terms of payment with suppliers when agreeing the terms of each transaction;
- ensure that suppliers are made aware of the terms of payment by inclusion of the relevant terms in contracts; and
- pay in accordance with the charity's contractual and other legal obligations.

Creditors of the charity at the year end were £1,259.


# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

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The Trustees' report was approved by the Board of Trustees.

  
.....  
C Jethwani  
Treasurer and Trustee

Date: .....13/11/2024.....

# BROMLEY BRIGHTER BEGINNINGS

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF BROMLEY BRIGHTER BEGINNINGS

---

I report to the Trustees on my examination of the financial statements of Bromley Brighter Beginnings (the Charity) for the year ended 31 July 2024.

#### **Responsibilities and basis of report**

As the Trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### **Independent examiner's statement**


Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

- 1 accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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



**Louise Hallsworth, FCA**

Baxter & Co  
Chartered Accountants  
1 Vicarage Lane  
Stratford  
London  
E15 4HF

Dated: 15 November 2024

# BROMLEY BRIGHTER BEGINNINGS

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 JULY 2024**

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>Income from:</b>							
Donations and legacies	2	65,597	172,516	238,113	93,680	108,814	202,494
<b>Total income</b>		65,597	172,516	238,113	93,680	108,814	202,494
<b>Expenditure on:</b>							
Charitable activities	3	130,301	138,051	268,352	54,694	97,362	152,056
<b>Total expenditure</b>		130,301	138,051	268,352	54,694	97,362	152,056
<b>Net income/(expenditure) and movement in funds</b>		(64,704)	34,465	(30,239)	38,986	11,452	50,438
<b>Reconciliation of funds:</b>							
Fund balances at 1 August 2023		102,541	21,073	123,614	63,555	9,621	73,176
<b>Fund balances at 31 July 2024</b>		37,837	55,538	93,375	102,541	21,073	123,614

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

# BROMLEY BRIGHTER BEGINNINGS

## BALANCE SHEET

AS AT 31 JULY 2024

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	Notes	2024 £	£	2023 £	£
<b>Current assets</b>					
Debtors	9	2,017		1,403	
Cash at bank and in hand		92,617		123,211	
		<u>94,634</u>		<u>124,614</u>	
<b>Creditors: amounts falling due within one year</b>	10	(1,259)		(1,000)	
<b>Net current assets</b>			<u>93,375</u>		<u>123,614</u>
<b>The funds of the Charity</b>					
Restricted income funds	11		55,538		21,073
Unrestricted funds	12		37,837		102,541
			<u>93,375</u>		<u>123,614</u>

The financial statements were approved by the Trustees on 13/11/2024

  
.....  
C Jethwani  
Treasurer and Trustee

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 JULY 2024

---

#### 1 Accounting policies

##### Charity information

Bromley Brighter Beginnings is a registered charity in England and Wales (charity number 1162113).

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Charities Act 2011, and the Charities SORP "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 (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

#### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2024

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### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of contracted hours, and depreciation charges are allocated on the portion of the asset's use.

#### 1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.7 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### 1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2024

### 2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023	2023
	£	£	£	£	£	£
Donations and gifts	63,397	17,147	80,544	86,680	23,564	110,244
Grants	2,200	155,369	157,569	7,000	85,250	92,250
	<u>65,597</u>	<u>172,516</u>	<u>238,113</u>	<u>93,680</u>	<u>108,814</u>	<u>202,494</u>
<b>Donations and gifts</b>						
Direct donations to BBB	24,631	13,704	38,335	38,733	-	38,733
Just giving / general	28,615	3,443	32,058	43,373	-	43,373
Paypal / Facebook / Amazon / Collection boxes etc.	10,151	-	10,151	4,574	-	4,574
Bed for every child	-	-	-	-	1,764	1,764
Hampers	-	-	-	-	19,672	19,672
Healthy homes	-	-	-	-	1,325	1,325
School uniform	-	-	-	-	803	803
	<u>63,397</u>	<u>17,147</u>	<u>80,544</u>	<u>86,680</u>	<u>23,564</u>	<u>110,244</u>
<b>Grants receivable for core activities</b>						
Bed for every child	-	79,875	79,875	-	51,500	51,500
Hampers	-	500	500	-	3,500	3,500
Healthy homes	-	16,500	16,500	-	10,000	10,000
School uniform	-	3,162	3,162	-	3,500	3,500
Newborn hampers	-	-	-	-	3,000	3,000
Crisis support	-	10,100	10,100	-	5,750	5,750
Employee	-	15,000	15,000	-	8,000	8,000
NL EEE's related & Storage	-	30,232	30,232	-	-	-
General	2,200	-	2,200	-	-	-
Other	-	-	-	7,000	-	7,000
	<u>2,200</u>	<u>155,369</u>	<u>157,569</u>	<u>7,000</u>	<u>85,250</u>	<u>92,250</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2024

### 3 Expenditure on charitable activities

	Charitable activities 2024 £	Charitable activities 2023 £
<b>Direct costs</b>		
Staff costs	27,477	5,293
BFEC	78,770	66,578
School Uniform	39,827	24,833
Xmas Hamper	36,320	17,600
Healthy Homes	30,356	21,186
General Referral	16,047	6,334
Crisis Support	11,839	757
Newborn Pack	4,720	3,123
	<u>245,356</u>	<u>145,704</u>
<b>Share of support and governance costs (see note 4)</b>		
Support	21,796	5,352
Governance	1,200	1,000
	<u>268,352</u>	<u>152,056</u>
<b>Analysis by fund</b>		
Unrestricted funds	130,301	54,694
Restricted funds	138,051	97,362
	<u>268,352</u>	<u>152,056</u>

### 4 Support costs allocated to activities

	2024 £	2023 £
Running costs	21,007	4,311
Team Development	666	268
Advertising	123	773
Governance costs	1,200	1,000
	<u>22,996</u>	<u>6,352</u>
<b>Analysed between:</b>		
Charitable activities	<u>22,996</u>	<u>6,352</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2024

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<b>5</b>	<b>Net movement in funds</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	The net movement in funds is stated after charging/(crediting):		
	Fees payable for the independent examination of the charity's financial statements	1,200	1,000
		<u>          </u>	<u>          </u>
<b>6</b>	<b>Trustees</b>		
	None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.		
<b>7</b>	<b>Employees</b>		
	The number of employees at the year end was:		
		<b>2024</b>	<b>2023</b>
		<b>Number</b>	<b>Number</b>
		3	2
		<u>          </u>	<u>          </u>
	<b>Employment costs</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Wages and salaries	27,477	5,293
		<u>          </u>	<u>          </u>
	There were no employees whose annual remuneration was more than £60,000.		
<b>8</b>	<b>Taxation</b>		
	The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.		
<b>9</b>	<b>Debtors</b>		
		<b>2024</b>	<b>2023</b>
	<b>Amounts falling due within one year:</b>	<b>£</b>	<b>£</b>
	Trade debtors	1	-
	Prepayments and accrued income	2,016	1,403
		<u>          </u>	<u>          </u>
		2,017	1,403
		<u>          </u>	<u>          </u>
<b>10</b>	<b>Creditors: amounts falling due within one year</b>		
		<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Accruals and deferred income	1,259	1,000
		<u>          </u>	<u>          </u>

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# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 JULY 2024

#### 11 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	<b>At 1 August 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 July 2024</b>
	£	£	£	£
BFEC Fund	5,123	92,384	(59,609)	37,898
Crisis Support	5,443	10,100	(11,839)	3,704
GM Salary only Fund	4,224	15,000	(16,817)	2,407
Healthy Home Fund	-	16,907	(16,907)	-
New Born Pack	700	-	(700)	-
NL EEEs + Storage Fund	-	30,232	(18,703)	11,529
School Uniform Fund	-	4,538	(4,538)	-
Xmas Hamper Fund	5,583	3,355	(8,938)	-
	<u>21,073</u>	<u>172,516</u>	<u>(138,051)</u>	<u>55,538</u>
<b>Previous year:</b>	<b>At 1 August 2022</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 July 2023</b>
	£	£	£	£
	<u>9,621</u>	<u>108,814</u>	<u>(97,362)</u>	<u>21,073</u>

#### 12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	<b>At 1 August 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 July 2024</b>
	£	£	£	£
General funds	<u>102,541</u>	<u>65,597</u>	<u>(130,301)</u>	<u>37,837</u>
<b>Previous year:</b>	<b>At 1 August 2022</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 July 2023</b>
	£	£	£	£
General funds	<u>63,555</u>	<u>93,680</u>	<u>(54,694)</u>	<u>102,541</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2024

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### 13 Analysis of net assets between funds

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total 2024 £</b>
<b>At 31 July 2024:</b>			
Current assets/(liabilities)	37,837	55,538	93,375
	<u>37,837</u>	<u>55,538</u>	<u>93,375</u>
	<u><u>37,837</u></u>	<u><u>55,538</u></u>	<u><u>93,375</u></u>
	<b>Unrestricted funds 2023 £</b>	<b>Restricted funds 2023 £</b>	<b>Total 2023 £</b>
<b>At 31 July 2023:</b>			
Current assets/(liabilities)	102,541	21,073	123,614
	<u>102,541</u>	<u>21,073</u>	<u>123,614</u>
	<u><u>102,541</u></u>	<u><u>21,073</u></u>	<u><u>123,614</u></u>

### 14 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

**BROMLEY BRIGHTER BEGINNINGS**

England & Wales - Charity number 1162113

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# Accounts

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**Bromley  
Brighter Beginnings**

# Annual Report 2022 – 2023



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# Our vision and mission

Bromley Brighter Beginnings envisions a world in which children are not disadvantaged by growing up in poverty, and where their parents and caregivers do not have to struggle to provide them with the most basic items.

Our mission is to relieve the pressure of poverty on families in a practical way by providing them with baby, child and household items. This support demonstrates that they are not alone in their difficulties and aims to foster long term social inclusion. Relieving stress, anxiety and depression in parents and caregivers has a positive impact on the early experiences of children, gives those children a better start in life and helps families recover more quickly from financial crisis.



## Our values



### Community

We harness the power of the community to support its most vulnerable members.



### Inclusivity

We aim to be thoughtful, inclusive and respectful of the diverse families we support.



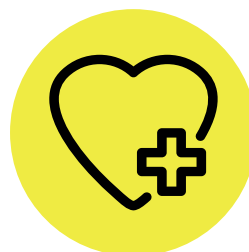
### Dignity

We respect the families we support and aim to reduce the stigma associated with growing up in poverty.



### Sustainability

We are mindful of the environment and committed to reducing waste as much as possible.



### Well-being

We promote and are mindful of the physical and mental health of the families we support and everyone else in the BBB community.

# Our aims

## Bromley Brighter Beginnings' aims are as follows:

- to provide new and second-hand baby- and child-related clothing and equipment and essential household items to families in need
- to provide information to families in financial hardship to enable them to access support available from other charities and organisations; and
- to raise awareness about the level of poverty in the London Borough of Bromley and the impact of such poverty on the lives of children and their parents.

## Public benefit

In defining our priorities each year, the Trustees of Bromley Brighter Beginnings have regard to the Charity Commission's general guidance on public benefit. In addition, the Trustees always ensure that the programmes we undertake are in line with our charitable object (the prevention or relief of poverty of families with dependent children in the London Borough of Bromley) and aims (as above).

The purpose of the work we carry out at Bromley Brighter Beginnings is beneficial as we provide basic supplies, such as children's clothes and shoes, books and other personal supplies to help families and children in the London Borough of Bromley who are unable to afford them. That the public benefits from this can be demonstrated objectively through the data presented in this report - for example, the number of families we have assisted during the year and the referral system we employ.

We are not aware of any specific detriment or harm that results from the purpose of our work, but we are confident that any such detriment or harm does not outweigh the benefit. Regarding the environmental impact of our work for example, there is potentially some harm to the environment in our volunteers using their cars to deliver items to families. However, the impact that receiving these items has on those families outweighs any such harm.

# Chair's introduction

**I am delighted to present the latest Annual Report from Bromley Brighter Beginnings, which includes data from our last financial year, 1st August 2022 to 31st July 2023 that was presented at our Annual Meeting in September 2023.**

During our last financial year, we have witnessed the cost of living crisis going from bad to worse. According to the latest figures published by [Child Poverty Action Group](#), 4.2 million children now live in poverty in the UK. That equates to an average of every 9 children in a classroom of 30, with 71% of those children living in families in which at least one parent is in work.

The London Borough of Bromley is a relatively affluent area, but despite that, 20% of the children in the borough still live in poverty, according to [Trust for London](#). We have seen a sharp increase in the number of requests for help with absolute basics such as heating and food.

It is not surprising therefore that BBB has been busier than ever over the last year, and it was no longer feasible for us to continue as a 100% volunteer-led organisation. During our last financial year, we took on our first part-time member of staff, Amy Day, our new General Manager. Taking on staff means we have to be sure we have enough income to cover the additional costs, so we also now have Jenny Manning working as our Grants and Fundraising Lead one day a week. Both of these appointments have put BBB in a much stronger position for longer-term sustainability.

The BBB trustee board was strengthened by two new trustees, Emma Warren and Josephine Kench, after Mary Ion and Tracy Griffin stepped down due to personal reasons. Both Mary and Tracy were Trustees for years and we were sad to see them go, but grateful for everything they have done for BBB.

As announced during our previous Annual Meeting in Sept 2022, one of our key concerns in the last financial year has been to make BBB as environmentally-friendly as we can. We have taken part in Carbon Literacy training run by Greener and Cleaner, through which we learned that of all the current environmental challenges, including plastic use and pollution, reducing carbon emissions has to be the most urgent priority. We haven't yet worked out how to provide the service we do in a carbon-neutral way, but we have produced an Environmental Policy and the Trustees consider the environmental sustainability of all decisions made. In the last year, for example, we have taken on two new storage spaces, one in Orpington and one in Beckenham, so that volunteers do not have to drive so far in order to collect items to be taken to families. We would like to encourage our supporters to minimise car use as much as possible, for example by making one trip to deliver several items to a volunteer, rather than several trips with fewer items, and perhaps even linking up with other supporters to making several drop-offs in one go. Having launched our uniform campaign in early June, we were donated over 1,800 items of quality pre-loved primary school uniform, including from school PTAs. All of this helps to reduce the carbon emissions produced by the service we are providing.

As always, we are grateful for the support we receive from the community, and the time that our volunteers give to ensure that we can continue to help the most vulnerable families in the borough.



*Emma Martin, Chair of Bromley Brighter Beginnings*

# Our impact on local families

**Demand increases for BBB's service year on year, and this past year has been no different, with an increase of 16.5%. We completed 658 referrals in the year compared to 565 in the previous year. Those 658 referrals were for 595 different families, providing items to 1055 children across the borough (some of these children would have been referred to us more than once throughout the year).**

As in previous years, the 3 areas in the borough that we receive the most referrals for are Orpington (23.5%), Anerley/Penge (23.5%) and Bromley (19.7%).

We completed 340 general referrals this year which include the provision of items such as clothes, cots, buggies, toys and nappies, as well as specific referrals under our Healthy Homes (white goods), Bed for Every Child and school uniform projects, which we will cover in a later section of this report.



We also provided 12 Basics Bundles – these are a relatively new provision for BBB, comprising a monthly pack of nappies, wipes, formula & toiletries, delivered over three months to families in need who find themselves in exceptional circumstances for which there is no short-term fix (e.g. families with no recourse to public funds). Our supporters have kindly funded the purchase of the majority of items provided in our Basics Bundles during the past year – a significant contribution for which we are really grateful.

We provided 63 newborn packs over the past year. 93% of new mums who received one told us that our support had helped to relieve pressure of getting ready for their baby. And the same percentage said that our newborn packs introduced them to items they didn't know they needed for their baby.

## What's in a Newborn Pack?



### For mum

- Maternity sanitary towels
- Breast pads
- Hairbrush
- Towel
- **Toiletries:** Shampoo, conditioner, shower gel, soap, toothbrush, toothpaste, deodorant



### For baby

- Nappies, wipes, nappy sacks
- Toiletries: baby bath, baby wash, baby lotion, barrier cream, toothbrush, toothpaste, cotton wool, sponge
- Towel
- Changing Mat
- 5 bibs
- 5 Muslin Squares
- 3 x bottles
- Clothing: 7 x vest, 7x sleepsuits, 1 x cardigan, 2x hats, mittens and booties
- Cellular or waffle blanket
- Room thermometer
- Digital thermometer

Our Referrals Manager, Kerri Rawley, works incredibly hard throughout the year to keep our service running, processing all incoming referrals, liaising with referrers, clients and volunteers, and keeping our database updated with accurate details of all cases received, enabling us to provide an efficient service to the clients who need our support, and for us to track demand and trends in the need for our service to help forward planning.

During the year, 157 new professionals referred to our service – 20% of those being social workers from the London Borough of Bromley, demonstrating the high level of need there is within the borough.

We have also seen an increase in the number of schools referring to us and an increase in the number of referrals made to us by Citizens Advice for families who have no other professionals supporting them. We have seen these kinds of referrals increase since the cost of living crisis where families who were just about managing before and under the radar of any supporting organisations are now unable to make ends meet. As in previous years we also continue to receive referrals from midwives, health visitors, GPs and family support workers from other organisations.

91% of referrals were for single-parent families, 17% of the clients referred to us were employed but unable to afford essentials for their children, and 83% of clients referred to us were unemployed.

**100% of families said that support from BBB had helped to relieve the pressure and stress they were feeling.**

**BBB's help contributed to relieving the financial worries and pressures of 98% of families we supported.**

We were saddened to see that 91% of our clients in the year were assessed by their referrer to be socially isolated, demonstrating that the families who have no one to turn to in their time of need struggle the most.

As the need for our service increases, we intend to do what we can as a charity to keep meeting this demand and providing the families referred to us with the essential items they require, and we know we are very fortunate that year on year we are in a position to be able to do this.

**96% of parents / carers said they feel better equipped to manage day-to-day life following the support BBB had provide them.**

**91% of families said that BBB's support had made a positive impact on their children's wellbeing.**



# Team BBB

BBB remains a predominantly volunteer-led organisation, with 29 volunteers actively working within Team BBB.

Our volunteers are the heartbeat of Bromley Brighter Beginnings. Without them we simply could not do what we do! We are incredibly grateful for the passion, energy, and dedication that each and every one of our volunteers shows in their roles.

Our Trustees perform their role on a voluntary basis, meeting regularly to oversee the charity's governance, strategy and finances.

Within the volunteer team, we have several types of roles:

- our management team oversees the operations of the charity on a day-to-day basis;
- our Family Liaison volunteers take on referrals, passing on items from our supporters to families in need across the borough; and
- our Fundraising and Communications teams focus on securing grants for our work, supporting individuals and organisations who fundraise for us, and keeping our supporters up to date with what their help means for local families.

In addition to those roles, we also have volunteers in positions of referrals manager, stock coordinator, referrer engagement, graphic & website design. Our Bed for Every Child, Healthy Homes and School Uniform project managers are also all volunteers.

At this stage we should mention Big Yellow Storage, who have very kindly given us free storage space in their Bromley base for a number of years, and it is here that we store all our newborn packs and other essential items.



# School Uniform for Every Child



Last year BBB received 125 referrals for school uniform, with this year seeing an increase to 132 as of 31st July (our financial year-end) - many more will have been received since then as August and September see very high numbers of referrals for uniform.

With inflation and the cost of living eating into families' budgets, the affordability of school uniform remains a significant financial burden for so many in the Borough.

Whilst some schools have made commendable changes to reduce costs, this positive trend is still not widespread enough, with the average cost of primary school uniform for one child being £325 and for a secondary school child £481, with the cost of a logoed blazer averaging out at £50 per item ([figures from the March 2023 CPAG report School Sums](#)).

Many families simply cannot afford to pay these high costs, which in turn has negative impacts on the children and parents. We know that a child faced with having to wear worn, ill-fitting or incorrect uniform can feel alienated or become a victim of bullying, which has a lasting impact on their mental health, self esteem and school work. CPAG's School Sums report also highlights that the associated costs contribute to persistent absence from school.

This year we changed the way we collected and supplied uniform to give greater efficiency and enable our FLVs to process more referrals. Having launched our uniform campaign in early June, we were donated over 1,800 items of quality pre-loved primary school uniform, including from school PTAs.

We had a fantastic team of volunteers who worked tirelessly over the summer months to fulfil all of the referrals that came into us, led by Kathryn Clarke who gave up a big chunk of her summer holidays to run this project!

We had a dedicated Uniform hub in a large storage unit in Orpington where all our donated items were stocked,



Our new uniform Hub at Orpington SafeStore



Bags of uniform ready for collection from one of our summer pop-ups

packaged up and eventually delivered by our volunteers or collected by our families at our nominated uniform collection days which took place in Bromley, Penge and Orpington.

Thanks to generous donations from our supporters, we were able to supply vouchers for all school shoes and trainers required by both primary and secondary school children, as we believe that all children should have well-fitting new shoes for their growing feet, as well as the dignity of being able to choose a style of shoes that suits them.

We also provided items such as water bottles, stationery sets, school bags and sports bags for children referred to us, as required.

This year, BBB took the decision to purchase all secondary school items as brand new. We know that the teenage years are a challenging time without the additional issues that poverty brings - allowing children to feel smart and proud of their school uniform when attending school and 'fitting in' is of real importance at this crucial stage of their life.

**Bromley Brighter Beginnings** have been helping families in financial hardship to access school uniform for the last **ten years**

**DID YOU KNOW?**

**100% of families agreed that having correct, well-fitting school uniform had a positive impact on their child's sense of pride and confidence.**

**100% of families told us that having the correct, well-fitting uniform had a positive impact of their child wanting to attend school.**

**97% of families told us that if they had not received help from BBB, they would have had to use money allocated for everyday essentials to purchase school uniform.**



## Healthy Homes

Our Healthy Homes campaign provides white goods and household appliances to families in need across the borough who are unable to afford these items for themselves. Often when an existing appliance breaks down, families are unable to afford a replacement; or they have been rehoused (often due to domestic violence) into accommodation which does not come with white goods provided.

Last year, 60% of the families referred to us were in need of a new appliance due to their old one breaking, and 40% did not previously own the appliance that they requested.

The lack of basic appliances such as a cooker, fridge or washing machine has a huge impact on families, meaning they're unable to store or cook fresh food, or wash clothes, bedding or school uniform – essentials that are basic requirements for a family to be able to take care of the children (and adults) in the household. These issues affect families financially, physically and emotionally and can have long-lasting implications for everyone involved.

86% of families told us that their new appliance helped to relieve the stress they felt at not being able to provide fresh food for their family.

We work closely with referrers to identify families in need of these items, using an 'enhanced' referral process which requires a home visit by a professional supporting the family to ensure that the level of need has been assessed and that the proposed solution is feasible.

We then liaise with our supplier, Budget Appliances, to select an appropriate appliance for the space and requirement, and arrange to have it delivered and installed.

We are grateful to Budget for their excellent service, turning around requests within tight timescales and advising on fitting and logistics. They adhere to our high standards of safeguarding and confidentiality and are flexible with their delivery options.

Our volunteer Alisa has run Healthy Homes since it began in 2021, and devotes a huge amount of time and effort to the project to ensure as many families as possible can receive these items as needed.

In 2022/23 we provided 68 households (that's 119 children) with white goods or kitchen appliances, as per the breakdown below.



29 washing machines



18 cookers (gas / electric)



12 fridge/freezers



4 microwaves



3 slow cookers



## A Bed for Every Child

BBB's Bed for Every Child programme is another of our campaigns which sees a consistently high level of demand. Madeleine, our BFEC coordinator, tells us that people are often shocked when she explains her role, with a common perception that such a project wouldn't be needed in the 'affluent' borough of Bromley. Sadly, the level of referrals to our service tell a different story.

Last year, we spent £59k on beds (with under-bed storage), mattresses and bedding, providing 238 children with a new bed of their own. Some of those were bunk beds, and some were more expensive metal-framed beds, required by some children with particular developmental conditions.

These beds are provided to families where children do not have a bed of their own, but instead are sleeping on sofas, cushions on the floor, sharing a bed with parents or siblings, or whose bed is broken or not fit for purpose. We also support many families who are moved at short notice when fleeing domestic violence and whose new accommodation does not have beds for the children to sleep in.

In the past year, 70% of the children referred to our Bed for Every Child programme did not have their own bed, and 30% had a broken bed or one which was too small for them.

93% of parents and/or carers agreed that the new bed enabled their children to get a better night's sleep.

83% of families told us that their child seemed happier and was able to concentrate at school more easily following the delivery of their new bed, and 87% said that having their own bed has made a positive impact on the whole family.

Nocturnal enuresis (bed-wetting) is an issue for many of the children we support, and wipe-clean waterproof mattresses can make such a difference for these families, so we are pleased to provide these where necessary.

We are very grateful to our supplier Beacon Beds for their continued support for our work – Len, who carries out all our work, is respectful and understanding of the circumstances of the families referred to us. He embodies BBB's values of dignity and self-esteem and provides a great service on our behalf to families in need of a new bed.





## Christmas in a Bag

Christmas in a Bag has grown over the years to become a major part of BBB's calendar. Since we began, in our Christmas coordinator Nancy's dining room 10 years ago, we've scaled up by about 1300% to the level we are at now,

Our Christmas bags are packed full of a mixture of essential and luxury items for everyone in a household referred to us – we aim to help to address the stigma of poverty in a practical way by relieving the stress and anxiety of Christmas at what can be a very difficult time of year for families living in financial hardship. We have worked hard to make the bags as inclusive as possible over time, including providing books that reflect a range of ethnicities and supplying shampoo for Afro hair as appropriate, as well as taking into account the families' faith, gender make-up and size.

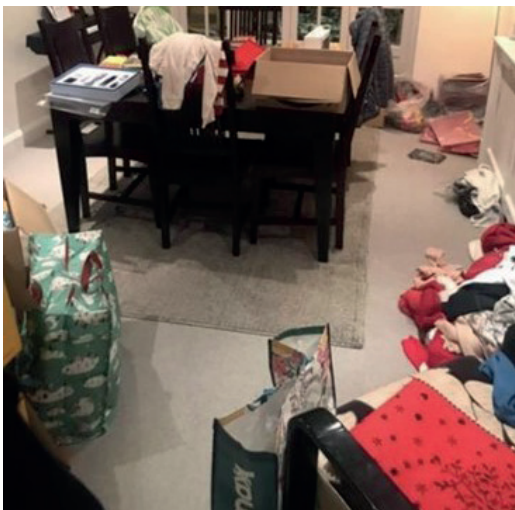
Focusing on sustainability, we have increased our purchases from local businesses, and encouraged supporters to 're-gift' unwanted (new) presents throughout the year.

Last year, we provided Christmas in a Bag for almost 700 children, packing and distributing the majority of the packages from our packing day in November, but also continuing to fulfil last-minute requests right up until Christmas Eve to ensure no child misses out on having a magical Christmas.

Nancy would like to thank the BBB volunteers who help in the run-up to packing day and on the day itself, as well as delivering the hampers, and a special shout-out to Referrals Manager Kerri, who also manages the nominations and delivery schedule for Christmas in a Bag.

We're also immensely grateful to local businesses, schools and groups who collect items such as advent calendars and toiletries for us, and to our supporters who, without fail, purchase all the items on our wish list, enabling all the bags to be stocked with age-appropriate treats. We also really appreciate the referrers who give up time on a Saturday to collect their families' Christmas Bags and who deliver them on for us.

### From this



### To this

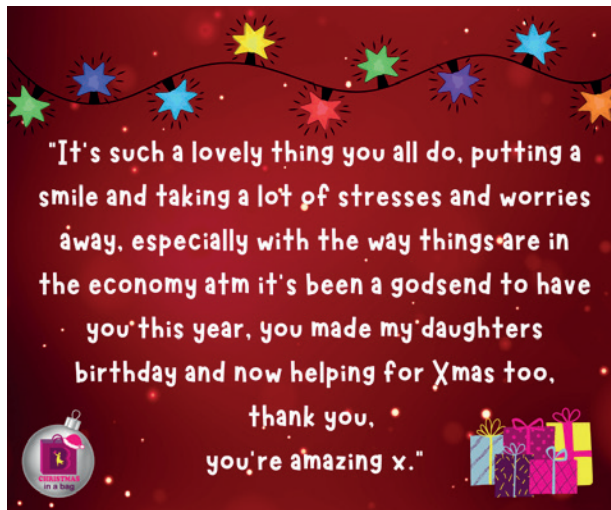
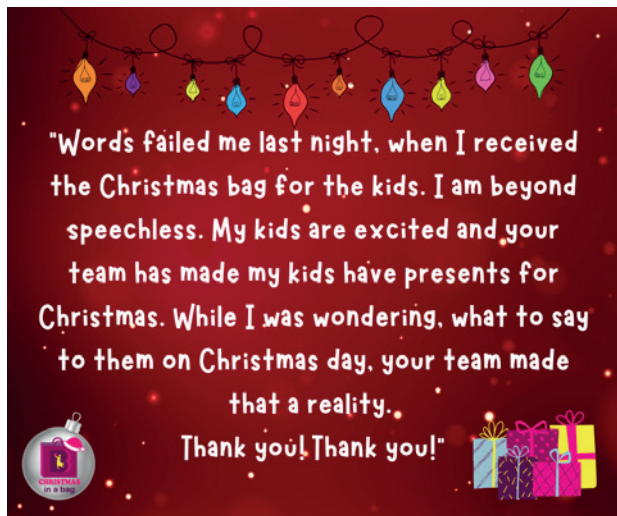


## For each child, every bag contains:

- 2 toys/vouchers
- 1 book
- 1 game/voucher
- 1 advent calendar
- 1 bag of gold coins
- 1 new pair of pyjamas
- 1 preloved Christmas jumper

## For each family, every bag contains:

- Supermarket vouchers
- Toiletries
- Chocolate selection box
- Stocking fillers for parents



"A quick note to say a massive thank you to Bromley Brighter Beginnings for the 3 hampers that we were awarded this year to help some of our families."

"The gifts were thoughtful and amazing, and the supermarket gift card will be an enormous help. The families were very grateful, there were lots of smiles and words of thanks!"

"After work yesterday I took one of your hampers to a mum who has motor neurone disease and does not have much time left with her children. It brought a big smile to her face and she was extremely grateful for what was inside the bag. She was even more pleased with the Sainsburys card inside which will help with Christmas food. So many thanks for your kind generosity."

# Treasurer's report

2022 / 23 has been another year marked by positive achievements and rising demand in the community. We are incredibly grateful to our kind donors and grant providers for their ongoing support of our work. Key highlights from 1 Aug 2022, to 31 Jul 2023 (rounded figures (£k = '000')):

## Highlights:

Received total inflows of roughly £202k which was a mix of fundraising efforts + donations (55%) and grants (45%)

- £109k of the £202k was ring-fenced for specific projects/ causes selected by the donors
- The remaining funds (£94k) were general cause donations

Total outflows were £152k. The main drivers were:

- |                       |      |
|-----------------------|------|
| • Bed For Every Child | £67k |
| • School Uniforms     | £25k |
| • Healthy Homes       | £21k |
| • Hampers             | £18k |
| • Referrals           | £6k  |
| • Employees           | £6k  |
| • Running costs       | £5k  |

Net cash flow was positive with £50k retained.

Ending cash balance was £123k, of which £21k is ring fenced.

Remaining unrestricted reserves balance is £102k

Further details of our financial activities and Independent examiner's report can be found on pages 17 to 31.

*Chirag Jethwani*

Treasurer & Trustee



# Fundraising

The 2022/2023 financial year was a hugely successful year for Bromley Brighter Beginnings in terms of fundraising. Thanks to this we were able to develop and grow the charity in new, exciting ways, enabling us to support even more families in need.

We were delighted to receive our largest ever grant to date from Global, who run radio stations such as Capital and Heart, through their Make Some Noise campaign. They donated a staggering £60,000 towards our Bed for Every Child project. This figure is enough to cover the costs of the new beds we provide for children across the borough for an entire year.

We also received grants from several grant-making trusts and foundations including the Edward Gostling Foundation, the Light Fund, the Doughty Family Foundation, the National Lottery and the B&Q Foundation, alongside generous donations from wonderful local organisations who are always extremely supportive of our work, such as Rotary clubs.

We were also very lucky to have many individual fundraisers, schools, clubs and teams who held events and raised sponsorship for us, with a special mention for our 5 runners who took part in the London Landmarks Half Marathon in April and raised thousands of pounds between them.

During the year, we also actively sought out and secured grants to cover the cost of employing our new part time staff - huge thanks to the Garfield Weston Foundation and the Albert Hunt Trust, as well as Global again who contributed an extra £5,000.

BBB simply couldn't run its campaigns, such as School Uniform, Newborn Packs and Healthy Homes, and help the families we do, without all of this invaluable funding, so an enormous thank you to everyone who has supported us this past financial year, and all those who continue to do so.

*Jenny Manning*  
Grants and Fundraising Lead

DONATE: [WWW.JUSTGIVING.COM/BROMLEY-BRIGHTERBEGINNINGS](http://WWW.JUSTGIVING.COM/BROMLEY-BRIGHTERBEGINNINGS)

**Bromley Brighter Beginnings**

**HELPING LOCAL FAMILIES THROUGH THE POWER OF COMMUNITY**

Bromley Brighter Beginnings is a local registered charity which helps families living in financial hardship across the London Borough of Bromley.

Our mission is to relieve the pressure of poverty in a practical way.

**1 in 5 children in Bromley are living in poverty**

We provide essential baby, child and household items:

- Pre-loved Items**  
Cots, buggies, clothes, nappies, toys
- Newborn packs**  
Baby essentials
- A Bed for Every Child**  
Beds, mattresses, bedding
- School Uniform for Every Child**  
Clothing, shoes, school equipment
- A Healthy Home for Every Child**  
Fridges, freezers, cookers, washing machines
- CHRISTMAS in a bag**  
Toys, books, pyjamas, food vouchers

AND MUCH MORE!

**FIND OUT MORE:**

- [www.bromleybrighterbeginnings.org.uk](http://www.bromleybrighterbeginnings.org.uk)
- [info@bromleybrighterbeginnings.org.uk](mailto:info@bromleybrighterbeginnings.org.uk)
- [/groups/BromleyBrighterBeginnings](https://www.facebook.com/groups/BromleyBrighterBeginnings)
- [@BrighterB](https://www.instagram.com/BrighterB)
- [@bromleybrighterbeginnings](https://www.linkedin.com/company/bromleybrighterbeginnings)

**SCAN ME!**  
Registered Charity Number 1162113

**Bromley Brighter Beginnings**

**Help families in need to have a brighter future**

**What?**

**When?**

**Where?**

Find out more about what we do at [www.bromleybrighterbeginnings.org.uk](http://www.bromleybrighterbeginnings.org.uk)



## Ways you can support us

**Community Day: Easter 2024**  
– details coming soon!

**JustGiving™**

[Make regular donations via JustGiving](#)

**Social media follows & shares**



**Host a collection box for us**

**Hold a fundraising event (bake sale, quiz night, swimathon!)**

**Make us your 'charity of the year'**

**Shop online via EasyFundraising or The Giving Machine**

**For details of all these options, visit [Fundraising guide - Bromley Brighter Beginnings](#)**



## Words from families / referrers / supporters / volunteers

*"Thank you so so much from the bottom of my heart, I've been struggling so much with everything at the moment"*

*"U guys are amazing you don't understand how u are helping me I'm literally in tears"*

*"Hello Trish, the kids want to appreciate you and say thanks for the e-gift card given to them. They really loved the school shoes they got yesterday. May God bless you"*



## Feedback from clients

*"I appreciate your hard work, your personal interest in my daughter and me, your understanding and your help that you gave us"*

*"The most amazing kind caring and helpful people I have ever had the pleasure of (not actually) meeting! Highly recommend to everyone in crisis"*

*"I want to thank you so much for the support you have provided to my family. It has enabled me to walk a little bit taller, knowing that there are people out there who care about what happens to me and my family. We were treated with dignity and respect right the way through and were never made to feel like a charity case. Thank you from the bottom of my heart. You have restored my faith in humanity."*

*"I received your help when I needed it most. I offer my heartfelt thanks you all."*



## Words from our volunteers



*"I'm proud of being part of BBB team as it is run by amazing human beings for families who deserve our time." – Sandrine*



*"I liaise with the families and our amazing supporters to try and give the families what they so desperately need. It makes such an enormous difference to them when they no longer have to worry about their children being able to sleep well, be comfortable, go to school etc and essentially just be kids. It's a privilege to be part of Team BBB. I've met lots of amazing women, who give huge amounts of their time, experience, and expertise to help others." - Rhian*



*"I loved the idea that my pre-loved things could help a family in need....my background is in children's social services so I've seen the impact of poverty on children's wellbeing and development. I am so excited to be involved in providing practical help, giving families dignity and hope for the future." – Laura M*



*"I wanted to help a charity in my borough, specifically to help families in need. BBB is a great charity to work for and I enjoy helping families in need directly. It's extremely rewarding." – Natalie*

*"It has really opened my eyes to the poverty that exists in our Borough and I feel honoured to be part of a charity making a real and immediate difference to Bromley children and families." – Katie*



*"Everyone mucks in to get things done, it's a very welcoming team and I love seeing first-hand what donations truly mean to the community they support." – Anna A*



*"It is incredibly rewarding and makes me feel like I am doing something valuable for my community." – Emma J*



*"It's so important that we all help those struggling with difficult life circumstances, it could be any of us at any point." - Louise M*

Charity registration number 1162113

**BROMLEY BRIGHTER BEGINNINGS**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2023**

# BROMLEY BRIGHTER BEGINNINGS

## LEGAL AND ADMINISTRATIVE INFORMATION

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### Trustees

E Martin  
N Lengthorn  
T Griffin  
L Freeman  
C Jethwani  
J Kench

(Appointed 4 February  
2023)

E Warren

(Appointed 4 February  
2023)

### Charity number

1162113

### Independent examiner

Louise Hallsworth, FCA  
Baxter & Co  
Chartered Certified Accountants  
Lynwood House, Crofton Road  
Orpington  
Kent  
BR6 8QE

# BROMLEY BRIGHTER BEGINNINGS

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Balance sheet	5
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# **BROMLEY BRIGHTER BEGINNINGS**

## **TRUSTEES' REPORT**

***FOR THE YEAR ENDED 31 JULY 2023***

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The Trustees present their annual report and financial statements for the year ended 31 July 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Declaration of Trust dated 5th September 2014 (and subsequent amendments), 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 (FRS 102)" (effective 1 January 2019).

### **Objectives and activities**

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

### **Achievements and performance**

#### **Financial review**

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six months' expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

### **Structure, governance and management**

The Charity is a charitable trust governed by the Declaration of Trust dated 5th September 2014 (and subsequent amendments).

The Trustees who served during the year and up to the date of signature of the financial statements were:

E Martin

N Lengthorn

T Griffin

L Freeman

C Jethwani

J Kench

(Appointed 4 February 2023)

E Warren

(Appointed 4 February 2023)

The method of recruiting trustees was initially word of mouth and then as the Trust got bigger, it was advertising - originally by posting something on the main Facebook group, but more recently by advertising through other channels such as Reach and Community Links. Appointments have all been made either in the original governing document, or by subsequent Deeds of Appointment.

None of the Trustees has any beneficial interest in the charity.

The charity's current policy concerning the payment of trade creditors is to follow the CBI's Prompt Payers Code (copies are available from the CBI, Centre Point, 103 New Oxford Street, London WC1A 1DU).

The charity's current policy concerning the payment of trade creditors is to:

- settle the terms of payment with suppliers when agreeing the terms of each transaction;
- ensure that suppliers are made aware of the terms of payment by inclusion of the relevant terms in contracts; and
- pay in accordance with the charity's contractual and other legal obligations.

Trade creditors of the charity at the year end were NIL.

# BROMLEY BRIGHTER BEGINNINGS

## TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2023

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The Trustees' report was approved by the Board of Trustees.

  
.....  
C Jethwani  
Treasurer and Trustee

Date: 13/10/23 .....

# BROMLEY BRIGHTER BEGINNINGS

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF BROMLEY BRIGHTER BEGINNINGS

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I report to the Trustees on my examination of the financial statements of Bromley Brighter Beginnings (the Charity) for the year ended 31 July 2023.

#### **Responsibilities and basis of report**

As the Trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### **Independent examiner's statement**

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

- 1 accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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



**Louise Hallsworth, FCA**

Baxter & Co  
Chartered Certified Accountants  
Lynwood House, Crofton Road  
Orpington  
Kent  
BR6 8QE

Dated: 31 October 2023

# BROMLEY BRIGHTER BEGINNINGS

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 JULY 2023

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		Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
<b>Income from:</b>							
Donations and legacies	2	93,680	108,814	202,494	87,507	45,371	132,878
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Expenditure on:</b>							
Charitable activities	3	54,694	97,362	152,056	69,231	56,331	125,562
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net income for the year/ Net movement in funds</b>		38,986	11,452	50,438	18,276	(10,960)	7,316
Fund balances at 1 August 2022		63,555	9,621	73,176	45,279	20,581	65,860
		<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Fund balances at 31 July 2023</b>		102,541	21,073	123,614	63,555	9,621	73,176
		<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

# BROMLEY BRIGHTER BEGINNINGS

## BALANCE SHEET

AS AT 31 JULY 2023

	Notes	2023 £	£	2022 £	£
<b>Current assets</b>					
Debtors	8	1,403		-	
Cash at bank and in hand		123,211		73,176	
		<u>124,614</u>		<u>73,176</u>	
<b>Creditors: amounts falling due within one year</b>	9	(1,000)		-	
Net current assets			123,614		73,176
			<u>123,614</u>		<u>73,176</u>
<b>Income funds</b>					
Restricted funds			21,073		9,621
Unrestricted funds			102,541		63,555
			<u>123,614</u>		<u>73,176</u>

The financial statements were approved by the Trustees on 13/10/23

  
C. Jethwani  
Trustee + Treasurer

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 JULY 2023

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#### 1 Accounting policies

##### Charity information

Bromley Brighter Beginnings is a registered charity in England and Wales (charity number 1162113).

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Charities Act 2011, and the Charities SORP "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 (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

#### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2023

### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of contracted hours, and depreciation charges are allocated on the portion of the asset's use.

#### 1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.7 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### 1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

### 2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Donations and gifts	86,680	23,564	110,244	87,507	45,371	132,878
Grants	7,000	85,250	92,250	-	-	-
	<u>93,680</u>	<u>108,814</u>	<u>202,494</u>	<u>87,507</u>	<u>45,371</u>	<u>132,878</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2023

### 2 Donations and legacies

(Continued)

#### Donations and gifts

Direct donations to BBB	38,733	-	38,733	45,965	-	45,965
Just giving / general	43,373	-	43,373	36,741	-	36,741
Paypal / Facebook / Amazon / Collection boxes etc.	4,574	-	4,574	4,801	-	4,801
Bed for every child	-	1,764	1,764	-	28,950	28,950
Hampers	-	19,672	19,672	-	6,067	6,067
Healthy homes	-	1,325	1,325	-	474	474
School uniform	-	803	803	-	8,339	8,339
Newborn hampers	-	-	-	-	1,500	1,500
Food poverty	-	-	-	-	41	41
	<u>86,680</u>	<u>23,564</u>	<u>110,244</u>	<u>87,507</u>	<u>45,371</u>	<u>132,878</u>

#### Grants receivable for core activities

Bed for every child	-	51,500	51,500	-	-	-
Hampers	-	3,500	3,500	-	-	-
Healthy homes	-	10,000	10,000	-	-	-
School uniform	-	3,500	3,500	-	-	-
Newborn hampers	-	3,000	3,000	-	-	-
Crisis support	-	5,750	5,750	-	-	-
Employee	-	8,000	8,000	-	-	-
Other	7,000	-	7,000	-	-	-
	<u>7,000</u>	<u>85,250</u>	<u>92,250</u>	<u>-</u>	<u>-</u>	<u>-</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2023

### 3 Charitable activities

	2023 £	2022 £
Staff costs	5,293	-
Bed for every child	66,578	50,735
School uniform	24,833	31,000
Hampers	17,600	13,038
Healthy homes	21,186	11,370
Referrals	6,334	6,890
Crisis support	757	1,844
Food poverty	-	4,386
Basic bundle	-	849
Newborn packs	3,123	1,278
Book for every child	-	63
Other miscellaneous	-	700
	<u>145,704</u>	<u>122,153</u>
Share of support costs (see note 4)	5,352	3,409
Share of governance costs (see note 4)	1,000	-
	<u>152,056</u>	<u>125,562</u>
<b>Analysis by fund</b>		
Unrestricted funds	54,694	69,231
Restricted funds	97,362	56,331
	<u>152,056</u>	<u>125,562</u>

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2023

### 4 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Running costs	4,311	-	4,311	3,240	-	3,240
Safeguarding	-	-	-	161	-	161
Team development	268	-	268	8	-	8
Advertising	773	-	773	-	-	-
Audit fees	-	1,000	1,000	-	-	-
	<u>5,352</u>	<u>1,000</u>	<u>6,352</u>	<u>3,409</u>	<u>-</u>	<u>3,409</u>
Analysed between						
Charitable activities	<u>5,352</u>	<u>1,000</u>	<u>6,352</u>	<u>3,409</u>	<u>-</u>	<u>3,409</u>

Governance costs includes payments to the auditors of £1,000 (2022- £nil) for audit fees.

### 5 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

### 6 Employees

The number of employees at the year end was:

	2023	2022
	Number	Number
	2	-
	<u>2</u>	<u>-</u>
<b>Employment costs</b>	<b>2023</b>	<b>2022</b>
	£	£
Wages and salaries	5,293	-
	<u>5,293</u>	<u>-</u>

There were no employees whose annual remuneration was more than £60,000.

### 7 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

# BROMLEY BRIGHTER BEGINNINGS

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 JULY 2023

<b>8 Debtors</b>		<b>2023</b>	<b>2022</b>
		£	£
Amounts falling due within one year:			
Prepayments and accrued income		1,403	-
		<u>1,403</u>	<u>-</u>

<b>9 Creditors: amounts falling due within one year</b>		<b>2023</b>	<b>2022</b>
		£	£
Accruals and deferred income		1,000	-
		<u>1,000</u>	<u>-</u>

<b>10 Analysis of net assets between funds</b>						
	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total Unrestricted funds</b>	<b>Restricted funds</b>	<b>Total</b>	
	<b>2023</b>	<b>2023</b>	<b>2023</b>	<b>2022</b>	<b>2022</b>	<b>2022</b>
	£	£	£	£	£	£
Fund balances at 31 July 2023 are represented by:						
Current assets/(liabilities)	102,541	21,073	123,614	63,555	9,621	73,176
	<u>102,541</u>	<u>21,073</u>	<u>123,614</u>	<u>63,555</u>	<u>9,621</u>	<u>73,176</u>
	<u>102,541</u>	<u>21,073</u>	<u>123,614</u>	<u>63,555</u>	<u>9,621</u>	<u>73,176</u>

### 11 Related party transactions

There were no disclosable related party transactions during the year (2022 - none).

**BROMLEY BRIGHTER BEGINNINGS**

England & Wales - Charity number 1162113

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# Accounts

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**Bromley  
Brighter Beginnings**

# Annual Report 2021 – 2022



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# Our Mission

Bromley Brighter Beginnings envisions a world in which children are not disadvantaged by growing up in poverty, and where their parents and caregivers do not have to struggle to provide them with the most basic items.

Our mission is to relieve the pressure of poverty on families in a practical way by providing them with baby, child and household items. This support demonstrates that they are not alone in their difficulties and aims to foster long term social inclusion. Relieving stress, anxiety and depression in parents and caregivers has a positive impact on the early experiences of children, gives those children a better start in life and helps families recover more quickly from financial crisis.



## Our Values



### Community

We harness the power of the community to support its most vulnerable members.



### Inclusivity

We aim to be thoughtful, inclusive and respectful of the diverse families we support.



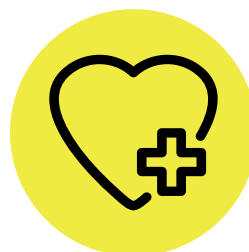
### Dignity

We respect the families we support and aim to reduce the stigma associated with growing up in poverty.



### Sustainability

We are mindful of the environment and committed to reducing waste as much as possible.



### Well-being

We promote and are mindful of the physical and mental health of the families we support and everyone else in the BBB community.

# Chair's Report

**This year marks the tenth anniversary of Bromley Brighter Beginnings. The charity started back in 2012 as part of the National Childbirth Trust and grew organically by word of mouth, creating a network of referrers, supporters and volunteers.**

It became clear very early on that we would be able to apply to a wider range of grant-making organisations, and meet the rising demand for our service, if we were an independent charity. Once we were independent, we had more success with obtaining funding, and by 2015 had reached the income threshold to be recognised as a registered charity by the Charity Commission.

Fast forward ten years to 2022 and we now have a team of **32 volunteers**, an extensive network of referrers and over **8500 supporters** in the local community. These numbers show just how far BBB has come and what a huge number of people have contributed towards getting the charity to where it is today. We are grateful to everyone who has been involved in supporting us on this amazing journey.

Over the last ten years we have benefited from some fantastic fundraising on behalf of BBB. We still don't have any regular funding - all our funding comes from one-off grants, donations from individuals or businesses, and sponsorship from events that our supporters carry out. Without this funding, BBB would simply not be able to offer the service it does, so we would like to thank all those who have contributed to date.

## Key achievements over the last ten years:

- We have grown organically from a grassroots organisation into what is now a much bigger, well established and respected service. Professionals from all over the borough refer families to us. We would like to acknowledge these referrers who work tirelessly to support disadvantaged children and their families. We are glad to be able to support them in some way with the service that we are offering.
- The number of families we help grows year on year. In the first eight months that we were operating we completed just over **50 referrals**. This year we have completed **565 referrals**.

August 2022 was our busiest month yet where we reached **146 children** in the borough.

- Our **Bed for Every Child Project** has provided around **550 children** in the borough with a bed and we have set up a **Healthy Homes project**, which we run in conjunction with **Bromley Relief in Need**, to provide kitchen appliances for families who are unable to afford them.
- Our **Christmas Hampers** project has been running since 2016 - last year our hampers reached **535 children**.
- We were very pleased to get involved in the **End Child Food Poverty** campaign started by Marcus Rashford in 2020. We raised over **£15,000** in one weekend to provide local children in financial hardship with lunch during the school holidays.
- We now have a partnership with the **London Fire Brigade** which allows us to refer families for home fire safety visits and fire safety advice.
- We have been invited to speak with the media including BBC Radio London about the End Child Food Poverty campaign and recently Global Radio, talking about our Bed for Every Child campaign.

Our volunteers are key to the success of BBB, and the charity is solely run by them, with no paid staff. I would like to thank each and every volunteer, past and present, for your contribution towards making the charity what it is today.

Whatever the future holds for BBB, we will continue to do what we always do - support families living in poverty to the best of our ability by providing them with practical support to help them to look after their children.



Emma Martin - Chair

# Referrals Report

This financial year (August 2021 – July 2022) we completed **565 referrals** which is a **30% increase** on last year.

These referrals have allowed us to reach **786 children**.

We have supported **23%** of the families referred to us multiple times throughout the year.

Our busiest areas in the borough where we have received the most referrals are **Anerley & Penge** with **144**, Bromley with **119** and **Orpington & Petts Wood** with **114**.

In previous years we've been a charity that mostly provided support with items for babies; however this year our top requested items were for clothes and toys, showing that referrals are now fulfilled for families with children of all ages.

One of the biggest increases in demand we have seen is for **School Uniform** where we received **125 referrals** this year versus **71** last year. These **125 referrals** were for **283 children** who we equipped with correct, well-fitting school uniform and shoes, as well as the necessary equipment, to start or return to school.

We introduced a new initiative this year called the **Basics Bundle**. After lockdown we recognised that many of our families need a greater level of support than our normal offering. For families in extreme circumstances or with no recourse to public funds we offer a three-month supply of nappies, formula, and basic baby toiletries. We have supported **23 families** with a Basics Bundle this year.

We have made some changes to our referral form to allow us to collect more information about our clients. This has allowed us to tailor our service to make sure we are providing support where it's really needed.

We are seeing referrals from many more types of professionals in recent months including BCWA refuges, social services, secondary and primary schools, health visitors, Citizens Advice, Bromley Children's Project, and many other organisations.

We anticipate that with the cost-of-living crisis affecting so many people, the number of families needing our help will only grow. August has already shown this with us supplying items to **146 children** in the month compared to **112** in August last year. It is our aim to continue to help as many families as possible through difficult times.



# Treasurer's Report

During the 2021/2022 financial year, we continued to see high demand for the charity's services. Thanks to our kind donors and grant providers we were able to generate just enough to cover our expenses for the current year. Highlights are provided below for the 1 Aug 2021 to 31 Jul 2022 period with rounded figures (£k = '000).

## Highlights:

Received total inflows of roughly **£133k** which was a mix of donations, grants and fundraising efforts

- **£45k** of the **£133k** was ring fenced for specific projects/ causes selected by the donors
- The remaining funds, **£88k** were general cause donations

Total outflows were **£125k**; the main drivers were:

- Bed For Every Child **£51k**
- School Uniforms **£31k**
- Christmas Hampers **£13k**
- Healthy Homes **£11k**
- Referrals **£7k**
- Food Poverty **£4k**
- Running Costs **£3k**

Net cash flow was positive with **£7k** retained

Ending cash balance was **£73k**

- Of which **£10k** is ring fenced
- Remaining unrestricted reserves balance is **£63k**



# 2021-22 Financials

<u>Period</u>	FY 21/22
<u>Start Date</u>	01-Aug-21
<u>End Date</u>	31-Jul-22

Incoming Funds	Sources	Outgoing Funds	Uses
<b>Genera Use Donations</b>		<b>Charitable Expenses</b>	
<u>Actively Sourced</u>		<u>By Cause</u>	
Direct to BBB	45,964	BFEC	-50,735
Just Giving/General	36,741	School Uniform Exp	-31,000
Grants/General	0	Hampers	-13,038
Benevity	3,028	Healthy Homes	-11,370
PayPal	555	Referrals	-6,890
Facebook	165	Crisis Support	-1,844
Monthly Scheduled	320	Food Poverty	-4,386
Sponsorship	0	Basics Bundle	-849
		Newborn Packs	-1,278
<u>Passively Sourced</u>		Book for every child	-63
Amazon	531	Other Misc	-700
Collection boxes	202	Covid 3 month Sup	0
		Enhanced support	0
<b>Ring Fenced Donations by cause/source</b>		<b>Administrative Expenses</b>	
BFEC/Just Giving	6,750	Running Costs	-3,240
BFEC/Various	22,200	Safeguarding	-161
Hampers/Just Giving	67	Team Development	-8
Hampers/Various	6,000	Advertising	0
Healthy Homes/Just Giving	474	AGM	0
Healthy Homes/Various	0		
Food Poverty/Just Giving	41		
School Uniform/Just Giving	1,325		
School Uniform/Various	7,014		
Newborn Hampers/Various	1,500		
<b>Total Incoming</b>	<b>132,878</b>	<b>Total Outgoing</b>	<b>- 125,562</b>
<b>Net Cash Flows</b>	<b>7,316</b>		

Cash Balance as of End Date		
Bank A/c	Equals A/c	Total
60,829.891	2,345.78	73,175.67

Ring Fenced Balance Tracker		
	01-Aug-21	31-Jul-22
	Beginning	Closing
BFEC	0	1,696
Hampers	4,694	0
Healthy Homes	15,887	5,104
Food Poverty	0	0
School Uniforms	0	1,997
Newborn Packs	0	823
<b>Totals</b>	<b>20,581</b>	<b>9,621</b>

# Future Plans for BBB

## Environmental Sustainability

It is becoming clear that we all need to take responsibility and action to prevent the escalation of the environmental crisis. Environmental sustainability is one of BBB's core values - reusing items rather than sending them off to landfill is part of where we came from. We are however aware that it is the families that we help who are going to be impacted by climate change first and they will be hit the hardest. Therefore, one of our key priorities over the coming months is to seek advice on how we can improve our carbon footprint as a charity and find out what we could do to help the families we support, with the climate crisis in mind.



## Cost of Living Crisis

We have already seen a huge increase in the number of families being referred to us for help and unfortunately we are anticipating that that is only going to continue. Families who are already struggling are now under more pressure, and often anxious and fearful about what is going to happen in the autumn and over the coming winter. The crisis also threatens to engulf families who were previously 'just about managing'. We need to prepare as best we can for the increased demand for our service.

We are recruiting some additional trustees to help us to direct our overall strategy and financial responsibility with the above two key priorities in mind.

# Words from families we have helped

*Hi I have received Newborn pack today and it is So So Fabulous. Really, I dont have words to thank you....You guys has helped me Right in front of My Delivery Date and during these hard times when my husband has lost his job. Please say my thanks to all at BBB your help much appreciated. May God Bless you all*

*If it wasn't for you and your team I don't think I would of been able to carry on for much longer. Thank you again! Take care xx*

*Words can't explain how happy I am with the things. They are more than what I expected. Wow, thank you so much. I am truly grateful. Thank you very much. I woke up this morning with a very big smile.*

*Just wanted to say a huge thank you and all and especially Nancy who delivered school items and vouchers for us today. We can't thank you enough. If we can help, in any way in the future to fundraise for this wonderful charity please ask as we would love to give back. Thank you*

*I want to say a very big thank you to you and your team at Bromley Brighter Beginnings! The kids are extremely happy and want to see the people being so kind to them! At Clarks, my daughter was so excited... she said to the lady assisting with fitting "this is our very first time in a posh shop, having our feet measured!" We are grateful! Thank you*

*I have been in tears after reading your message and only summoned up the courage to reply. You and BBB has given my children unending happiness, love, support and kindness.*

*I would like to say thank you very much for existing. You are special and you have brought back my smile and also my confidence. You are right it is not a shame to ask for help. I'm grateful that destiny put you in my life.*

*God bless you and your family have a wonderful evening dear*

*Words failed me last night, when I received the Christmas bag for the kids. I am beyond speechless. My kids are excited and your team has made my kids have presents for Christmas.*

*While I was wondering, what to say to them on Christmas day, your team made that a reality. Thank you! Thank you!*

*Hello, my son loves his new school bag and water bottle so much. He's so happy to have them and can't wait to start school. Looking forward to Monday morning. Thanks alot. My children and I appreciate your help. From mum*

*I have been to the school shop and got the uniform for the children. My family and I just wanted to thank you again. I am so grateful to brighter beginnings. Now I can relax knowing that the children have what they need, as my anxiety has been through the roof.*

*I feel really emotionally happy right now. I feel truly supported during this difficult time.*

*I'm very thankful for people like yourselves, thank you for existing. The little things in life mean the most.*

# Words from our referrers

*I just wanted to drop you an email to pass on my sincere thanks for all of your efforts and support with the family I recently referred to Bromley Brighter Beginnings.*

*The family has recently suffered the loss of the father and this has had a huge impact both emotionally and financially on the family.*

*I cannot thank you enough for collecting all of the donations that you were able to for the children.*

*On Friday I delivered all of the donations to Mum, she was reduced to tears, I could see the sheer relief on her face.....*

*Mum has shared that her two boys birthdays are coming up and some of the toys, teddies and pencils she will wrap up for birthday presents, as she now has all of these clothes for the children she is able to use the money that she was trying to put aside to buy them clothes on [a little party for them]*

*Honestly I cannot thank you enough the difference you have made is immeasurable and it was evident that Mum was overwhelmed she just kept saying thank you so much over and over again.*

*I just wanted to email you to send you my personal thanks for both your own personal efforts and all the outstanding commitment that Bromley Brighter Beginnings shows to our most vulnerable families, with the support of your organisation we are able to provide some sense of relief and joy to them during moments of darkness.*

Bromley Children Project - Hannah Hannen

*I just want to express my gratitude for all the help you give, we would be lost without you all!!*

*I've just given a hamper to a single mum of 3 children and she is over the moon. I can't tell you how much this hamper was needed. I can't believe the quality of the toys and books in there, it's just wonderful, thank you*

~ Health visitor

*The family are so happy with the lovely bedding, which was delivered to them.*

*Once again I would like to say thank you, to you all for the hard work you do and for the smile you put onto families faces.*

Tracy Reece - social worker

*Thank you once again for helping another family in desperate need. I really do not know what we would do without you.*

*Bromley are so blessed to have such an organisation such as yours here doing what you do*

Angie Springer

*Thank you and your colleagues for the fabulous hampers. It is great to be in a position to support families across Bromley and we will ensure that the families receive these in time for the holiday season. We already know that they will make an enormous difference to the families that we are working with and truly 'brighten' their December during what can only be described as the most difficult and challenging circumstances in many many years.*

~ Bromley Children Project

*I cannot thank your service enough and can say that all of the parents I have referred have received support from your service and they have been most grateful for everything. The turn around from the point of referral to when support has been provided has also been very swift.*

~ Bianca Hart, social worker

*I just wanted to let you know that I have received several calls from my families reporting how much they appreciate the Christmas Hampers, the good quality of the hampers and how much the contents are going to help them and their children over the festive period.*

*My manager and I are very appreciative of all of the support and assistance provided by Bromley Brighter Beginnings to our families and wish to thank you directly.*

Thank you very much.

## Words from our supporters

*Wow. Just wow.*

*Just when I think I have lost faith in humanity, you guys remind me that there are decent human beings out there, working hard for others.*

*BBB is an amazing charity because of the amazing people who make it that way. Well done to you all x*

## Words from our volunteers

*I saw a referral today who is living in a sort of hostel with her teenage daughter. We got them duvets and linen recently. Today she told me that after I delivered them she had the first decent night's sleep since she had been there.*

Angie



*People are just amazing, not only was the Mum I dropped stuff off to just now beyond grateful - she was adamant that when she is back on her feet and life is back to normal she wants to "give back" (her words) with a coffee and cake morning to raise some money. Amazing.....well done Team BBB*

Tracy

*A massive thank you to everyone who has helped turn around every single bit of uniform and equipment, at very short notice, for the boy who is starting at [secondary school] on Wednesday. I delivered about 90% of it tonight and the mum broke down and sobbed in her hallway. I cannot imagine the amount of stress she has been under, knowing that she may not have been able to send her son to school. So thank you, thank you, thank you for relieving that stress.*

Nancy



## FY 2021/2022 Financial Stement

Period	FY 21/22
Start Date	01-Aug-21
End Date	31-Jul-22

Incoming Funds	Sources	Outgoing Funds	Uses
<b>Genera Use Donations</b>		<b>Charitable Expenses</b>	
<u>Actively Sourced</u>		<u>By Cause</u>	
Direct to BBB	45,964	BFEC	-50,735
Just Giving/General	36,741	School Uniform Expen	-31,000
Grants/General	0	Hampers	-13,038
Benevity	3,028	Healthy Homes	-11,370
PayPal	555	Referrals	-6,890
Facebook	165	Crisis Support	-1,844
Monthly Scheduled	320	Food Poverty	-4,386
Sponsorship	0	Basics Bundle	-849
		Newborn Packs	-1,278
<u>Passively Sourced</u>		Book for every child	-63
Amazon	531	Other Misc	-700
Collection boxes	202	Covid 3 month Suppor	0
		Enhanced support	0
<b>Ring Fenced Donations by cause/source</b>		<b>Administrative Expenses</b>	
BFEC/Just Giving	6,750	Running Costs	-3,240
BFEC/Various	22,200	Safeguarding	-161
Hampers/Just Giving	67	Team Development	-8
Hampers/Various	6,000	Advertising	0
Healthy Homes/Just Giving	474	AGM	0
Healthy Homes/Various	0		
Food Poverty/Just Giving	41		
School Uniform/Just Giving	1,325		
School Uniform/Various	7,014		
Newborn Hampers/Various	1,500		
<b>Total Incoming</b>	<b>132,878</b>	<b>Total Outgoing</b>	<b>-125,562</b>
<b>Net Cash Flows</b>	<b>7,316</b>		

Cash Balance as of End Date		
Bank A/c	Equals A/c	Total
60,829.89	12,345.78	<b>73,175.67</b>

Ring Fenced Balance Tracker		
	01-Aug-21	31-Jul-22
	Beginning	Closing
BFEC	0	1,696
Hampers	4,694	0
Healthy Homes	15,887	5,104
Food Poverty	0	0
School Uniforms	0	1,997
Newborn Packs	0	823
<b>Totals</b>	<b>20,581</b>	<b>9,621</b>

Robert McPartlin

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Cheam

Surrey

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e-mail: robertmcpartlin@hotmail.com

**BROMLEY BRIGHTER BEGINNINGS**

I Robert McPartlin a Chartered Accountant and member of ICAEW have fully audited the accounts of Bromley Brighter Beginnings for the financial year 2021/2022.

Robert McPartlin

*Robert McPartlin*

12 December 2022

**BROMLEY BRIGHTER BEGINNINGS**

England & Wales - Charity number 1162113

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# Accounts

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**Bromley  
Brighter Beginnings**

# **Annual Report 2020 – 2021**



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# Our Mission

**Bromley Brighter Beginnings envisions a world in which parents do not have to struggle to provide their children with the most basic items.**

Using a referral system, BBB provides essential baby, child and household items to local families in financial hardship, including those living in domestic violence refuges.

Our mission is to relieve the pressure of poverty on these families in a practical way. We signpost families to other sources support where appropriate.

It has been shown that if people feel supported in a crisis, they are more likely to feel engaged with, and to contribute positively to, their society in the future. Relieving stress, anxiety and depression in parents has a positive impact on the early experiences of their children and gives those children a better start in life.

Our focus is on the London Borough of Bromley, but we are keen to provide guidance and support to volunteers setting up similar projects in other areas, whenever needed.

In the longer term, BBB's mission includes raising awareness about the level of poverty in the London Borough of Bromley. We do this by sharing relevant information with our supporters, and by liaising with the press on topics associated with childhood poverty in the UK.

We rely on a team of volunteers, as well as an ever-increasing number of supporters, the members of our Facebook group. We are also supported by many local businesses, churches, schools and other groups.

BBB is committed to environmentally friendly practises, in particular facilitating the recycling of baby and child related items that the original owners no longer use.

BBB relies on the power of the community, made up of individuals who recognise that change starts with the actions we choose to take ourselves.



# Chair's Report

**It has been nearly ten years since we started passing on packs of toiletries and preloved items like cots. In the time that we have been operating we have grown into a much bigger, more well-established charity and we now provide things like children's beds, Christmas hampers, school uniforms and much more.**

This year has been a challenging but exciting one for BBB. We have continued to support families in the local community throughout the pandemic and have also worked on two new campaigns, Child Food Poverty and a Healthy Home for Every Child, which further extend the support we are now able to offer.

As a result of the amount of work that BBB is now doing in the community, the Board of Trustees has made the decision to reorganise the way that we structure the charity at a management level. We have a newly formed management team which is going to be dealing with day-to-day issues, who will be answering to a more traditional Board of Trustees, meeting quarterly and dealing with strategy and higher-level financial management. As a result of that reorganisation, we have a vacancy for a Treasurer who would also be a Trustee.

I would like to pass my thanks on to our team of volunteers. We are entirely volunteer led with no paid staff. All our volunteers give their time generously, despite having so many other responsibilities. We often receive feedback from referrals and clients about how professional and hardworking our volunteers are and how they always go above and beyond to help the families they are supporting.

I also want to thank my fellow trustees. It is honestly a privilege to work with a group of such dedicated and passionate people, who give an incredible amount of time, usually behind the scenes to help people that they very rarely meet. We work very well together as a board, sharing opinions and making compromises with the

charity's shared goal in mind.

We could do none of what we do if we didn't also have the support of many other people in the wider community. We now have over 7200 members in our Facebook group who are our first port of call when we need items donated. We are also supported by many local businesses and organisations - the list of which is now very extensive!

Finally, I'd like to say a big thank you to all the professionals who refer families to us. We rely on you to identify and refer to us the families who genuinely need help and to provide us with the information that we require to give the support that is needed. Our referrers really are an integral part of how BBB operates.

BBB was founded on this concept of the community coming together to support its most vulnerable members and it is now hard to quantify the number of people who contribute in one way or another in this community effort. From the bottom of our hearts, we really do thank each and every one of you.

Whatever the future holds, the BBB volunteers will continue to do what we've always done - supporting families living in poverty to the best of our ability by providing them with practical support to help them to look after their children.

Emma Martin - Chair



# Operating Throughout the Covid pandemic

**It has, of course, been a very challenging year for BBB, as it has for everyone. It's been particularly tough for the families we support, and as you can imagine, we've sadly seen a big increase in the number of people needing our help.**

We have managed to operate throughout the pandemic, partly because volunteering has been an authorised activity even during the strictest lockdowns, and partly because of the sheer determination of our volunteers, despite dealing with their own challenges as well.

We have of course had to make various adjustments to how we do things in order to keep our volunteers, and the families we're supporting, as safe as possible. For example, we made the difficult decision not to open last November's Christmas Hamper packing day to the general public. We prepared a risk assessment analysis, and our volunteers were able to pack the hampers wearing masks, maintaining social distance and keeping the church hall well ventilated.

We have conducted all our Trustees' meetings, and our monthly volunteers' meetings, by Zoom. We had a very enjoyable meeting with Mayor Hannah Gray in April, also via Zoom. We were able to get involved with the annual Toy Run organised by Bromley Children and Families' Forum and the West Kent Freemasons, because they had a well thought out plan involving time slots, social distancing and masks.

We received a National Lottery grant specifically to help people suffering as a result of the pandemic, so we provided 12 families with a 3-month package of support including supermarket vouchers, and 33 families with essential items, which were delivered directly to their homes.

The Covid crisis has impacted the families we've supported in various ways. For example, a single

mum who we had helped before contacted us because she had to self-isolate, was unable to work and was unpaid for two weeks as a result. The Trustees decided to provide her with an emergency package of supermarket vouchers, to get the family through this difficult period. She sent us this email, demonstrating the difference this made to her:

*"I am reading this crying my eyes out! Thank you so much for your help and kindness! I'm literally ecstatic!... If you only knew how much worry and frustration I've been going through."*

We also helped a family in which the dad had died suddenly of Covid, leaving mum and three children, including a newborn baby, destitute. Some families have fallen into poverty because the only wage-earner has lost their job.

The Covid pandemic has caused so many problems for people, and sadly it isn't over yet. We are particularly concerned about the temporary uplift of £20 a week being taken away from families from 5 October, but the furlough scheme is also coming to an end in the next few days, plus utility costs and food costs are rising.

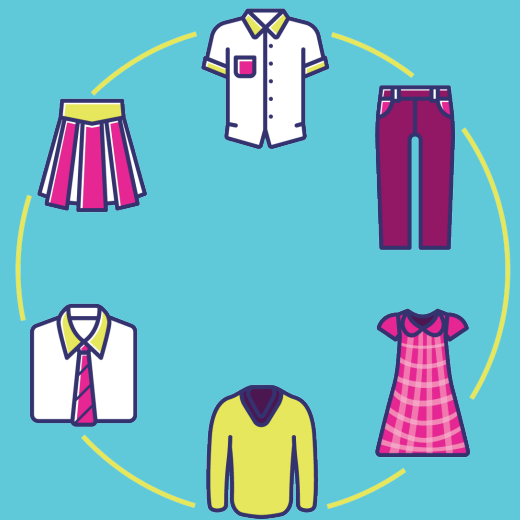
**Mary Bragg, Trustee**

# Treasurer's Report

During the last accounting period, which ran from the beginning of August 2020 to the end July 2021, our spend grew by **249%**. Thankfully our income also grew, by **235%**, so we were able to support the increased costs. Some of that increased expenditure was in response to growing demand – indicative of the times we are in – but there has also been increased expenditure due to decisions we have made as a board about what BBB funds and how. It is worth noting, for comparison purposes, that during the previous year, our spend grew by **218%** and our income by **180%**. For this financial year, we have spent **£128,172.17** and received **£151,556.51**.

Last year we made the decision to purchase all senior school and college students' uniform as new. We have spent **£12,000** on uniforms, and that is due to an increase in demand along with our new stance on how we handle those requests.

In addition to school uniform, our referrals spend was just over **£11,500** so around the same on last year. We have had to sometimes purchase items new due to Covid restrictions, but our spend didn't really rise much more as we now have such a huge database of supporters willing to pass on their items to us, which is just amazing, as we pass on buggies worth hundreds of pounds in immaculate condition, Moses baskets, and beautiful clothes.



## During 2020/21, we received nearly 40,000 in grants, which included:

**£10,000 from the National Lottery Covid Grant fund**, which was ring-fenced for Covid-19 and our 3-month support package, which we extended into this financial year.

**£10,000 from Shaftesbury** which was ring-fenced for our new campaign of Healthy Homes in collaboration with Bromley Relief In Need.



**The Bed for Every Child Campaign received a fantastic £16,000 in grants**, including from The Co-op, Hedley and **£10,000** from Weston Garfield.

In total, almost **27,400** was received in donations. This included:

- Nearly **£7,000** overall from different Masons groups;
- **£560** from Hawes Down School;
- **£5,000** from MFS; and
- **£1,320** from Farnborough Primary.

There are many people, schools, Rotary clubs, groups and companies that form part of these figures, and for every donation – we say a huge thank you.

We received a total of **62,334** from Just Giving donations this year; in our accounts, we have shown the split across the campaigns for better transparency. Around **15,000** of that total came from our End Child Food Poverty appeal over just one weekend.

We do also have supporters who give regularly each month through Just Giving, as well as directly into our account, and this year we have also seen more independent fundraisers via Just Giving.

**One area that did rise more than we would have liked is our running costs.** We have always prided ourselves on the fact that we were able to operate on around £500 a year. However this year you will see that our costs have risen to just over £1,600. This was a much-debated decision by the trustees, but it is an expense we are absolutely confident we had to make. We use a system called Airtable to run our referrals, our stock and all other data that we need in order to operate effectively, and due to our growth we have outgrown the free charity package. So we have had to pay £1,100 to expand the package we are on, so that we can continue to use the system in a way that is most efficient for BBB and allows us to capture all information and statistics. We are now producing more statistics which show the work we do and enable us to demonstrate our impact to potential funders. The other running costs consist of our insurance, Big Yellow Storage insurance, our website and email hosting.

**Our newborn pack** spend fell and is back to usual levels – that is due partly to now having a much more efficient way of running the stock we hold for the packs, and also our generous supporters who are able to donate items. We also receive new items from places like the **Hygiene Bank**, which saves us a lot of money. As an indication, our newborn packs cost approximately £120 each.

**Our Christmas hamper appeal** was bigger and better than ever before, with a record number of hampers being provided. The total spend was just over £11,000 but we received over £15,000 in donations towards it, plus we had a colossal wish list that as always our supporters bought up so generously. This left us with surplus funds to put towards this year's hampers, which we will be using for gifts suitable for teenagers, which are always fairly expensive.

As you will see, our biggest expense by far is the **Bed for Every Child Campaign**. The spend of £41,000 just highlights the extent of the problem, and how much work there is to be done.



Finally, our newest campaign - **A Healthy Home for Every Child** - was launched this year in collaboration with BRIN (Bromley Relief in Need). BBB donated £10,000 to the campaign as a starter pot, which combined with the Shaftesbury grant mentioned above, has enabled us to support many families with essential white goods for their kitchens.

The training costs of £177 is safeguarding training, which the entire team does every 3 years.

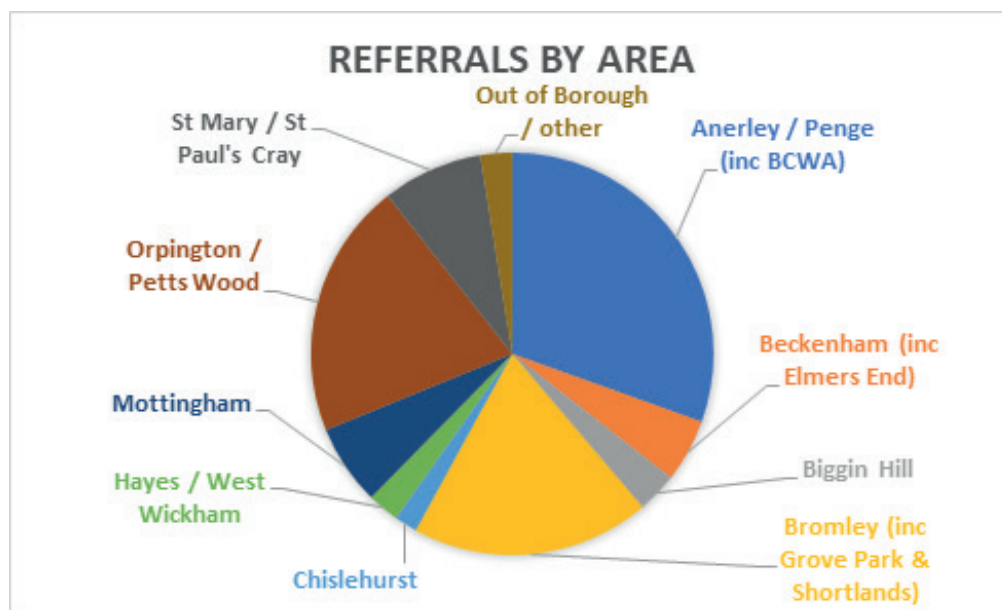
We headed into the new financial year, at the start of August, with approximately £65,860 in the bank, which sounds a lot, but with the rate of growth we are seeing as a charity, if we were to suddenly receive no income this would last less than 6 months, so we constantly need to balance raising funds when making decisions on how we spend. Tracy Griffin - Treasurer

	Breakdown		20/21	19/20	18/19
	Income	Outgoings			
Donations	27,435.06	0.00	27,435.06	24,915.79	12,428.37
Just Giving	29,423.29	-532.80	28,890.49	13,926.22	8,531.11
Grants	4,000.00	0.00	4,000.00	22,676.00	12,850.00
Covid 3 month Support grant	10,000.00	-10,738.73	-738.73	0.00	0.00
Referrals	0.00	-11,551.34	-11,551.34	-10,271.42	-5,762.05
School Uniform	744.56	-12,791.61	-12,047.05	-2,218.19	-40.08
Food Poverty	19,731.56	-23,300.00	-3,568.44	0.00	0.00
Basics Bundle	0.00	-105.25		-105.25	0.00
Just Giving Healthy Homes	1,489.84				
Healthy Homes	20,000.00	-5,602.99			
Total Healthy Homes	21,489.84	-5,602.99	15,886.85	0.00	0.00
Just Giving BFEC	2,076.37				
BFEC Grants	15,968.10	0.00			
Total BFEC	18,044.47	-47,570.04	-29,525.57	-31,600.06	-6,344.97
Just Giving Hampers	9,617.03				
Hampers	6,238.22				
Total Hampers	15,855.25	-11,161.46	4,693.79	-2,583.87	-893.60
Collection boxes	0.00	0.00	0.00	206.11	54.59
Amazon	364.11	0.00	364.11	55.72	8.68
Facebook	843.20	0.00	843.20	0.00	0.00
paypal	1,187.61	0.00	1,187.61	856.36	196.00
For Good causes	2,097.56	0.00	2,097.56	686.49	977.60
Monthly Donations	340.00	0.00	340.00	800.00	207.00
Sponsorship	0.00	0.00	0.00	0.00	-53.94
Events	0.00	0.00	0.00	0.00	0.00
AGM	0.00	0.00	0.00	-29.45	-53.50
Enhanced support	0.00	0.00	0.00	-350.00	-7,302.28
Newborn Packs	0.00	-1,732.13	-1,732.13	-3,513.00	-1,779.03
Advertising	0.00	-536.00	-536.00	-190.94	-45.00
BCWA	0.00	0.00	0.00	0.00	0.00
Training	0.00	-352.50	-352.50	-177.37	-249.00
Team Development	0.00	-572.91	-572.91	0.00	-401.39
Running Costs	0.00	-1,624.41	-1,624.41	-536.38	-618.92
Overall Income		151,556.51	151,556.51	64,122.69	35,253.35
Overall Spend		-128,172.17	-128,172.17	-51,470.68	-23,543.76
Net balance		23,384.34	23,384.34	12,652.01	11,709.59

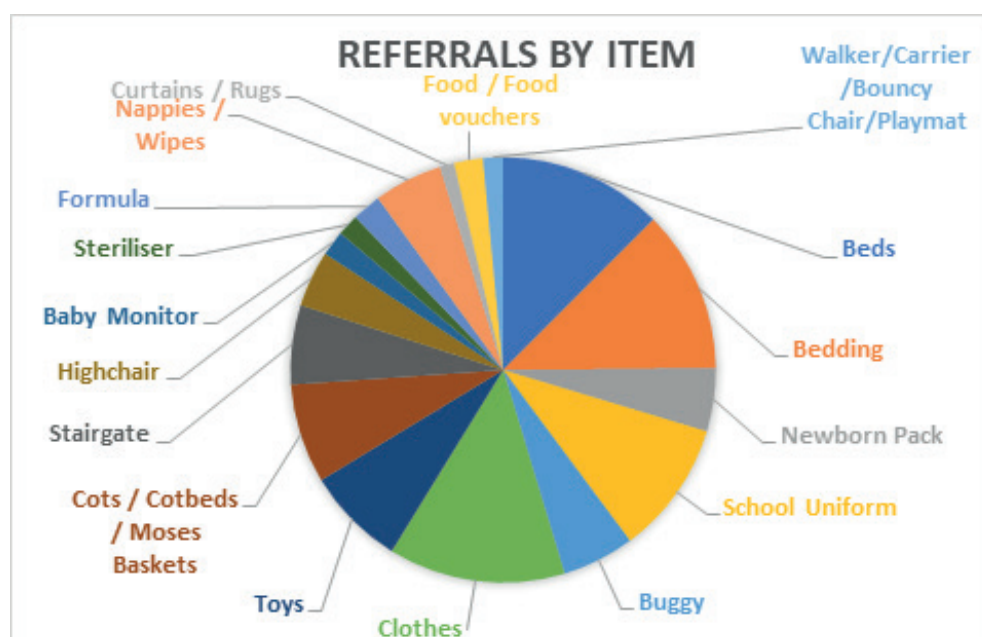
# Referrals

In the reporting period, we have received **467** referrals, which is an increase of 47% on the same period last year. **This amounts to over 400 families that we have supported this year.**

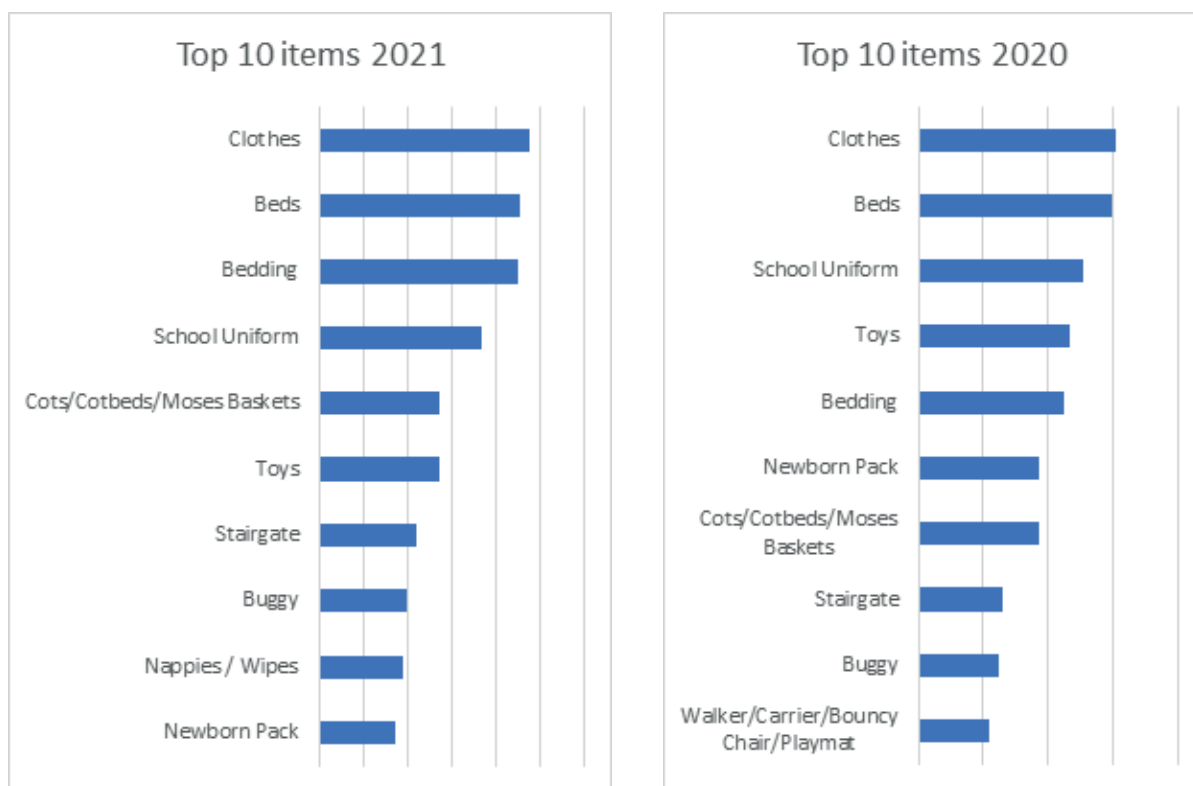
The referrals broken down by area appear in the chart below. Our areas most referred from remain Orpington/Petts Wood and the Crays, Bromley and Anerley/Penge, which includes our referrals from confidential Bromley and Croydon Women's Aid addresses. We have had a small increase in the number of referrals that are considered 'out of borough'. These were all for families who remain under Bromley Social Services and items were either directly provided by suppliers or delivery arranged by volunteers liaising with a child's school.



The referrals broken down by item requested also shows no great change, most areas have simply seen a percentage rise that is consistent with the increase in the general numbers of referrals.



There has been a noticeable increase in the number of families who need help with purchasing basic baby items such as nappies and wipes, while the position of Newborn Packs in our Top 10 has now dropped to 10th from 6th most requested last year, with the actual numbers of packs being supplied remaining the same. This does imply that families have recently been requiring support with baby essentials for a longer period than in previous years.



As our number of referrals have increased, we have also increased the use of Airtable, our online database, as a resource for sharing information among the team. As well as acting as our system for managing referrals and our inventory, it is now helping us disseminate information to volunteers regarding our policies, practices and processes. This has been invaluable in increasing the efficiency with which we all operate as we have continued to grow this year.

The flexibility of our Referral form has also been an asset. We have been able to add questions as needed and remove those that were not producing in the information we required. It has recently been updated to assist referrers who have previously referred to us, or for repeat referrals, by reducing the amount of information that needs to be entered. We hope to continue to develop this, in consultation with our most frequent referrers, to reduce the workload of referring to BBB, whilst continuing to collect all the information we need to fulfil the requests and to inform our statistics which in turn we use for funding applications.

**Luce Kennedy - Referrals Coordinator**



## A Healthy Home for Every Child

This project came about as we were receiving an increasing number of requests for kitchen appliances such as fridges, freezers, ovens etc. Families were clearly not able to afford to purchase these items themselves – either when their existing appliance broke down, or when they were moved into accommodation that did not have white goods and needed to provide their own items.

The **Turn2Us 'Living Without' campaign** last year provided some shocking statistics - across the UK, a staggering 1.9 million people are living without a cooker; 2.8 million without a freezer, and almost 1 million without a fridge. Their report highlighted London as one of the country's worst-off areas in terms of 'appliance poverty'.

Linked to that, our work on **Child Food Poverty** had highlighted to us the importance of being able to store and prepare fresh food when you are able to get hold of it. It became apparent to us that many families do not have a fridge to store perishable food in, or a cooker with which to prepare hot meals. Can you imagine not having a working fridge for 5 months? Not being able to prepare hot meals for your children? Or having to cook all your meals in the microwave as you don't have a cooker? Sadly, this is the reality for many families across the borough of Bromley.

The white goods we wanted to provide would enable parents to feed themselves and the children in their care with healthy, nourishing, warm meals.

In partnership with **Bromley Relief in Need**, we planned and launched our newest campaign, '**A Healthy Home for Every Child**'.

BRIN already receive regular requests from people across the borough of Bromley for white goods, and this had been increasing during the pandemic, so we were delighted to be able to partner together to reach more

people and help to support struggling families with these essential items.

We set up an arrangement with a local business, Budget Appliances, who have been great at sourcing, delivering and installing the appliances we have requested.

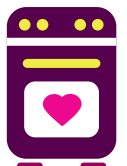
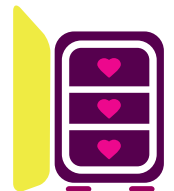
As you can see, already since our launch in March this year, through to the end of July (as our accounts run), we have helped **24 households** by supplying them with one or more appliances (36 in total) – that covers a total of **58 children** who will have been positively impacted by this project so far.

Alisa, our new Healthy Homes coordinator, has done a fantastic job of setting up and running the project, liaising with referrers, clients and our supplier and doing her best to ensure that we are able to help the maximum number of families possible.

We are delighted to announce that BRIN and BBB have recently decided to include washing machines in the scope of the project, as we get so many requests for these items – and they of course are intrinsically linked to families being able to have a 'healthy home', so we will be offering that addition to our services going forward.

Thanks to everyone who has supported the project by attending our launch, donating via Just Giving, fundraising for us, or spreading the word to family, friends, colleagues and contacts.

Lorelei Freeman - Trustee



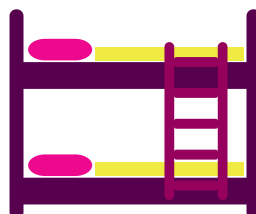



## ■ A Bed ■ for Every Child

The Bed for Every child programme continues to be BBB's greatest expenditure; however it is an area of focus that the board of Trustees considers to be of great importance. Recent figures, according to End Child Poverty, revealed a shocking 20 per cent of children in Bromley live in poverty. Sadly, we regularly hear from our referrers about families where children do not have a bed of their own – instead, they are sleeping on the floor, the sofa, or sharing a bed with another family member.

We believe every child is entitled to a bed of their own – a comfortable, functional bed with clean, warm bedding. Giving a child their own bed increases the chance of a better night's sleep, which can, in turn, lead to improved concentration, behaviour and performance at school. There are also benefits to a child's physical and mental health and wellbeing, and it is known that sleeping alone reduces the risk of sexual abuse. Not only this but it raises a child's sense of self-esteem to have their very own belongings.

**The Bed for Every child programme has had another very successful year, providing 153 children in the London Borough of Bromley with a brand new, comfortable, clean bed.** Despite a COVID lockdown interrupting the delivery and assembly



of bunk beds, Bromley Brighter Beginnings spent a total of **£37,742** on beds in this financial year compared to **£28,024** in the previous year.

We continue to work closely with referrers to ensure that the most appropriate beds are selected for each family. During these communications referrers regularly express how valuable the BBB bed provision is for the families they work with; the straightforward application process and speedy turn-around means that children can quickly receive the bed that they urgently need. Parents and carers regularly contact BBB to express their gratitude for the new beds provided for their children as the cost of new beds is often too great for families on a low income.

We work with an amazing supplier, **Surrey Beds**, who understand how vulnerable many of our clients are. They always call and arrange a suitable time for delivery, being sensitive and discreet where necessary. They are also able to achieve a very quick turn-around for us. We really do appreciate this valuable partnership.

Madeleine Hay - Trustee & BFEC Coordinator

# Christmas Hampers

Our Christmas Hamper campaign has been running for a few years now and this year saw our biggest campaign to date. We provided hampers for **221 families**, reaching a total of **501 children**. The reality is that many of the families who we have worked with throughout the year often don't have enough money to support their families day-to-day, never mind having enough money to indulge at Christmas. The aim of our hampers is not just to provide some fun and normality for a child but it's about dignity and comfort at a time that's extremely difficult financially to so many parents. Each bag is designed to make each family feel loved and supported by the community at a time when so many people feel very isolated and lonely.

The contents of our hampers come under two categories: Christmas Joy and Christmas Need.

Christmas Joy is about making a child's Christmas comparable to that of their friends and their classmates because the stigma of poverty is often felt most keenly in classroom. Quite simply we don't want children to wonder why Father Christmas didn't bring them a gift when everyone else in their class will receive one, or why they don't have a themed jumper to wear when all their classmates do. We therefore provide each child with a toy, a book, a Christmas jumper, stationery, chocolate, stocking fillers and an advent calendar.

Christmas isn't just about things to make children happy; the Need element of our hamper is about relieving the financial and mental stress that comes with living below the poverty line. Every child also receives new pair of pyjamas and a toothbrush & toothpaste, and we provide toiletries, winter items such as hats & gloves, and crucially supermarket vouchers to buy food. Christmas

happens during the school holidays and often that means the absence of free school meals and the household often just has less food available. Where possible we also try and provide things for the parents too, who rarely ask for anything for themselves. This small gesture of kindness can do a lot for people's mental health.

We make every effort to ensure our hampers are diverse and inclusive. We use the information available to us to ensure each family's hamper is culturally sensitive and tailored as much to that family as possible.

Providing Christmas in a bag for 500 children is quite expensive and we could not have achieved this without the generous support of our Facebook group of supporters and countless local organisations, ranging from schools to Brownie groups. This year, as in previous years, we were inundated with more and more people asking how they can help, which demonstrates how this campaign really resonates with people. This generosity has a direct impact on the families we support - when we deliver the hampers, families often express their relief to know that they are now able to provide Christmas for their children.

We are in no doubt that the next Christmas Hamper Campaign will see us supporting even more families. We're already taking nominations from our referrers and volunteers and expect to be dealing with large numbers come November.

**Nancy Lengthorn - Trustee & Hamper Coordinator**



## School Uniform



Uniform continues to be a growing part of what BBB is asked to provide within our community. It is an area of the charity that we are always looking to improve on – how we run our processes and what we offer. Year on year it continues to grow, with this year seeing the highest number of families referred to us for uniform to date - **a 45% increase on the previous year.**

BBB recognises that **having the correct, smart and well-fitting uniform** plays a big role in the mental health of the children we support. We want the children to have a sense of pride and dignity, particularly if they are starting a new school. We feel this is even more important for the secondary school pupils we support as their sense of self-awareness increases at this age. This is reflected in the slight difference in our policy of what we offer depending on school age. For primary school children, we still rely on our supporters to donate us **excellent quality pre-loved uniform** to pass on; however for secondary pupils we purchase new items, and where possible arrange for the pupil to visit the appropriate uniform shop to be fitted correctly. We have established some excellent relationships with local uniform shops to make this process work seamlessly for the families. They allow us now to send our families to them in a really discreet, professional way, allowing those families to go to the uniform shop just like any other customer and buy their uniforms, which are then charged to us.

Our offer of support does not stop there. Having a **correctly fitted pair of school shoes** that the child has chosen themselves is not only important for growing feet but also helps a child form a sense of identity. For this reason we offer **families**

**vouchers** to purchase new shoes that are chosen by the child.

This year we also introduced an offer of additional school items to ensure kids were truly back to school ready. We supplied **water bottles, lunch boxes, school bags and stationery packs** (some of which were donated by **Nicky and the Crafting Crew**).

The cost of school uniform remains a large expense for most families and although BBB has spent some of its funds this year on uniform **we could not have fulfilled the amount of uniform referrals that we have done without the help of our supporters.** Not only do they donate excellent pre-loved items but in many cases they also **offer to buy new items** for the families, from new white shirts if no-one has preloved ones available in the size needed, through to stationery and bags.

We anticipate that the number of families needing our help with uniform will continue to grow in the future, in part due to more referrers becoming aware that this is something we offer, but also sadly as a reflection of the increased financial pressure families are likely to be under in the coming years. To improve our service to families further we are going to spend time between now and next summer **gathering as much information on schools, PTA's and uniform suppliers as possible.** This will allow our volunteers to work efficiently in delivering everything a family needs to be ready for school.

Tracy Griffin, on behalf of Amanda Ashford -  
Operations Manager

# Child Food Poverty

Marcus Rashford started the End Child Food Poverty campaign because he was worried about children eligible for free school meals going hungry during the school holidays. Now the impact of food poverty on children is so well known. It not just the case that children can go hungry, but they can also suffer from nutritional deficiencies, and the lack of good food can affect growth and development, create difficulties with concentration at school, and cause social isolation; there is also evidence that it makes children more prone to chronic disease in later adolescence.

BBB's key objective is to try to relieve poverty for children so there was no question that we wanted to get involved in some way. We decided to provide a supermarket voucher of £15 per child, per week for the October half term to cover the cost of free school meals. However, the response that we received from our supporters was so incredible that we were able to do a lot more than we had initially planned.

**We raised around £20,000 for the Child Food Poverty campaign** and we were able to provide vouchers for the Christmas holidays and then for the February half term. In addition, we were able to provide a voucher for every week of the school holidays for the entire academic year for every child living in a domestic violence refuge in the Borough of Bromley.

Emma Martin - Chair



**#ENDCHILDFOODPOVERTY**

Website: [www.bromleybrighterbeginnings.org.uk](http://www.bromleybrighterbeginnings.org.uk)

Email: [info@bromleybrighterbeginnings.org.uk](mailto:info@bromleybrighterbeginnings.org.uk)

Address: PO Box 1302, Bromley, BR1 9PF

[f/groups/BromleyBrighterBeginnings](https://www.facebook.com/groups/BromleyBrighterBeginnings) [🐦 @BrighterB](https://twitter.com/BrighterB) [📷 @bromleybrighterbeginnings](https://www.instagram.com/bromleybrighterbeginnings)

Bromley Brighter Beginnings is a registered charity in England and Wales (no. 1162113)



**Bromley  
Brighter Beginnings**

# Annual Report 2020 – 2021



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# Our Mission

**Bromley Brighter Beginnings envisions a world in which parents do not have to struggle to provide their children with the most basic items.**

Using a referral system, BBB provides essential baby, child and household items to local families in financial hardship, including those living in domestic violence refuges.

Our mission is to relieve the pressure of poverty on these families in a practical way. We signpost families to other sources support where appropriate.

It has been shown that if people feel supported in a crisis, they are more likely to feel engaged with, and to contribute positively to, their society in the future. Relieving stress, anxiety and depression in parents has a positive impact on the early experiences of their children and gives those children a better start in life.

Our focus is on the London Borough of Bromley, but we are keen to provide guidance and support to volunteers setting up similar projects in other areas, whenever needed.

In the longer term, BBB's mission includes raising awareness about the level of poverty in the London Borough of Bromley. We do this by sharing relevant information with our supporters, and by liaising with the press on topics associated with childhood poverty in the UK.

We rely on a team of volunteers, as well as an ever-increasing number of supporters, the members of our Facebook group. We are also supported by many local businesses, churches, schools and other groups.

BBB is committed to environmentally friendly practises, in particular facilitating the recycling of baby and child related items that the original owners no longer use.

BBB relies on the power of the community, made up of individuals who recognise that change starts with the actions we choose to take ourselves.



# Chair's Report

**It has been nearly ten years since we started passing on packs of toiletries and preloved items like cots. In the time that we have been operating we have grown into a much bigger, more well-established charity and we now provide things like children's beds, Christmas hampers, school uniforms and much more.**

This year has been a challenging but exciting one for BBB. We have continued to support families in the local community throughout the pandemic and have also worked on two new campaigns, Child Food Poverty and a Healthy Home for Every Child, which further extend the support we are now able to offer.

As a result of the amount of work that BBB is now doing in the community, the Board of Trustees has made the decision to reorganise the way that we structure the charity at a management level. We have a newly formed management team which is going to be dealing with day-to-day issues, who will be answering to a more traditional Board of Trustees, meeting quarterly and dealing with strategy and higher-level financial management. As a result of that reorganisation, we have a vacancy for a Treasurer who would also be a Trustee.

I would like to pass my thanks on to our team of volunteers. We are entirely volunteer led with no paid staff. All our volunteers give their time generously, despite having so many other responsibilities. We often receive feedback from referrals and clients about how professional and hardworking our volunteers are and how they always go above and beyond to help the families they are supporting.

I also want to thank my fellow trustees. It is honestly a privilege to work with a group of such dedicated and passionate people, who give an incredible amount of time, usually behind the scenes to help people that they very rarely meet. We work very well together as a board, sharing opinions and making compromises with the

charity's shared goal in mind.

We could do none of what we do if we didn't also have the support of many other people in the wider community. We now have over 7200 members in our Facebook group who are our first port of call when we need items donated. We are also supported by many local businesses and organisations - the list of which is now very extensive!

Finally, I'd like to say a big thank you to all the professionals who refer families to us. We rely on you to identify and refer to us the families who genuinely need help and to provide us with the information that we require to give the support that is needed. Our referrers really are an integral part of how BBB operates.

BBB was founded on this concept of the community coming together to support its most vulnerable members and it is now hard to quantify the number of people who contribute in one way or another in this community effort. From the bottom of our hearts, we really do thank each and every one of you.

Whatever the future holds, the BBB volunteers will continue to do what we've always done - supporting families living in poverty to the best of our ability by providing them with practical support to help them to look after their children.

Emma Martin - Chair



# Operating Throughout the Covid pandemic

**It has, of course, been a very challenging year for BBB, as it has for everyone. It's been particularly tough for the families we support, and as you can imagine, we've sadly seen a big increase in the number of people needing our help.**

We have managed to operate throughout the pandemic, partly because volunteering has been an authorised activity even during the strictest lockdowns, and partly because of the sheer determination of our volunteers, despite dealing with their own challenges as well.

We have of course had to make various adjustments to how we do things in order to keep our volunteers, and the families we're supporting, as safe as possible. For example, we made the difficult decision not to open last November's Christmas Hamper packing day to the general public. We prepared a risk assessment analysis, and our volunteers were able to pack the hampers wearing masks, maintaining social distance and keeping the church hall well ventilated.

We have conducted all our Trustees' meetings, and our monthly volunteers' meetings, by Zoom. We had a very enjoyable meeting with Mayor Hannah Gray in April, also via Zoom. We were able to get involved with the annual Toy Run organised by Bromley Children and Families' Forum and the West Kent Freemasons, because they had a well thought out plan involving time slots, social distancing and masks.

We received a National Lottery grant specifically to help people suffering as a result of the pandemic, so we provided 12 families with a 3-month package of support including supermarket vouchers, and 33 families with essential items, which were delivered directly to their homes.

The Covid crisis has impacted the families we've supported in various ways. For example, a single

mum who we had helped before contacted us because she had to self-isolate, was unable to work and was unpaid for two weeks as a result. The Trustees decided to provide her with an emergency package of supermarket vouchers, to get the family through this difficult period. She sent us this email, demonstrating the difference this made to her:

*"I am reading this crying my eyes out! Thank you so much for your help and kindness! I'm literally ecstatic!... If you only knew how much worry and frustration I've been going through."*

We also helped a family in which the dad had died suddenly of Covid, leaving mum and three children, including a newborn baby, destitute. Some families have fallen into poverty because the only wage-earner has lost their job.

The Covid pandemic has caused so many problems for people, and sadly it isn't over yet. We are particularly concerned about the temporary uplift of £20 a week being taken away from families from 5 October, but the furlough scheme is also coming to an end in the next few days, plus utility costs and food costs are rising.

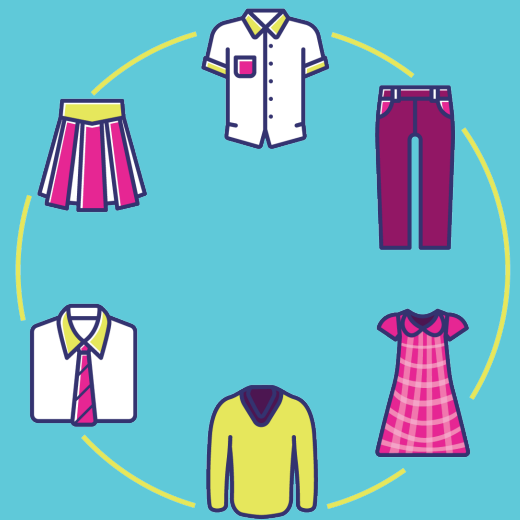
**Mary Bragg, Trustee**

# Treasurer's Report

During the last accounting period, which ran from the beginning of August 2020 to the end July 2021, our spend grew by **249%**. Thankfully our income also grew, by **235%**, so we were able to support the increased costs. Some of that increased expenditure was in response to growing demand – indicative of the times we are in – but there has also been increased expenditure due to decisions we have made as a board about what BBB funds and how. It is worth noting, for comparison purposes, that during the previous year, our spend grew by **218%** and our income by **180%**. For this financial year, we have spent **£128,172.17** and received **£151,556.51**.

Last year we made the decision to purchase all senior school and college students' uniform as new. We have spent **£12,000** on uniforms, and that is due to an increase in demand along with our new stance on how we handle those requests.

In addition to school uniform, our referrals spend was just over **£11,500** so around the same on last year. We have had to sometimes purchase items new due to Covid restrictions, but our spend didn't really rise much more as we now have such a huge database of supporters willing to pass on their items to us, which is just amazing, as we pass on buggies worth hundreds of pounds in immaculate condition, Moses baskets, and beautiful clothes.



## During 2020/21, we received nearly 40,000 in grants, which included:

**£10,000 from the National Lottery Covid Grant fund**, which was ring-fenced for Covid-19 and our 3-month support package, which we extended into this financial year.

**£10,000 from Shaftesbury** which was ring-fenced for our new campaign of Healthy Homes in collaboration with Bromley Relief In Need.



**The Bed for Every Child Campaign received a fantastic £16,000 in grants**, including from The Co-op, Hedley and **£10,000** from Weston Garfield.

In total, almost **27,400** was received in donations. This included:

- Nearly **£7,000** overall from different Masons groups;
- **£560** from Hawes Down School;
- **£5,000** from MFS; and
- **£1,320** from Farnborough Primary.

There are many people, schools, Rotary clubs, groups and companies that form part of these figures, and for every donation – we say a huge thank you.

We received a total of **62,334** from Just Giving donations this year; in our accounts, we have shown the split across the campaigns for better transparency. Around **15,000** of that total came from our End Child Food Poverty appeal over just one weekend.

We do also have supporters who give regularly each month through Just Giving, as well as directly into our account, and this year we have also seen more independent fundraisers via Just Giving.

**One area that did rise more than we would have liked is our running costs.** We have always prided ourselves on the fact that we were able to operate on around £500 a year. However this year you will see that our costs have risen to just over £1,600. This was a much-debated decision by the trustees, but it is an expense we are absolutely confident we had to make. We use a system called Airtable to run our referrals, our stock and all other data that we need in order to operate effectively, and due to our growth we have outgrown the free charity package. So we have had to pay £1,100 to expand the package we are on, so that we can continue to use the system in a way that is most efficient for BBB and allows us to capture all information and statistics. We are now producing more statistics which show the work we do and enable us to demonstrate our impact to potential funders. The other running costs consist of our insurance, Big Yellow Storage insurance, our website and email hosting.

**Our newborn pack** spend fell and is back to usual levels – that is due partly to now having a much more efficient way of running the stock we hold for the packs, and also our generous supporters who are able to donate items. We also receive new items from places like the **Hygiene Bank**, which saves us a lot of money. As an indication, our newborn packs cost approximately £120 each.

**Our Christmas hamper appeal** was bigger and better than ever before, with a record number of hampers being provided. The total spend was just over £11,000 but we received over £15,000 in donations towards it, plus we had a colossal wish list that as always our supporters bought up so generously. This left us with surplus funds to put towards this year's hampers, which we will be using for gifts suitable for teenagers, which are always fairly expensive.

As you will see, our biggest expense by far is the **Bed for Every Child Campaign**. The spend of £41,000 just highlights the extent of the problem, and how much work there is to be done.



Finally, our newest campaign - **A Healthy Home for Every Child** - was launched this year in collaboration with BRIN (Bromley Relief in Need). BBB donated £10,000 to the campaign as a starter pot, which combined with the Shaftesbury grant mentioned above, has enabled us to support many families with essential white goods for their kitchens.

The training costs of £177 is safeguarding training, which the entire team does every 3 years.

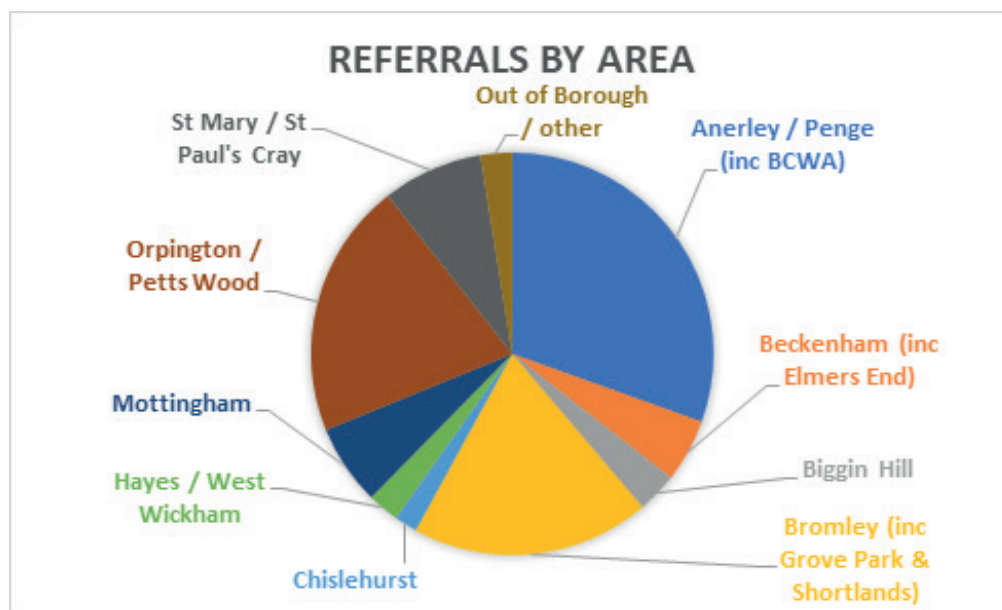
We headed into the new financial year, at the start of August, with approximately £65,860 in the bank, which sounds a lot, but with the rate of growth we are seeing as a charity, if we were to suddenly receive no income this would last less than 6 months, so we constantly need to balance raising funds when making decisions on how we spend. Tracy Griffin - Treasurer

	Breakdown		20/21	19/20	18/19
	Income	Outgoings			
Donations	27,435.06	0.00	27,435.06	24,915.79	12,428.37
Just Giving	29,423.29	-532.80	28,890.49	13,926.22	8,531.11
Grants	4,000.00	0.00	4,000.00	22,676.00	12,850.00
Covid 3 month Support grant	10,000.00	-10,738.73	-738.73	0.00	0.00
Referrals	0.00	-11,551.34	-11,551.34	-10,271.42	-5,762.05
School Uniform	744.56	-12,791.61	-12,047.05	-2,218.19	-40.08
Food Poverty	19,731.56	-23,300.00	-3,568.44	0.00	0.00
Basics Bundle	0.00	-105.25		-105.25	0.00
Just Giving Healthy Homes	1,489.84				
Healthy Homes	20,000.00	-5,602.99			
Total Healthy Homes	21,489.84	-5,602.99	15,886.85	0.00	0.00
Just Giving BFEC	2,076.37				
BFEC Grants	15,968.10	0.00			
Total BFEC	18,044.47	-47,570.04	-29,525.57	-31,600.06	-6,344.97
Just Giving Hampers	9,617.03				
Hampers	6,238.22				
Total Hampers	15,855.25	-11,161.46	4,693.79	-2,583.87	-893.60
Collection boxes	0.00	0.00	0.00	206.11	54.59
Amazon	364.11	0.00	364.11	55.72	8.68
Facebook	843.20	0.00	843.20	0.00	0.00
paypal	1,187.61	0.00	1,187.61	856.36	196.00
For Good causes	2,097.56	0.00	2,097.56	686.49	977.60
Monthly Donations	340.00	0.00	340.00	800.00	207.00
Sponsorship	0.00	0.00	0.00	0.00	-53.94
Events	0.00	0.00	0.00	0.00	0.00
AGM	0.00	0.00	0.00	-29.45	-53.50
Enhanced support	0.00	0.00	0.00	-350.00	-7,302.28
Newborn Packs	0.00	-1,732.13	-1,732.13	-3,513.00	-1,779.03
Advertising	0.00	-536.00	-536.00	-190.94	-45.00
BCWA	0.00	0.00	0.00	0.00	0.00
Training	0.00	-352.50	-352.50	-177.37	-249.00
Team Development	0.00	-572.91	-572.91	0.00	-401.39
Running Costs	0.00	-1,624.41	-1,624.41	-536.38	-618.92
Overall Income		151,556.51	151,556.51	64,122.69	35,253.35
Overall Spend		-128,172.17	-128,172.17	-51,470.68	-23,543.76
Net balance		23,384.34	23,384.34	12,652.01	11,709.59

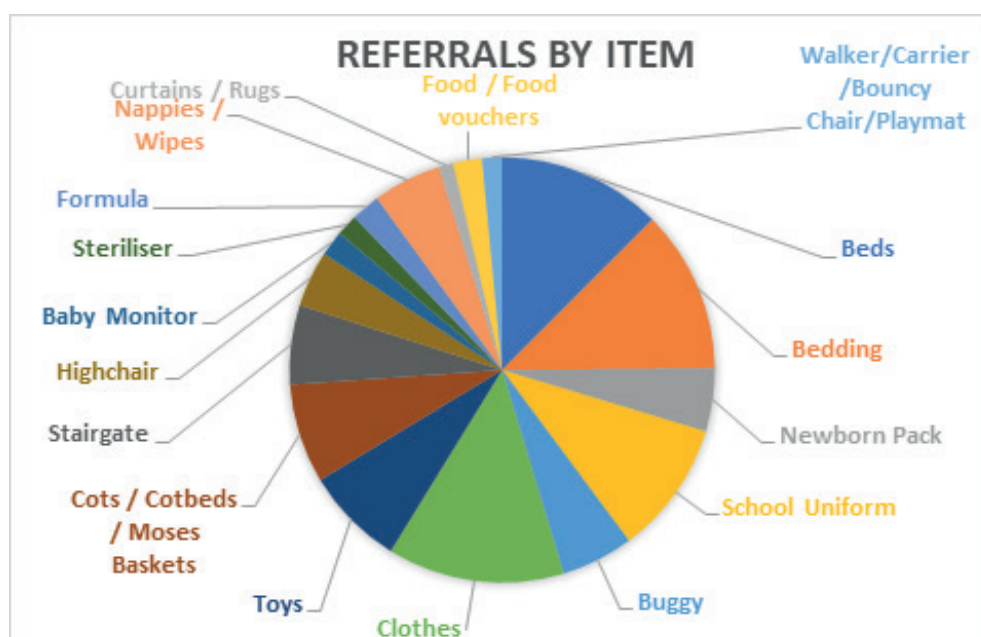
# Referrals

In the reporting period, we have received **467** referrals, which is an increase of 47% on the same period last year. **This amounts to over 400 families that we have supported this year.**

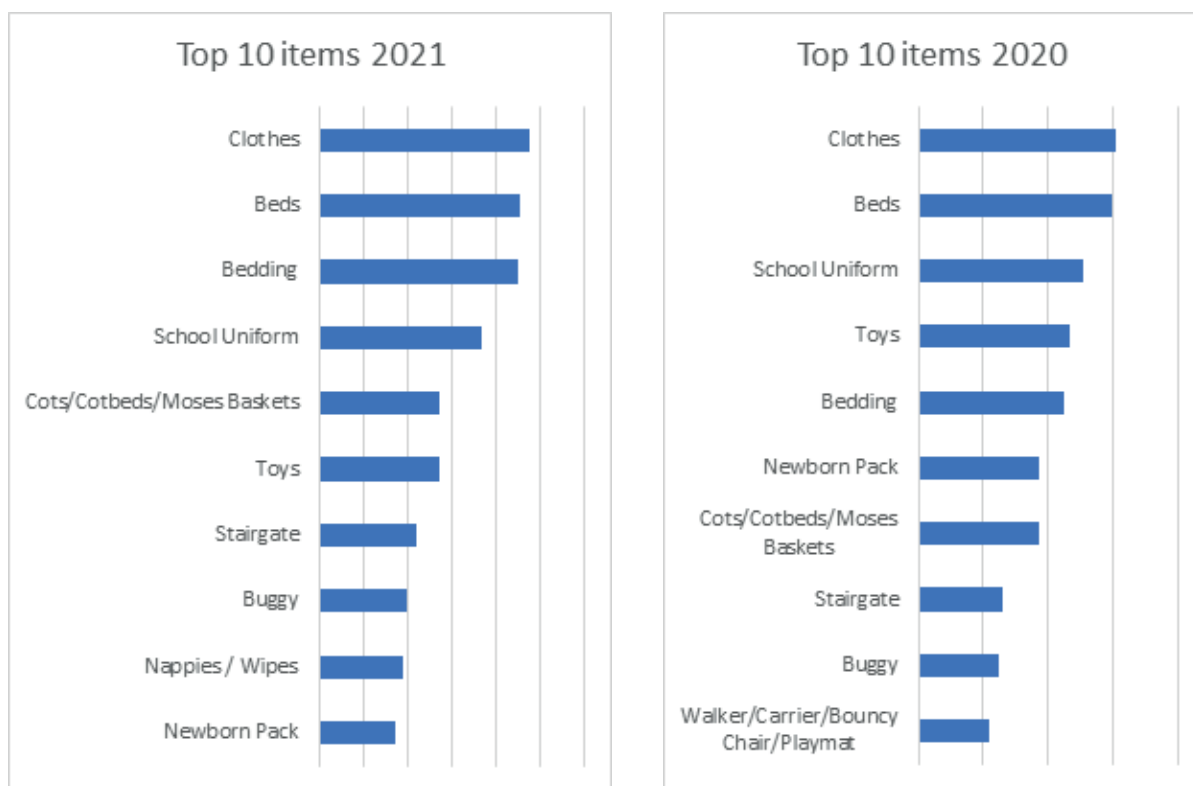
The referrals broken down by area appear in the chart below. Our areas most referred from remain Orpington/Petts Wood and the Crays, Bromley and Anerley/Penge, which includes our referrals from confidential Bromley and Croydon Women's Aid addresses. We have had a small increase in the number of referrals that are considered 'out of borough'. These were all for families who remain under Bromley Social Services and items were either directly provided by suppliers or delivery arranged by volunteers liaising with a child's school.



The referrals broken down by item requested also shows no great change, most areas have simply seen a percentage rise that is consistent with the increase in the general numbers of referrals.



There has been a noticeable increase in the number of families who need help with purchasing basic baby items such as nappies and wipes, while the position of Newborn Packs in our Top 10 has now dropped to 10th from 6th most requested last year, with the actual numbers of packs being supplied remaining the same. This does imply that families have recently been requiring support with baby essentials for a longer period than in previous years.



As our number of referrals have increased, we have also increased the use of Airtable, our online database, as a resource for sharing information among the team. As well as acting as our system for managing referrals and our inventory, it is now helping us disseminate information to volunteers regarding our policies, practices and processes. This has been invaluable in increasing the efficiency with which we all operate as we have continued to grow this year.

The flexibility of our Referral form has also been an asset. We have been able to add questions as needed and remove those that were not producing in the information we required. It has recently been updated to assist referrers who have previously referred to us, or for repeat referrals, by reducing the amount of information that needs to be entered. We hope to continue to develop this, in consultation with our most frequent referrers, to reduce the workload of referring to BBB, whilst continuing to collect all the information we need to fulfil the requests and to inform our statistics which in turn we use for funding applications.

**Luce Kennedy - Referrals Coordinator**



## A Healthy Home for Every Child

This project came about as we were receiving an increasing number of requests for kitchen appliances such as fridges, freezers, ovens etc. Families were clearly not able to afford to purchase these items themselves – either when their existing appliance broke down, or when they were moved into accommodation that did not have white goods and needed to provide their own items.

The **Turn2Us 'Living Without' campaign** last year provided some shocking statistics - across the UK, a staggering 1.9 million people are living without a cooker; 2.8 million without a freezer, and almost 1 million without a fridge. Their report highlighted London as one of the country's worst-off areas in terms of 'appliance poverty'.

Linked to that, our work on **Child Food Poverty** had highlighted to us the importance of being able to store and prepare fresh food when you are able to get hold of it. It became apparent to us that many families do not have a fridge to store perishable food in, or a cooker with which to prepare hot meals. Can you imagine not having a working fridge for 5 months? Not being able to prepare hot meals for your children? Or having to cook all your meals in the microwave as you don't have a cooker? Sadly, this is the reality for many families across the borough of Bromley.

The white goods we wanted to provide would enable parents to feed themselves and the children in their care with healthy, nourishing, warm meals.

In partnership with **Bromley Relief in Need**, we planned and launched our newest campaign, '**A Healthy Home for Every Child**'.

BRIN already receive regular requests from people across the borough of Bromley for white goods, and this had been increasing during the pandemic, so we were delighted to be able to partner together to reach more

people and help to support struggling families with these essential items.

We set up an arrangement with a local business, Budget Appliances, who have been great at sourcing, delivering and installing the appliances we have requested.

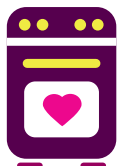
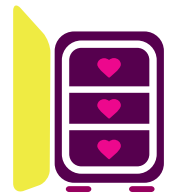
As you can see, already since our launch in March this year, through to the end of July (as our accounts run), we have helped **24 households** by supplying them with one or more appliances (36 in total) – that covers a total of **58 children** who will have been positively impacted by this project so far.

Alisa, our new Healthy Homes coordinator, has done a fantastic job of setting up and running the project, liaising with referrers, clients and our supplier and doing her best to ensure that we are able to help the maximum number of families possible.

We are delighted to announce that BRIN and BBB have recently decided to include washing machines in the scope of the project, as we get so many requests for these items – and they of course are intrinsically linked to families being able to have a 'healthy home', so we will be offering that addition to our services going forward.

Thanks to everyone who has supported the project by attending our launch, donating via Just Giving, fundraising for us, or spreading the word to family, friends, colleagues and contacts.

Lorelei Freeman - Trustee



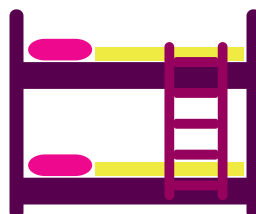



## ■ A Bed ■ for Every Child

The Bed for Every child programme continues to be BBB's greatest expenditure; however it is an area of focus that the board of Trustees considers to be of great importance. Recent figures, according to End Child Poverty, revealed a shocking 20 per cent of children in Bromley live in poverty. Sadly, we regularly hear from our referrers about families where children do not have a bed of their own – instead, they are sleeping on the floor, the sofa, or sharing a bed with another family member.

We believe every child is entitled to a bed of their own – a comfortable, functional bed with clean, warm bedding. Giving a child their own bed increases the chance of a better night's sleep, which can, in turn, lead to improved concentration, behaviour and performance at school. There are also benefits to a child's physical and mental health and wellbeing, and it is known that sleeping alone reduces the risk of sexual abuse. Not only this but it raises a child's sense of self-esteem to have their very own belongings.

**The Bed for Every child programme has had another very successful year, providing 153 children in the London Borough of Bromley with a brand new, comfortable, clean bed.** Despite a COVID lockdown interrupting the delivery and assembly



of bunk beds, Bromley Brighter Beginnings spent a total of **£37,742** on beds in this financial year compared to **£28,024** in the previous year.

We continue to work closely with referrers to ensure that the most appropriate beds are selected for each family. During these communications referrers regularly express how valuable the BBB bed provision is for the families they work with; the straightforward application process and speedy turn-around means that children can quickly receive the bed that they urgently need. Parents and carers regularly contact BBB to express their gratitude for the new beds provided for their children as the cost of new beds is often too great for families on a low income.

We work with an amazing supplier, **Surrey Beds**, who understand how vulnerable many of our clients are. They always call and arrange a suitable time for delivery, being sensitive and discreet where necessary. They are also able to achieve a very quick turn-around for us. We really do appreciate this valuable partnership.

Madeleine Hay - Trustee & BFEC Coordinator

# Christmas Hampers

Our Christmas Hamper campaign has been running for a few years now and this year saw our biggest campaign to date. We provided hampers for **221 families**, reaching a total of **501 children**. The reality is that many of the families who we have worked with throughout the year often don't have enough money to support their families day-to-day, never mind having enough money to indulge at Christmas. The aim of our hampers is not just to provide some fun and normality for a child but it's about dignity and comfort at a time that's extremely difficult financially to so many parents. Each bag is designed to make each family feel loved and supported by the community at a time when so many people feel very isolated and lonely.

The contents of our hampers come under two categories: Christmas Joy and Christmas Need.

Christmas Joy is about making a child's Christmas comparable to that of their friends and their classmates because the stigma of poverty is often felt most keenly in classroom. Quite simply we don't want children to wonder why Father Christmas didn't bring them a gift when everyone else in their class will receive one, or why they don't have a themed jumper to wear when all their classmates do. We therefore provide each child with a toy, a book, a Christmas jumper, stationery, chocolate, stocking fillers and an advent calendar.

Christmas isn't just about things to make children happy; the Need element of our hamper is about relieving the financial and mental stress that comes with living below the poverty line. Every child also receives new pair of pyjamas and a toothbrush & toothpaste, and we provide toiletries, winter items such as hats & gloves, and crucially supermarket vouchers to buy food. Christmas

happens during the school holidays and often that means the absence of free school meals and the household often just has less food available. Where possible we also try and provide things for the parents too, who rarely ask for anything for themselves. This small gesture of kindness can do a lot for people's mental health.

We make every effort to ensure our hampers are diverse and inclusive. We use the information available to us to ensure each family's hamper is culturally sensitive and tailored as much to that family as possible.

Providing Christmas in a bag for 500 children is quite expensive and we could not have achieved this without the generous support of our Facebook group of supporters and countless local organisations, ranging from schools to Brownie groups. This year, as in previous years, we were inundated with more and more people asking how they can help, which demonstrates how this campaign really resonates with people. This generosity has a direct impact on the families we support - when we deliver the hampers, families often express their relief to know that they are now able to provide Christmas for their children.

We are in no doubt that the next Christmas Hamper Campaign will see us supporting even more families. We're already taking nominations from our referrers and volunteers and expect to be dealing with large numbers come November.

**Nancy Lengthorn - Trustee & Hamper Coordinator**



## School Uniform



Uniform continues to be a growing part of what BBB is asked to provide within our community. It is an area of the charity that we are always looking to improve on – how we run our processes and what we offer. Year on year it continues to grow, with this year seeing the highest number of families referred to us for uniform to date - **a 45% increase on the previous year.**

BBB recognises that **having the correct, smart and well-fitting uniform** plays a big role in the mental health of the children we support. We want the children to have a sense of pride and dignity, particularly if they are starting a new school. We feel this is even more important for the secondary school pupils we support as their sense of self-awareness increases at this age. This is reflected in the slight difference in our policy of what we offer depending on school age. For primary school children, we still rely on our supporters to donate us **excellent quality pre-loved uniform** to pass on; however for secondary pupils we purchase new items, and where possible arrange for the pupil to visit the appropriate uniform shop to be fitted correctly. We have established some excellent relationships with local uniform shops to make this process work seamlessly for the families. They allow us now to send our families to them in a really discreet, professional way, allowing those families to go to the uniform shop just like any other customer and buy their uniforms, which are then charged to us.

Our offer of support does not stop there. Having a **correctly fitted pair of school shoes** that the child has chosen themselves is not only important for growing feet but also helps a child form a sense of identity. For this reason we offer **families**

**vouchers** to purchase new shoes that are chosen by the child.

This year we also introduced an offer of additional school items to ensure kids were truly back to school ready. We supplied **water bottles, lunch boxes, school bags and stationery packs** (some of which were donated by **Nicky and the Crafting Crew**).

The cost of school uniform remains a large expense for most families and although BBB has spent some of its funds this year on uniform **we could not have fulfilled the amount of uniform referrals that we have done without the help of our supporters.** Not only do they donate excellent pre-loved items but in many cases they also **offer to buy new items** for the families, from new white shirts if no-one has preloved ones available in the size needed, through to stationery and bags.

We anticipate that the number of families needing our help with uniform will continue to grow in the future, in part due to more referrers becoming aware that this is something we offer, but also sadly as a reflection of the increased financial pressure families are likely to be under in the coming years. To improve our service to families further we are going to spend time between now and next summer **gathering as much information on schools, PTA's and uniform suppliers as possible.** This will allow our volunteers to work efficiently in delivering everything a family needs to be ready for school.

Tracy Griffin, on behalf of Amanda Ashford -  
Operations Manager

# Child Food Poverty

Marcus Rashford started the End Child Food Poverty campaign because he was worried about children eligible for free school meals going hungry during the school holidays. Now the impact of food poverty on children is so well known. It not just the case that children can go hungry, but they can also suffer from nutritional deficiencies, and the lack of good food can affect growth and development, create difficulties with concentration at school, and cause social isolation; there is also evidence that it makes children more prone to chronic disease in later adolescence.

BBB's key objective is to try to relieve poverty for children so there was no question that we wanted to get involved in some way. We decided to provide a supermarket voucher of £15 per child, per week for the October half term to cover the cost of free school meals. However, the response that we received from our supporters was so incredible that we were able to do a lot more than we had initially planned.

**We raised around £20,000 for the Child Food Poverty campaign** and we were able to provide vouchers for the Christmas holidays and then for the February half term. In addition, we were able to provide a voucher for every week of the school holidays for the entire academic year for every child living in a domestic violence refuge in the Borough of Bromley.

Emma Martin - Chair



**#ENDCHILDFOODPOVERTY**

Website: [www.bromleybrighterbeginnings.org.uk](http://www.bromleybrighterbeginnings.org.uk)

Email: [info@bromleybrighterbeginnings.org.uk](mailto:info@bromleybrighterbeginnings.org.uk)

Address: PO Box 1302, Bromley, BR1 9PF

[f/groups/BromleyBrighterBeginnings](https://www.facebook.com/groups/BromleyBrighterBeginnings) [@BrighterB](https://twitter.com/BrighterB) [@bromleybrighterbeginnings](https://www.instagram.com/bromleybrighterbeginnings)

Bromley Brighter Beginnings is a registered charity in England and Wales (no. 1162113)

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**BROMLEY BRIGHTER BEGINNINGS**

I Robert McPartlin a Chartered Accountant and member of ICAEW have fully audited the accounts of Bromley Brighter Beginnings for the financial year 2020/2021.

Robert McPartlin

A handwritten signature in black ink that reads "R. McPartlin". The signature is written in a cursive style with a large initial 'R' and a distinct 'McPartlin'.

16 May 2022