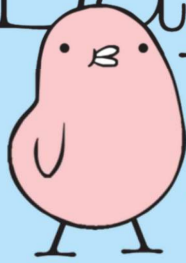


“Baby—  
basics”  
Northampton  
1168449

2022-2023

# *Impact Report*

# “Baby— basics” Northampton

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# WORDS FROM OUR CHAIR OF TRUSTEES



FOR THE FIRST TIME IN THE HISTORY OF THE CHARITY, WE HAVE A CHAIR OF TRUSTEES. WE WELCOME YOU TO OUR NEW CHAIR OF TRUSTEES, REBECCA WHITE.

Baby Basics Northampton is pleased to have provided 396 baskets with essential supplies for mums and newborns over the last 12 months. This is an increase of 100 baskets compared with the previous year. Our baskets are a life line for so many families in need. The longer term impact of the COVID 19 pandemic coupled with the rising cost of living is creating an increase in the number of families needing support to ensure their basic needs are being met. We anticipate the need for our vital services to continue over the coming year, and our challenge is to ensure we receive sufficient funding and donations to meet this growing need.

During the year we said thank you and farewell to our Trustee Treasurer Paul Murphy who supported the charity for 2 years. Paul worked closely with the Board and staff team to ensure strong oversight of our finances. Paul handed over the reigns to our new Trustee Treasurer Rebecca White. We welcomed Vicki Offin to our Board of Trustees, ensuring we have the expertise and experience on communications and fundraising to support our growing charity.



# WORDS FROM OUR CHAIR OF TRUSTEES



FOR THE FUTURE OF THE CHARITY, WE WOULD LIKE TO SAY A SPECIAL THANK YOU TO ALL THE TRUSTEES AND STAFF WHO HAVE MADE THE CHARITY WHAT IT IS TODAY.

A special thank you to our Trustee Lisa Talifero Smith for working closely with the staff team, fellow Trustees and the faith community to help raise vital funds and donations for the charity. We also said a special thank you and farewell to Julie Bainbridge who successfully completed 10 years of working for Baby Basics Northampton. Julie helped develop and grow the charity with the wider team of staff and volunteers. Her passion and commitment for the work of the charity was greatly appreciated by the Board of Trustees and the current team are busy building on Julie's legacy of ensuring we support as many mums in need as possible across the county.

The staff team continue to work tirelessly to raise the profile of the charity across the county, build strong working partnerships with healthcare professionals, help secure donations for the baskets and secure much needed funds to keep the charity running. Our staff team are supported by an incredible team of volunteers, without whom our vital baskets wouldn't be possible. On behalf of the Board a special thank you to all the volunteers and staff for everything you do.



# WORDS FROM OUR CHAIR OF TRUSTEES



FOR THE FUTURE OF THE CHARITY, WE WOULD LIKE TO THANK THE BOARD OF TRUSTEES FOR THEIR SUPPORT AND COMMITMENT TO THE CHARITY'S VISION AND MISSION.

Thank you to all of our amazing supporters, every donation you make of items or funds truly makes a positive difference to a family in need. As the demand for our starter packs, and increased costs associated with the running of the charity our focus remains on securing funds to ensure the financial security of the charity. On a personal note I joined the Board of Trustees in 2020 and I have valued working with such a committed and passionate group of individuals all driven by the commitment to improve the lives of others across the county. After 3 years as a Trustee I have taken the decision to step down from the Board at the end of November 2023. I leave knowing that I pass on the legacy of developing and growing our charity to an experienced and highly skilled Board of Trustees. Thank you to everyone across the county for working with our charity to help support new mums across the county.

Yours faithfully, Maya Maya Joseph-Hussain Chair of  
Trustees



# WORDS FROM OUR TREASURER



This has been a challenging year financially; we have just fallen shy of breaking even, with income of £71,824 and expenses totaling £73,594. As at the end of August our cash flow forecast gives us operating funds of just under 6 months. Fundraising has been difficult with the charity operating part of the year on a reduced team. Combining the 34% increase in referrals and high inflation, we have seen a 29% increase in costs.

When we have a full team in place, the aim for this year will be to gain a solid pipeline of grants, corporate support, and fundraisers, to fund the growing need for our services.

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. Thomas Brington Foundation, through the Creating Good Foundations for Everyone grant, funded us with a huge £10,000. This has helped us buy starter pack items, pay for staffing for volunteer sessions and networking.



# WORDS FROM OUR TREASURER



This has really been fundamental in covering the growing needs of our county. North Northamptonshire community funding of £5,000 to pay for starter pack items to enable our growth into the north of the county. Margaret Giffen Community Fund via NCF, their funding has enabled us to build our connections with Kettering and Corby £3,000. Skipton Building Society provided us with £3,000 to buy Moses baskets and baths. Albert Hunt Fund has supported our weekly volunteer sessions with £2,000. Delapre Ladies Golf Club; where we were privileged to be their chosen charity for the year, they raised a massive £2,310, as well as donating items for our starter packs. We were delighted to reap the benefit of both a fun night out and the funds that were raised by our supporting band, Midlife Crisis raising £1,020. We are extremely grateful for all our supporters, these include a number of Churches in Northamptonshire, local clubs and businesses, every penny of your support goes towards a better start in life for the babies of Northamptonshire.

Becky White

Baby Basics Northampton Treasurer



# WORDS FROM OUR CHURCH SUPPORT TRUSTEE



The charity has been very blessed throughout the year by local churches. In addition to the wide range of churches who collect donations, through special initiatives like the Christmas campaign, we also have several churches who support us on a more frequent basis, arranging special collections at regular intervals through the year, for which we are hugely grateful.

Some of these partner churches invited us to speak at their Sunday services during the year. Our Trustees spoke at family Christmas services at St Bartholomew Greens Norton, and St George the Martyr in Wootton (who also invited us back to lead a family service later in the year), contributed to a Mothers Day service St Peter and St Paul's in Abington, and spoke at services at Kingsthorpe Baptist Church, St Andrews Church Spratton, Wellingborough Salvation Army and our home church, Grange Park Church. We are so grateful for these opportunities to share the work of Baby Basics.



# WORDS FROM OUR CHURCH SUPPORT TRUSTEE

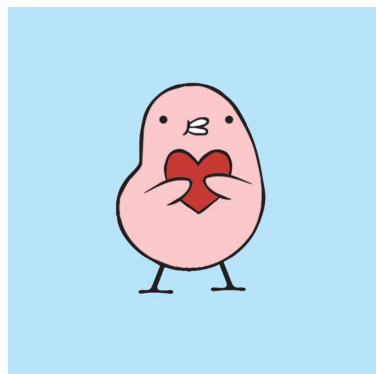


Grange Park Church, where the charity started, continues to support us with financial gifts, a donation point in the Kairos Centre and regular collections, as well as delivering talks about the charity in their Sunday services.

The church of Jesus Christ Latter-day Saints in Duston have supported us by having volunteering days, where they got stuck in in a hands-on way, building starter packs as a team effort.

We are so blessed by all the churches who partner with us. In addition to all the practical support and donations, we know that these congregations pray for the Mums and babies in need and this makes such a difference to the work we do, THANK YOU!

Lisa



# WORDS FROM OUR TRUSTEE VICKI



It has been a privilege to be part of the trustee team at Baby Basics Northampton for the last year. With a background in the charity sector, particularly in fundraising and communications, I've seen in my own work the impact of the rise of the cost of living on grass roots organisations. More and more people are turning to charities to fill gaps in support and to meet a need, and organisations like Baby Basics Northampton have been there to respond. The increase the charity has seen in demand for our services is significant and the team and volunteers have responded with incredible tenacity and compassion, especially at a time when resources are so stretched. A true team effort.



# WORDS FROM SABRINA



During our **10th** year we have experienced our largest amount of corporate volunteering. We have worked closely with a few businesses including Simply business and Scott Bader who have helped us revolutionise our volunteer sessions.

We held a number of successful pack making sessions with both these business teams and a number of church groups showing us how we can get our community more involved with the charity.

These have been hugely beneficial for the charity and have opened several avenues of alternative support including fundraising and media options.

From these sessions we have also received ongoing support from business volunteers including weekly support with our washing donations. The Scott Bader team regularly collect, wash, dry and fold our donations making the starter pack process much quicker and easier. This has been especially important giving the increase in referrals we have experienced this year.



# WORDS FROM SABRINA



We held our first “Big Help Out” sessions which were hugely successful and not only allowed people to come and support on a one off and learn about the charity, but we recruited 3 more permanent volunteers through this. The Church of Jesus Christ of Latter day saints in Duston held a pack making help out session in which we were privileged to have the support of the Lord Lieutenant of Northamptonshire James Saunders Watson, he kindly volunteered his time to support the charity.

Our volunteer induction in November successfully recruited 2 more permanent volunteers one of which has helped us with our new Corby donation point.

Our volunteers have developed such a wonderful amount of confidence really leading the rooms and areas that they are in. We can't thank them enough for always going above and beyond to support the charity. We are also incredibly proud to see one of our volunteers start new employment within another charity. Her leadership and skills shown throughout the volunteering session have made her a perfect candidate for the new role she has stepped into. We wish her all the best with her future endeavours.



# WORDS FROM SABRINA



We held a wonderful thank you lunch using the amazing local facilities within Wollaston, Aubrey's tearoom. It was a lovely opportunity to thank our wonderful team. We also took this opportunity to present them with our Baby Basics Northampton aprons, worn by and designed for Princess Kate.

This year marks 5 years since having our Baby Basics volunteers, we feel privileged that some of our original volunteers are still part of the team today .

Our donation points have all been amazing this year and a true lifeline to the charity.

Our 2 newest points to be established are St Peters and St Pauls church and our first ever Corby point within The Cube.

The library has been incredibly supportive, and we are excited to see what the amazing community of Corby can offer in way of support. This has been an area that we have been keen to reach into more for some time.

The team at Abington church has been supporting us throughout the whole year with fundraising events on Mothers day, summer fete's and through awareness, we are so grateful for their incredible support this year.



# WORDS FROM SABRINA



All of our donation points are very important to us, having a wide variety enables us to receive more donations and allow the Northamptonshire community learn about how they can support us and how we can support them.

Thank you for all of their time and support.

As a charity we have experienced our biggest increase in referrals this year, i would like to thank the staff team, volunteers, referrers, donation points and our supporters for their time, care and dedication into ensuring every baby in Northamptonshire has a safe place to sleep. Your support has shown families that they are not alone, that the community of Northamptonshire can pull together to show Hope and Love to those in need.

We've had the the pleasure of raising awareness of our charity on the radio, featuring in the newspapers and attending some brilliant events including the NHS 75th celebration at Westminster abbey, the Delapre golf ball and the BB UK conference.

We celebrated how the team have supported over 2000 families and said a sad farewell to our co-founder Julie.



# WORDS FROM GEMMA



## Social Media

Our social media pages reach individuals, businesses, community groups and other charities. Using a variety of platforms we engage with different accounts and our main supporters vary across the platforms. Our Facebook, Instagram & Twitter audiences continue to grow and this year LinkedIn has proved to be an effective way to engage with businesses to provide volunteering and donation support.

Our two most popular posts this year have related to knitting – there is a dedicated team of local and national knitters who make items for us and they are very engaged when we post about knitting. Facebook continues to be our biggest audience with 7.1k followers and our most successful post reached 19.3k 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. We regularly share our Wishlists from Amazon and For Common Good to allow direct donations.



# WORDS FROM GEMMA



The Facebook donation button has raised nearly £400 this year. Our Facebook followers have increased by approximately 400 this year and the online community continues to grow across all platforms.

Our Linktree holds important information, documents and links and this has been a useful free resource with over 2.6k clicks. The conversations we have through social media continue to help us share, learn and engage with our community as well as sharing our gratitude for their support and generosity.

| Social Media Insights<br>September 2022-August 2023            |         |         |           |                 |
|--|---------|---------|-----------|-----------------|
| Facebook Reach   | 106,590 | ↑1.8%   |           |                 |
| Instagram Reach  | 1,024   | ↓55.7%  |           |                 |
| FB Page Visits   | 31,304  | ↑197.8% |           |                 |
| Instagram Page Visits  | 684     | ↑90%    |           |                 |
| New FB Likes   | 537     | ↑38.8%  |           |                 |
| New Instagram Followers  | 82      |         |           |                 |
| Top Performing Posts   |         | Reach   | Reactions | Comment: Shares |
| Calling all knitters! We are in need of blankets...            |         | 19.3k   | 202       | 125 149         |
| Thank you to the wonderful Warm Baby Project                   |         | 11.1k   | 176       | 2 3             |
| Every single starter pack is important...(2000th starter pack) |         | 8.7k    | 429       | 24 15           |
| Audience   |         |         |           |                 |
| 7,111 Facebook Followers                                       |         |         |           |                 |
| 731 Instagram Followers  |         |         |           |                 |
| 395 Twitter Followers  |         |         |           |                 |

# THANK YOU TO...



Grange Park Summer Fest Northampton Town Roses WI Grange Park  
Rainbows, Brownies & Guides Grange Park Church Davidsons Development  
Emmanuel Church Tithe Fund Weston Favell Shopping Centre  
Grosvenor Centre Grange Park Choir Whittlebury Primary School  
Greens Norton Church/Tove Benefice Mid Life Crisis  
St Giles Church Students & Young Adults Naesby WI  
Delapre Golf Club Ladies Team St Peter & St Paul's Church Abington  
Roade Rollers St George's Church, Wootton  
Wates Family Foundation Rotary Club Nene Valley OKG Crafts  
Broadmead Church Women's Conference Little Connections, Bozeat  
Weston Favell Foodbank Northampton Chronicle Northants Telegraph  
NCF Homestart Kettering Homestart Corby Penn Green Centre  
Hygiene Bank Market Harborough Laura - Bump Birth & Beyond A Bag for  
Flo Amazon Grange Park Warm Baby Project The Daylight Centre  
St Georges Church and Benefice Denton Church & Community The Shack  
Food Project Scott Bader Colleagues Kingsthorpe Baptist Church  
Kingsthorpe Mother's Union Uplands Group Churches Kaylee - Morrisons  
Northampton Royal Oak Naesby St Peter's Weston Favell NLive Radio  
Rocking Horse Nursery NGH Obstetric Consultants Gosset Ward  
Safeguarding Midwives 24 Days of Advent Giving Dunelm Northampton  
Our Lady of Walshingham, Corby Flourishing Babies Clair - Bodyshop  
Gemma & Hayley David Wilson Homes C2C Social Action Sewing Group

# THANK YOU TO...



LUSH Northampton Maria - Eat Sleep Bake Repeat Wollaston WI 93rd St  
Benedicts Rainbows, Brownies, Guides & Rangers Bernie Keith Raunds  
Foodbank Northampton Lottery/Corby Lottery/Local Lotto Players Local  
Giving Donations Text Donations Charitable payroll giving Albert Hunt  
Margaret Giffen Foundation David Wilson Homes Abellio East Midlands  
Railway Woodward Trust National Lottery Warburtons Redrow  
Scott Bader Commonwealth The Thomas Brington Trust The Toy Trust  
Skipton Building Society North Northants Council Charity Link Tesco Coop

Thank you to the



Northamptonshire  
Community Foundation  
Giving back to our county

**Constance Travis Endowment  
Fund for Northamptonshire**

For supporting  
“Baby—  
basics”  
Northampton



Our starter  
packs are  
now delivered  
by  
Kevin, our  
delivery  
driver.  
😊



A white delivery van is shown from the side. It has two cartoon pink birds on its side. The bird on the left is holding a sign that says 'I Volunteer'. The bird on the right is holding a sign that says 'I Donate'.

## **Baby Basics Northampton**

### **Income statement for 12 months from 1 September 2022 to 31 August 2023**

|   |                      |           |                  |
|---|----------------------|-----------|------------------|
| <b>Income</b>                           | Grants & Donations   |           | £71,192.31       |
| <b>Expenses</b>                         | Salary               | £         | 34,383.98        |
|   | Supplies for Baskets | £         | 18,849.14        |
|   | Admin expenses       | £         | 19,437.75        |
|   |                      | <b>£</b>  | <b>72,670.87</b> |
| <b>Net Income/Expenses current year</b> |                      | <b>-£</b> | <b>1,478.56</b>  |

### **Balance sheet As At 31 August 2023**

|  |                    |          |                  |
|--|--------------------|----------|------------------|
| <b>Cash</b>  | Bank Account       | £        | 24,978.96        |
|  | Petty Cash & float | £        | 522.36           |
|  | <b>Total Cash</b>  | <b>£</b> | <b>25,501.32</b> |
| <b>Income/Expenses current year</b>                  |                    | -£       | 1,478.56         |
| <b>Opening bank (including petty cash and float)</b> |                    | £        | 26,979.88        |
|  |                    | <b>£</b> | <b>25,501.32</b> |

### **Grants & Donations breakdown**

|  |          |                  |
|--|----------|------------------|
| Small Gifts                                | £        | 7,009.66         |
| Local Giving Ltd including fundraising     | £        | 5,150.15         |
| Charitable Giving Payroll / Regular Giving | £        | 545.00           |
| Lottery                                    | £        | 24.40            |
| Facebook                                   | £        | 373.50           |
| Amazon Smile                               | £        | 207.23           |
| PayPal                                     | £        | 2.56             |
| Refunds                                    | £        | -                |
| HMRC Refund for Employment allowance       | £        | 3,713.67         |
| Corporate                                  | £        | -                |
| Grants                                     | £        | 53,867.17        |
| MISC                                       | £        | 298.97           |
| 0  | £        | -                |
|  | <b>£</b> | <b>71,192.31</b> |

### **Admin Expenses**

|   |          |                  |
|---|----------|------------------|
| Rent  | £        | 13,566.96        |
| Van driver                                  | £        | 450.00           |
| Insurance                                   | £        | 506.20           |
| Washing                                     | £        | 825.99           |
| IT  | £        | 1,114.07         |
| Other (audit, training, items for building) | £        | 2,974.53         |
|   | <b>£</b> | <b>19,437.75</b> |

## AUDIT REPORT & CERTIFICATE OF CHARITY ACCOUNTS - CONFIDENTIAL

### OUR CLIENT DETAILS

Baby Basics  
Northampton

Charity Number: 1168449

8<sup>th</sup> November 2023

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 **31<sup>st</sup> August 2023**.

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   | £36.15            |
| Community Account Balance at 1 <sup>st</sup> September 2022 (Metro Bank)        | £0.00             |
| Community Account Balance at 1 <sup>st</sup> September 2022 (Co-operative Bank) | £26,943.73        |
| <b>Total Balance at Start of Year</b>   | <b>£26,979.88</b> |
| ADD : Total Receipts during year  | £71,192.31        |
| LESS : Total Payments during year   | £72,670.87        |
| <b>Total Balance at the End of Year</b>   | <b>£25,501.32</b> |

**FUND BALANCES AS AT DATES STATED**

| DESCRIPTION   | VALUE             |
|---|-------------------|
| Cash in Hand as at 31 <sup>st</sup> August 2023                               | £522.36           |
| Community Account Balance at 31 <sup>st</sup> August 2023 (Metro Bank)        | £24,008.96        |
| Community Account Balance at 31 <sup>st</sup> August 2023 (Co-operative Bank) | £970              |
| <b>Total Balance of Fund at the End of Year</b>                               | <b>£25,501.32</b> |

**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 2022 and 31 August 2023, 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. EDE-COLLIS

DATED 17/11/23

ACMA CGMA MIP  
Director  
Ede-Collis Limited