

BABY BASICS NORTHAMPTON

IMPACT REPORT 2021-2022

September 2021 - August 2022

“Baby—
basics”
Northampton



“Baby— basics” Northampton

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Words from the Baby Basics Northampton Chair of Trustees



Baby Basics Northampton has had another successful year in providing baskets of essential supplies for new mums in need across our community. We are proud to have delivered 296 baskets this year across the county. Our starter packs provide a safe space for the new-born babies to sleep and essential supplies for mum and baby in those early weeks.

On behalf of the Board of Trustees, I would like to thank all of our donors and funders for their support. Your kind donations of essential items and funding grants enable us to continue providing this vital support for our community. We have numerous partners across the county who enable us to collect donations for which we are extremely appreciative.

A special thank you to our hardworking staff team and supportive volunteers, who work tirelessly to secure donations, secure funding grants, create high quality starter packs and raise our profile.

Looking ahead we anticipate an increased demand in our services, as the rising cost of living affects many people across our communities. We will need additional funding and donations to meet this increased demand. We will plan to grow the volunteer base to create increased starter packs and we will continue to work in partnership with a range of stakeholders to ensure as many mums as possible in need receive these essential supplies.



**Maya
Joseph-Hussain
Chair**

Treasurer Report



Baby Basics Accounts for the Year Ending 31 August 2022

2021-22 was a year of reinstating a firm foundation for the charity's operations post-covid. I am pleased to say that we almost broke even this year, with donations of £56,374 and expenses totalling £57,111. Our current unrestricted cash gives us reserves of 6 months. Our focus for the coming year will be to build on these reserves as well taking the next steps to grow the charity across the county.

We would like to thank all our supporters, with special recognition going to:

The National Lottery who continues to support us by covering our rent at The Keep House.

Northampton Community Foundation, where we received 2 grants totalling £6,000.

Pears Foundation £4,000 who provided us with much needed unrestricted funding.

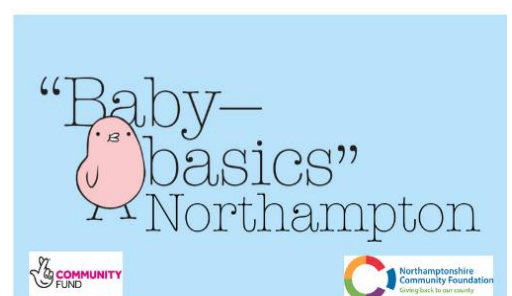
Souter Charitable Trust who gave us a grant of £3,000 towards rebuilding our volunteer team.

Comic relief who gave us £2,000 which went directly towards the production of starter packs.

We are very grateful to become Turtle Tots Northamptonshire's nominated charity, this year we received a backdated donation of £2850. We look forward to building on this new relationship in the future.

The End of Year Balance Sheet with Audit Report - pages 18-21

Rebecca White
Treasurer



Support from Churches

Thank you!



We have been blessed with lots of support from our local churches throughout the year.

24 churches across the region supported our Christmas Campaign in December 2021, responding to the message Mary had no bed to lay her new baby in, and we believe that no mother should be in that same position.

We also had great support for our Mothers Day campaign.



A selection of photos of some of the amazing donations received from Churches across Northamptonshire

**Lisa Smith
Trustee**

September 2021 - August 2022

A Year in Review



Baby Basics Northampton would like to say a massive thank you to everyone who has supported the charity during its busiest year to date (September 2021 – August 2022).

A detailed analysis of the referrals received from September 2021 – August 2022 is found on pages 11-16.

Referral Procedure:

The charity continued to support referrers, ensuring new babies have a safe place to sleep. A new online referral form was introduced to assist the Baby Basics Northampton staff and volunteers to process referrals more efficiently.

The charity continued to provide Starter Pack Collection points across the county to assist the referrers. Thank you to the Far Cotton Hub and Kettering Children Centre for your continuing support as Starter Pack Collection points.

To continue to develop and improve the referral procedure, the staff team will be looking to investigate the possibility of creating a Baby Basics Northampton website via which referrals can be made. Also they will be looking to introduce more starter pack collection points across the county. The charity is looking to increase its impact in Corby, raising awareness of the work of the charity and hopefully expanding the donation drop off points into this area of the county. As Baby Basics Northampton increase both the donation drop off points and starter packs collection points across the county, the staff team will be investigating the possibility of a person with a van providing a delivery and collection service for the charity. This will free up valuable time of the staff team who currently complete both deliveries and collections across the county.

Baby Basics Northampton is preparing its second Referrer Survey (first survey completed in 2017). The survey is to be sent to the referrers in September 2022.

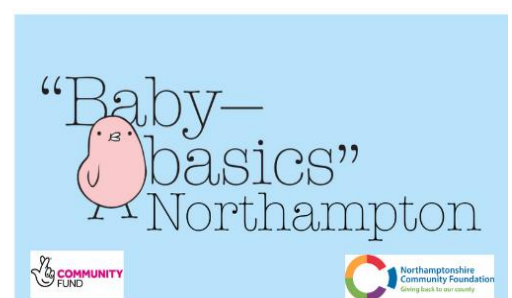
New Member of the Staff Team:



In April 2022, the charity welcomed a new member of staff to the team. Gemma Stammer became the new Finance and Communication Lead for Baby Basics Northampton. Gemma has a wealth of knowledge and experience of Baby Basics Northampton as she has been a volunteer for the charity for the past 3 years.

As the charity enters its new financial year, we are aware of the impact the cost-of-living crisis and energy price increases will have on the number of families referred to us. The support from our local community is immense and is needed more than ever during these difficult times. Thank you to everyone who supports Baby Basics Northampton and continues to support us.

Julie Bainbridge
Operations Lead



September 2021 - August 2022

A Year in Review



Volunteer Lead:

From September 2021 until September 2022 we have recruited 12 new volunteers to our team, one of which is the Senior marketing manager from Avon. One of the new members has been a long-time supporter of Baby Basics and due to health reasons wasn't able to volunteer until now so we are really looking forward to having her on board. All the ladies will be bringing a variety of skills and knowledge to the team. One of these volunteers was a community champion with Morrisons in Wellingborough, she had been a huge support to the charity since we moved to Wollaston. We are also delighted to announce the return of one of our previous volunteers now that we are holding the sessions at The Kairos centre. Over this time 4 moved on due to either work or personal reasons and 1 of our volunteers became our new Finance and Communications Lead. With our 7 already from previous years we had a total of 14 volunteers and 19 including our trustees.

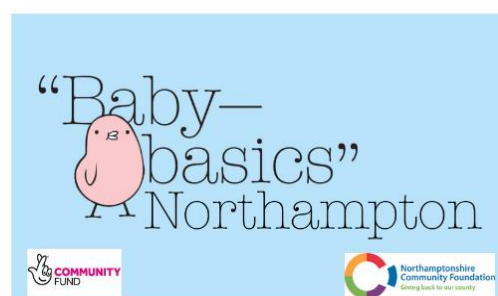
We have been working closely with the volunteer team during the sessions to ensure the smooth and effective use of their time and skills, this has had a huge impact on the whole process, and we will be continuing with this going forward. This usually requires each member of staff to work alongside and supervise the volunteers for the 3 1/2 hour session. Moving forward we hope that this will equip the volunteer team in becoming more independent and the whole session becoming more volunteer led in the future. This freeing up that time to complete our other tasks. The sessions have been adapted slightly over the year, they have gone from 2, 2 hour sessions a week to a longer session once a week on a Thursday, the sessions now finish at 1:30pm and involve a lunch which give the team and volunteers time to talk, this is a huge benefit to the well being of the volunteers.

We held 4 inductions over the year, October 2021 we recruited 6 volunteers, 4 of which supported us for a term but had to move on for work purposes and personal reasons. February 2022, we recruited 4 volunteers, all of which are still supporting the Baby Basics Northampton team. July 2022, we recruited 2 volunteers who will start the sessions in September.

After discussions with Nat, Grange Park Church's vicar, we are also now holding a volunteer session at The Kairos which will in turn allow our previous volunteers to attend again. The support shown from the church and supporters with regards to our return has not only been productive but also good for the teams moral.

The Volunteers are being given a 2-month calendar showing the Wollaston, The Kairos and The Gather (Grosvenor) sessions giving them the variety to choose the day's best for them. Hopefully going forward this will open more opportunities to other people wishing to support us.

Sabrina Oakey
Volunteer and
Donations Lead



September 2021 - August 2022

A Year in Review



Donation Drop Off Points:

With the closing of Weston Favell Food bank, we have been so blessed to have 6 new points open up just in time. The team have worked incredibly hard to create and build partnerships/relationships to get these points open ready for September. We still have between 2 and 7 new points awaiting confirmation.

The new points are based in various locations across the county which will give us a wider range of support. Going forward I have a meeting arranged with the founder of the Larders/Food banks to see not only if they can all be drop off points including Towcester and Daventry. These are areas that we don't have sufficient points and haven't had for quite some time.

All of our points are open at various different times allowing more people to drop off. The team will be manning the drop off at The Kairos on the 2nd Tuesday of each month and the Grosvenor Gather every 1st Wednesday of the month. This allows our supporters to meet the team, discuss volunteering opportunities as well as fundraising. After discussions made through Julie Bainbridge with The Grosvenor Centre, this new donation point has been set up with their Senior Destination host Bailey. The success of this session and the support of Bailey has meant that this is something that we will continue with on the first Wednesday of each month from September. These 6 points also bring with them the fact that the team will be collecting from more locations but once the van is in place it should alleviate a lot of that time

Donations:

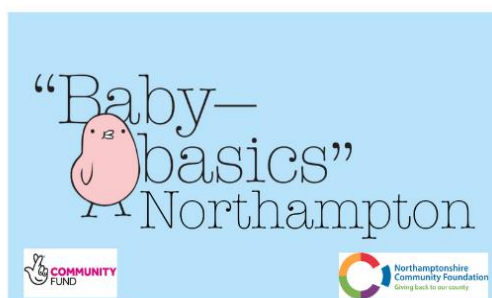
We have had to purchase a lot of donations for the packs including moses baskets themselves. We have had a constant flow of donations coming in so its hard to tell whether this is an increase in need or the actual donations slowing down. We are incredibly lucky to have a few places that support us with items such a Harborough Hygiene bank, they kindly deliver anything that we are short of. Moving forward we will need to do more appeals via social media for these items and possibly another press release as we are moving into a busier period for BB and one we are expecting to be our highest yet with the cost of living rising.

Thank you Lunch:

Our Thank you lunch, in July 2022, was a huge success with both volunteers, referrers, and supporters. We were very grateful to The Telegraph for their article regarding this. This event not only bought awareness but also a face-to-face introduction to a new member of Northampton Community Foundation who a huge support has been going forward with the charity and clarity in areas that we were maybe not doing so well with.



Sabrina Oakey
Volunteer and
Donations Lead



Social Media Report



Social Media:

Our social media pages reach individuals, businesses, community groups and other charities. Using a variety of platforms - Facebook, Twitter and Instagram – engages different accounts and our main supporters vary across the platforms.

Facebook continues to be our biggest audience with 6.7k followers and our most successful post reached 57k accounts. Facebook posts have the most interaction too with comments and direct messages coming through from this platform daily. Our appeal posts are always engaged with and shared and we see the impact of this on donations that we receive.

Joining the weekly Northants Hour on Twitter has increased our visibility and interaction with local businesses and the Northants Hour account and NN Events accounts are particularly supportive in sharing our appeals and events.

We regularly share our Wishlists from Amazon and For Common Good to allow direct donations. The Facebook donation button raises £200+ each quarter.

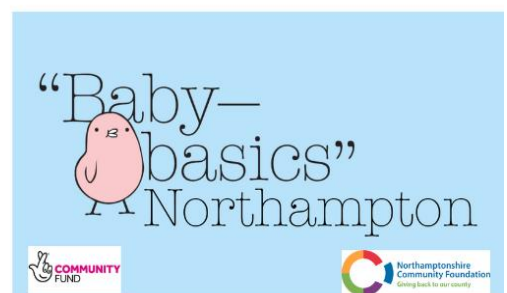
Our Facebook followers have increased by approximately 900 this year and the online community continues to grow.

We have introduced a Linktree link to hold important information and this has been a useful free resource where we can easily share documents and links. All staff include this on their email signature and it is in the bio of each of our social media accounts.

The conversations we have through social media continue to help us share, learn and engage with our community.

Top Performing Posts	Reach	Reactions	Comments	Shares
HELP We've run out of moses baskets...	57k	200	140	324
Please can you help? Our towel box has one towel left...	30.2k	130	140	147
Baby Basics Northampton needs your support...	15.5k	50	81	80

Gemma Stammers
Finance and
Communications Lead



Thank you



Grants and Funding:

Baby Basics Northampton has had fantastic support from national and local businesses, grant funders, supermarkets, regular givers and individuals who have supported Baby Basics Northampton.

Thank you to all the support we have received:

Gifts

The High Boutique
Individual Gifts
Grange Park Choir

Grange Park Church
Grange Park Parish Council
43rd Northampton Brownies

Broadmead Baptist Church
Bouthville Choir
Easy Fundraising

Corporate

Barratts Charity Foundation

Turtle Tots

Persimmon Homes

Grants

Baby Basics UK
The National Lottery
Souter

Northampton Community Foundation
Pears
Constance Travis Fund

CO-OP
Comic Relief

Others

PayPal
Local Lottery
Charities Trust

Amazon Smile
Corby Lottery
Facebook Donations

Northampton Lottery
Don't Send a Card

Supermarket Schemes

Asda Rushden green token giving

Regular Giving – Local Giving

Charitable Giving

Fundraisers

Thank You:

Baby Basics Northampton could not send out the starter packs to new mums in need without the support of the local community and local businesses. Thank you to all those listed above who have supported Baby Basics Northampton through grants and funding.

Baby Basics Northampton would also like to say THANK YOU to:

Kettering Children Centre

Grange Park Church

Knitting Groups

Uniform Groups

Midwives

Weston Favell Foodbank

Emmanuel Church

Church Groups

Referrers

HomeStart

Schools

Mums and Tots Groups

Market Harborough Hygiene Bank

WI Groups

Northamptonshire Community

Scott Bader

Social Media Followers

Northampton Fire and Rescue Service

Local Supermarkets

Health Visitors

GrowBaby

Baby Basics Volunteers

Baby Basics Trustees

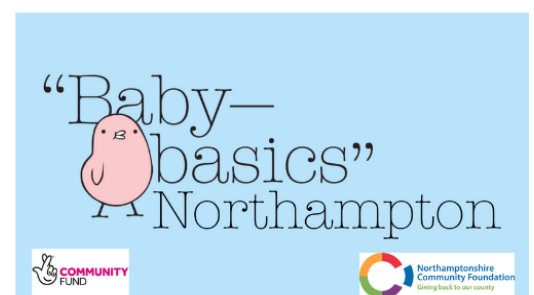
Family Nurses

Local Businesses

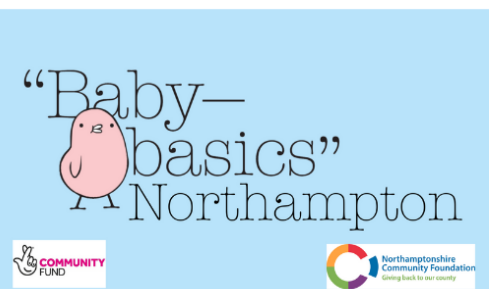
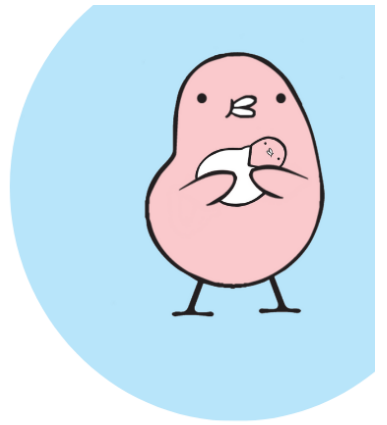
Gather at Grosvenor Centre

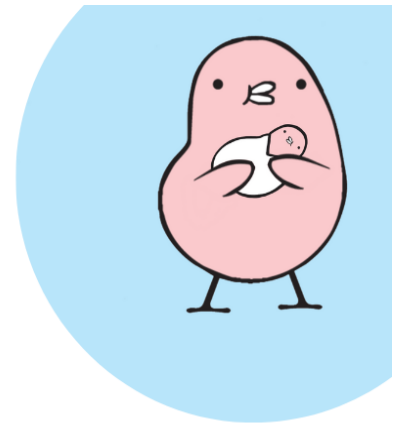
Social Workers

Your support has been amazing.



A Year in Photos

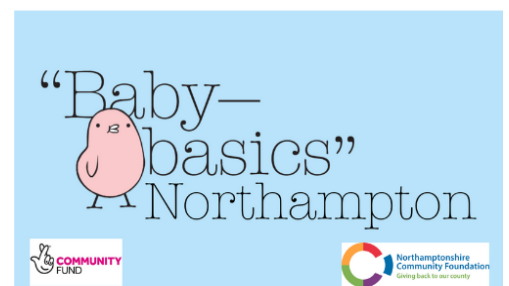
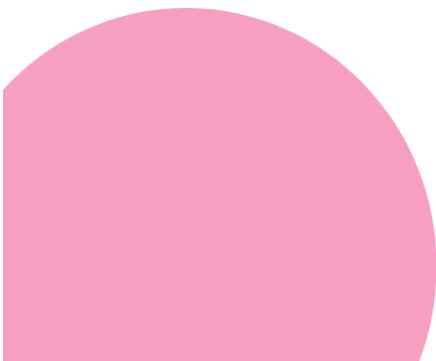




Data Analysis

September 2021 - August 2022

*Making a
difference in
Northamptonshire!*



Baby Basics Northampton

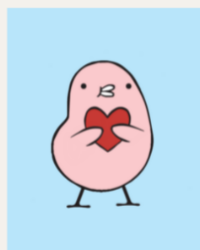
Making a Difference in Northamptonshire

September 2021-
August 2022

"The look of relief on these families faces when these items are delivered is a credit to your service and your service has made a difference to many families and childrens lives in our area."

401

Items sent out



296

Families supported by
Baby Basics Northampton

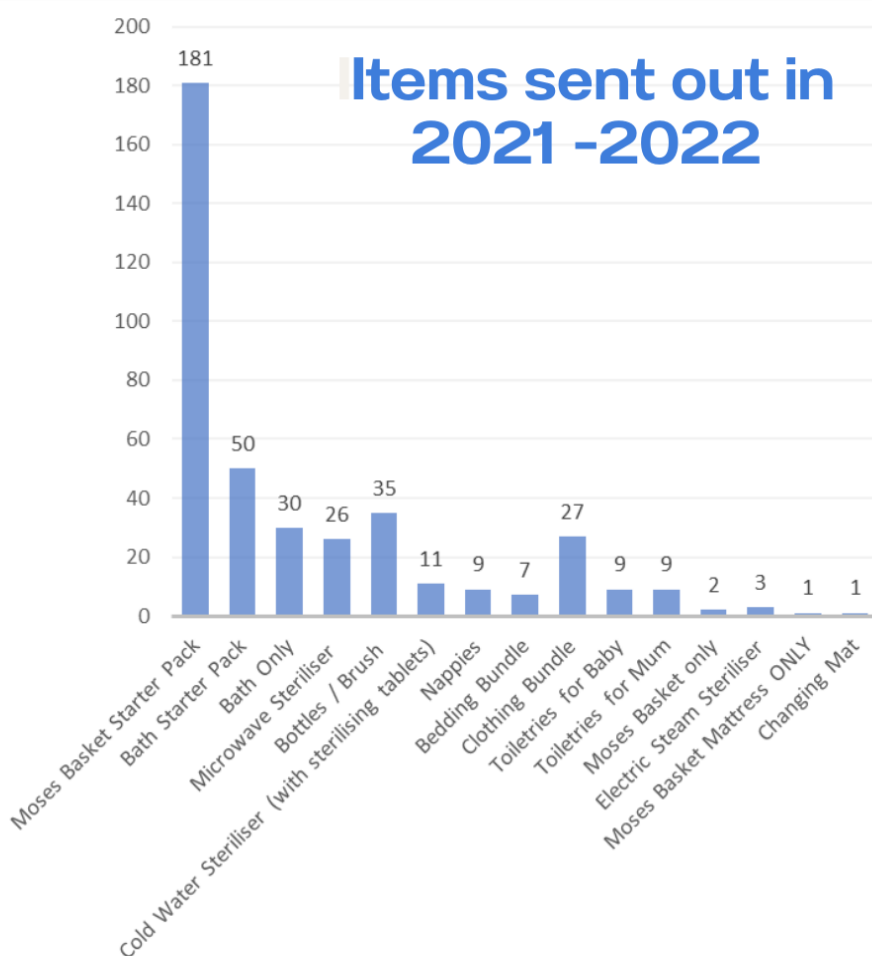
17% increase in
referrals in
2021-2022

March 2022 was
the busiest month
with
46
referrals met

"Baby—
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Northampton



Items sent out in 2021 -2022



Baby Basics Northampton

Making a Difference in Northamptonshire

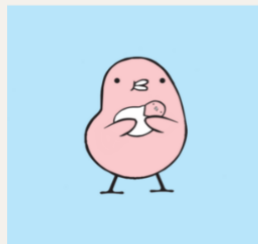
September 2021-August 2022

“Baby—
basics”
Northampton



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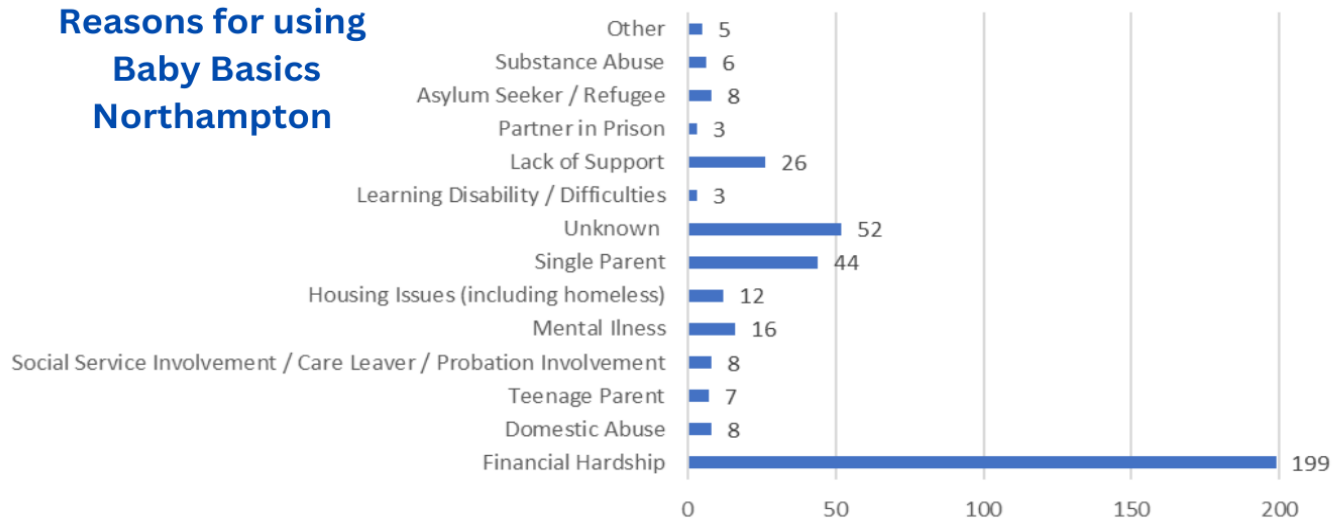
Items sent out



296

Families supported by
Baby Basics Northampton

Reasons for using Baby Basics Northampton



50% of referrals received were provided to families experiencing **Financial Hardship**

Each category includes an Unknown field. This is to record referrals where no data was provided by the referrer. Starter packs which are provided to referrers to cover any emergency requests received whilst the team are on annual leave are included in the Unknown field.

Baby Basics Northampton

Making a Difference in Northamptonshire

September 2021-August 2022

“Baby—
basics”
Northampton



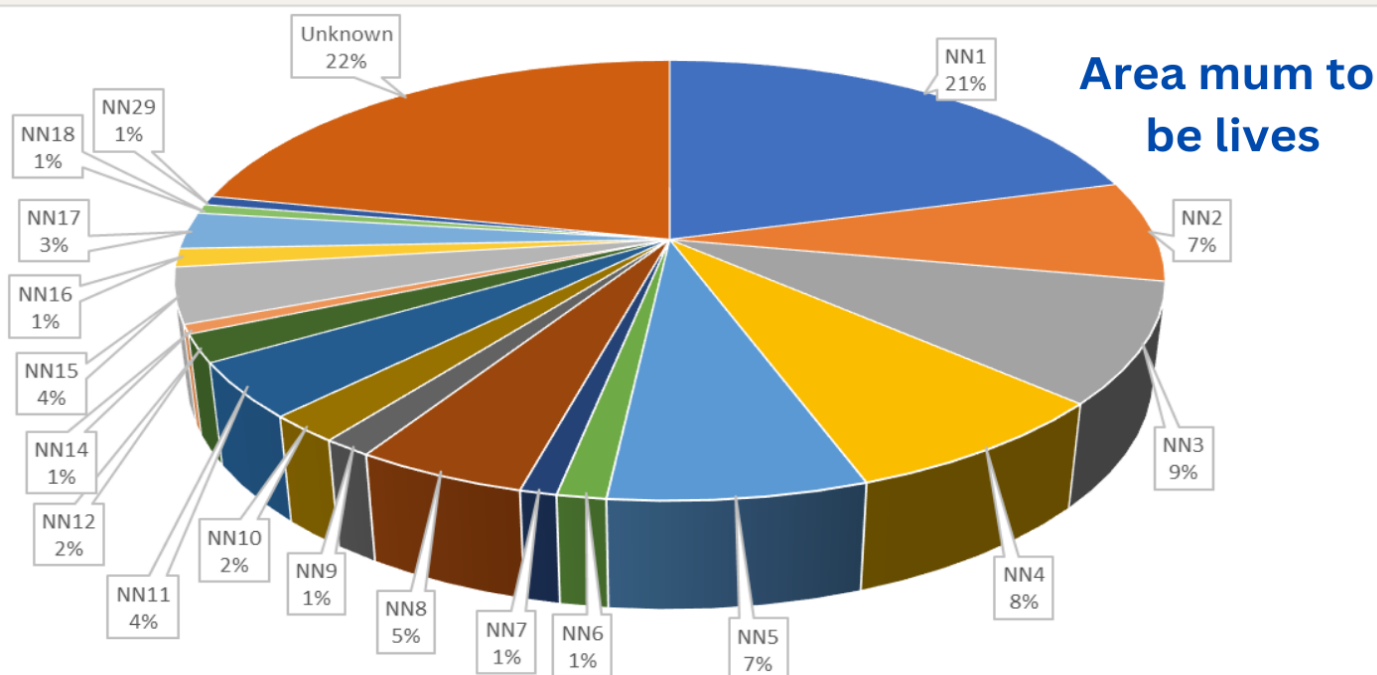
401

Items sent out



296

Families supported by
Baby Basics Northampton



The majority of referrals were received from Northampton (54% - NN1-NN7)

Each category includes an Unknown field. This is to record referrals where no data was provided by the referrer. Starter packs which are provided to referrers to cover any emergency requests received whilst the team are on annual leave are included in the Unknown field.

Baby Basics Northampton

Making a Difference in Northamptonshire

September 2021-August 2022

“Baby—
basics”
Northampton



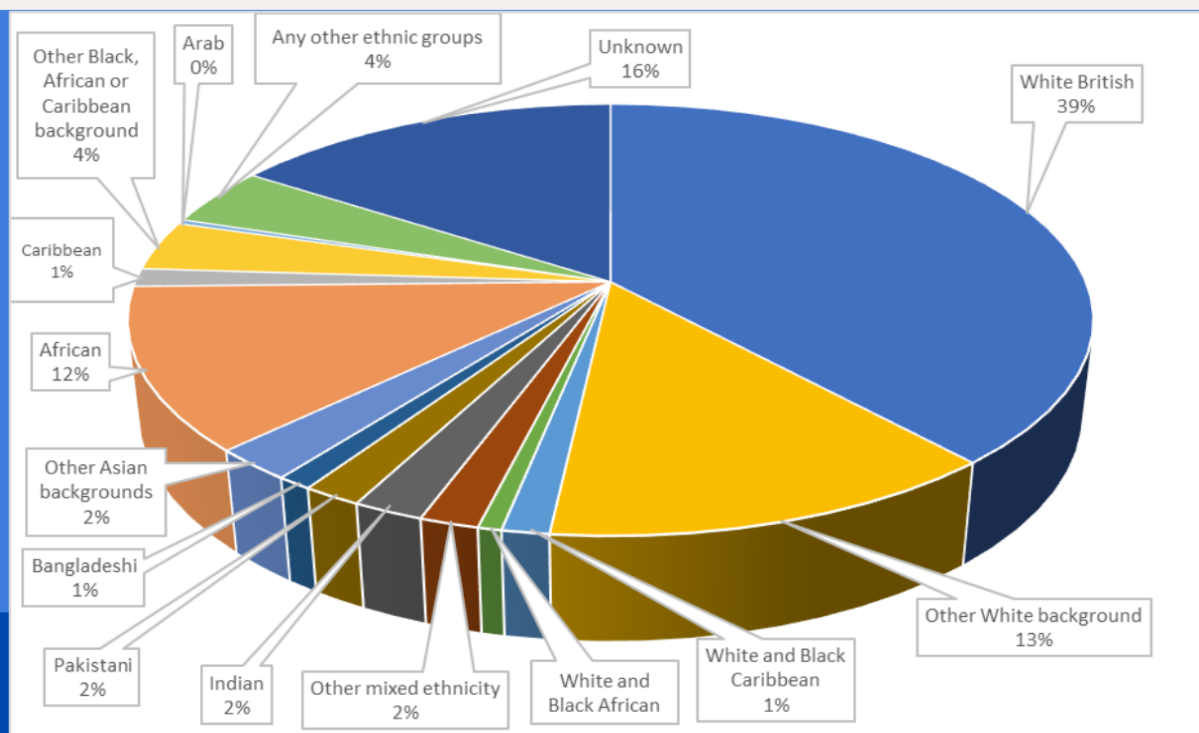
401

Items sent out



296

Families supported by
Baby Basics Northampton



Ethnic Origin of the mum to be

The majority of the referrals (39%) went to
White British mums to be

Each category includes an Unknown field. This is to record referrals where no data was provided by the referrer. Starter packs which are provided to referrers to cover any emergency requests received whilst the team are on annual leave are included in the Unknown field.

Baby Basics Northampton

Making a Difference in Northamptonshire

September 2021-
August 2022

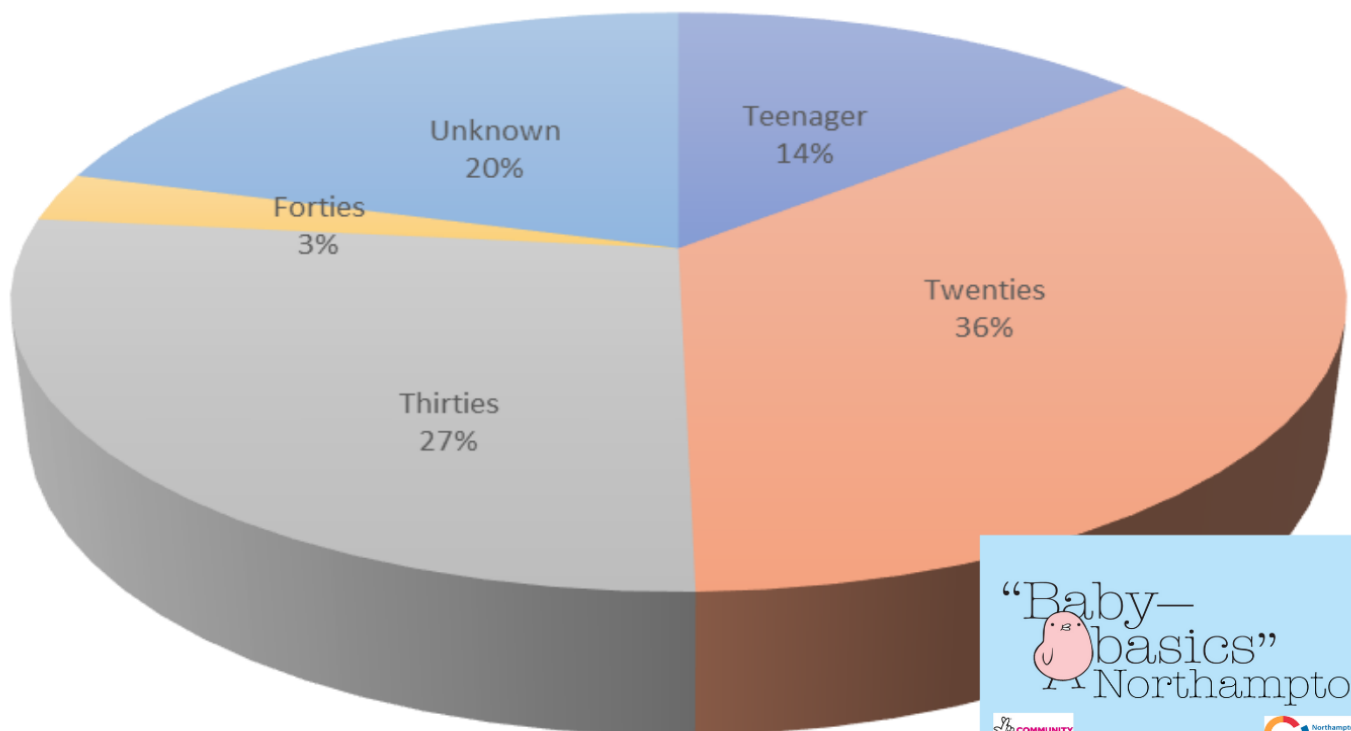
"I thought I had just been visited by father Christmas, I never expected something so nice. The moses basket was packed with loads of baby stuff that looked amazing."

36%

of the referrals received were for mums in their twenties



Age of the mum to be



"Baby—
basics"
Northampton

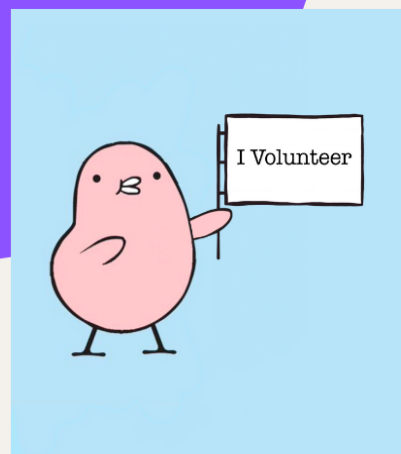


Each category includes an Unknown field. This is to record referrals where no data was provided by the referrer. Starter packs which are provided to referrers to cover any emergency requests received whilst the team are on annual leave are included in the Unknown field.

Baby Basics Northampton

Making a Difference in Northamptonshire

September 2021-
August 2022



12

New volunteers

04

Inductions completed
in the year

19

Volunteers
in total

“Baby Basics to me helped me put my life back together. Supporting new mothers and their babies is an amazing personal feeling... Baby Basics offers amazing support to new mums.”

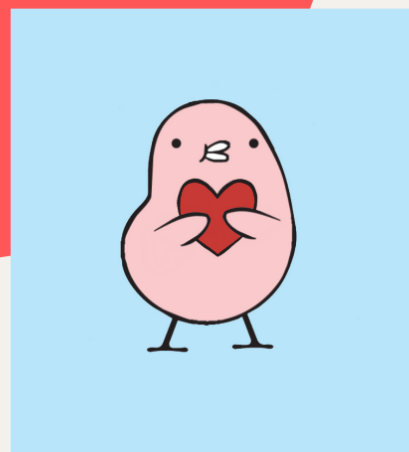
“Baby—
basics”
Northampton



Baby Basics Northampton

Making a Difference in Northamptonshire

September 2021-
August 2022



6.7K

**Facebook
Followers**

610

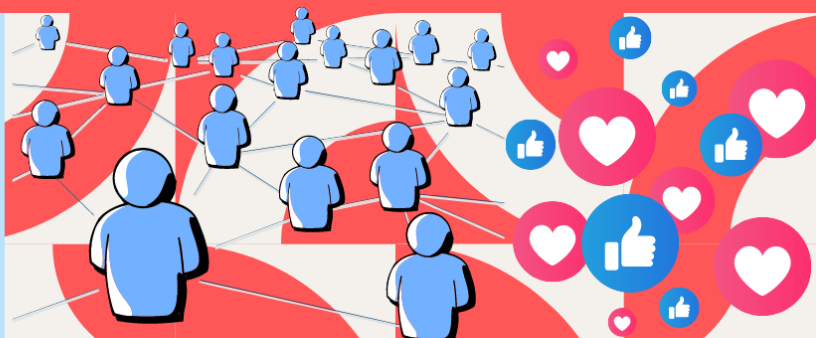
**Instagram
Followers**

366

**Twitter
Followers**

Facebook Reach	114.8k	↑ 103%
Instagram Reach	2.4k	↑ 252%
FB Page Visits	12.2k	↑ 77.6%
Instagram Page Visits	417	↑ 4.8%
New FB Likes	419	↑ 84.6%
New Instagram Followers	58	=

“Baby—
basics”
Northampton



Baby Basics Northampton

Income statement for 12 months from 1 September 2021 to 31 August 2022

Income	Grants & Donations		£56,373.88
Expenses	Salary	£	30,353.72
	Supplies for Baskets	£	8,982.34
	Admin expenses	£	17,775.13
			<hr/>
			£
			57,111.19
			<hr/>
			-£
Net Income/Expenses current year			737.31
			<hr/> <hr/>

Balance sheet As At 31 August 2022

Cash	Bank Account	£	26,943.73	
	Petty Cash & float	£	36.15	
			<hr/>	
				£
	Total Cash			26,979.88
				<hr/> <hr/>
Income/Expenses current year		-£	737.31	
Opening bank (including petty cash and float)		£	27,717.19	
			<hr/>	
				£
				26,979.88
				<hr/> <hr/>

Grants & Donations breakdown

Small Gifts	£	2,820.70	
Local Giving Ltd including fundraising	£	6,200.70	
Charitable Giving Payroll / Regular Giving	£	862.75	
Lottery	£	20.80	
Facebook	£	993.42	
Amazon Smile	£	194.74	
PayPal	£	31.36	
MISC	£	10.92	
Corporate	£	4,835.01	
Grants	£	38,829.91	
Job Retention Scheme	£	1,373.57	
Supermarket Scheme	£	200.00	
		<hr/>	
			£
			56,373.88

Admin Expenses

Rent	£	13,566.96	
Insurance	£	899.55	
IT	£	1,590.83	
Other	(audit, training, items for building)	£	1,717.79
			<hr/>
			£
			17,775.13

AUDIT REPORT & CERTIFICATE OF CHARITY ACCOUNTS - CONFIDENTIAL

OUR CLIENT DETAILS

Baby Basics
Northampton

Charity Number: 1168449

4th November 2022

On request from the above client, I have completed an independent examination of accounts prepared by Rebecca White on behalf of the client for the year ended **31st August 2022**.

All supporting documentation provided as listed below was examined.

SUPPORTING DOCUMENTATION EXAMINED

PROVIDED	EXPECTED BUT NOT PROVIDED
Bank Statements covering start and end of year in pdf format	
Bank transactions for remainder of year in excel format	
Expenses by cost category schedule	
Income by source schedule	
Petty Cash Movement schedule	
Year end Income Statement and Balance Sheet	
Random sample of source documents of income, expenses, and petty cash	
Sample salary Payslips and HMRC payments due	

The summary below reflects a true position of the petty cash in hand plus bank balances for the dates given which reconciles to the source documents above. Have confirmed bank balances to opening and closing pdf formats of bank statements.

RECEIPTS & PAYMENTS

DESCRIPTION	VALUE
Cash in hand at start of Year	£32.61
Community Account Balance as at 1 st September 2021	£27,684.58
Total Balance at Start of Year	£27,717.19
ADD : Total Receipts during year	£56,373.88
LESS : Total Payments during year	£57,111.19
Total Balance at the End of Year	£26,979.88

FUND BALANCES AS AT DATES STATED

DESCRIPTION	VALUE
Cash in Hand as at 31 st August 2022	£36.15
Community Account Balance at 31 st August 2022	£26,943.73
Total Balance of Fund at the End of Year	£26,979.88

Examination Steps Performed

EXAMINATION STEP	OUTCOME	COMMENT
Check income records to source documentation (including Petty Cash)	All reconciled	Checked a sample of 15% to Summary spreadsheets supplied
Check expenditure items (including salaries) to source documentation (including Petty Cash)	All reconciled	Checked a sample of 15% to Summary spreadsheets supplied
Check arithmetic accuracy of the income, expenses, and petty cash records	All records are arithmetically accurate	
Trace income and expenditure entries to bank transactions	All reconciled	Checked a separate sample of 15% between Summary spreadsheets and bank statements supplied
Review each item on bank reconciliation checking for long standing items and arithmetic accuracy	No reconciling items due to cash accounting status. Bank balances reconcile to statements	
Ensure opening balances agrees with closing balance from previous years for Petty cash and bank balances	Balances agree	
Ensure the closing balance agrees with balance sheet and closing bank statement	Balances agree	
Check arithmetic accuracy of income statement and balance sheet	Both financial statements supplied are arithmetically accurate	
Ensure fund is being maintained in accordance with VAT regulations (threshold for turnover of taxable supplies)	Fund is being maintained in accordance with current VAT regulations for charity funds.	
Evidence shown that administration of fund is fit for purpose	Bank activity seems reasonable for a charity and no evidence found that administration is not fit for purpose	

Examination Opinion

In my opinion, proper accounts have been kept of all money received and disbursed over the annual accounting period from 01 September 2021 and 31 August 2022, and I am satisfied that the accounts materially represent a true reflection of the activity of the charity's funds.

Points Arising from the Audit

1. For the bank account starting and ending statements were provided in pdf format with remaining presented in excel format. As these reconciled fully there was no need for full statements in pdf format and anticipate the same going forward.
2. Bank Reconciliations assumed to be completed regularly. Given the value and number of transactions this could be quarterly or even annually considering accounts prepared under Cash Accounting basis, therefore as long as balance present is as reported no need for formal reconciliations to be produced.

Recommendations following this Audit

- A. Presentation of transactions is very clear and easy to follow, with good use of colour coding of sections, making flow of information easy to follow, therefore would suggest maintaining similar format for future years.

Should you require any further explanation or clarification on the above, please do not hesitate to contact me.

SIGNED

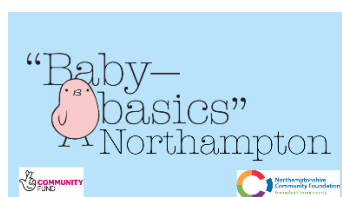
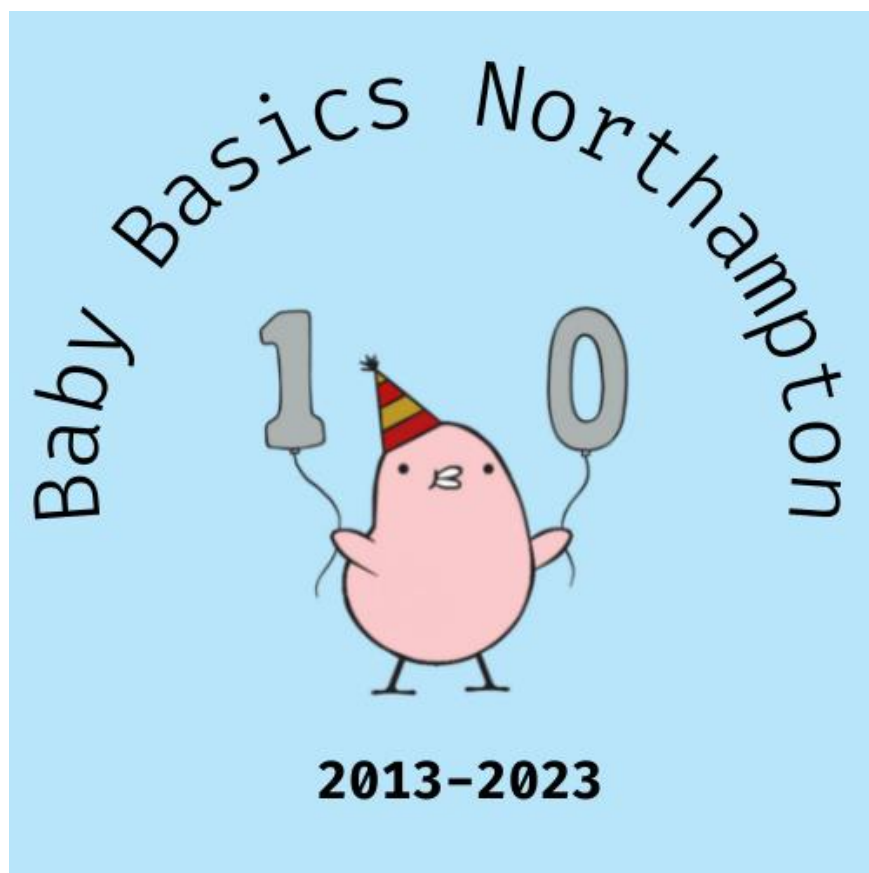


PRINTED

D. McGee

DATED 8/11/22

ACMA CGMA MIP
Director
Ede-Collis Limited



Baby Basics Northampton

Charity Number: 1168449

Email: babybasics.gpc@gmail.com

Facebook/Twitter: Baby Basics Northampton