

SMILE GROUP AGM 2022 : REPORTS PACK

RUTH WILLIAMS, Operational Director and Co-Founder

Well, what a year! Thanks for joining us today and for being such a valuable part of our ongoing growth story at Smile.

Our accounts go from 1st Sept 2020 – 31st August 2021, but we are hoping to bring them a little bit more into line with the tax year, hence why it has been 15 months since our last AGM. I will be concentrating on the last 15 months in my overview.

Last year we supported 235 families across Cheshire East and this year so far, we have supported 210 families of which 94 are new to our service.

2021 marked our 10 year anniversary and we were hoping to hold a ball in celebration, however, as COVID was still very much around it has been postponed and so we will celebrate our 10-year anniversary later this year, and hope to see a lot of you on the 30th September at Cranage Hall for it.

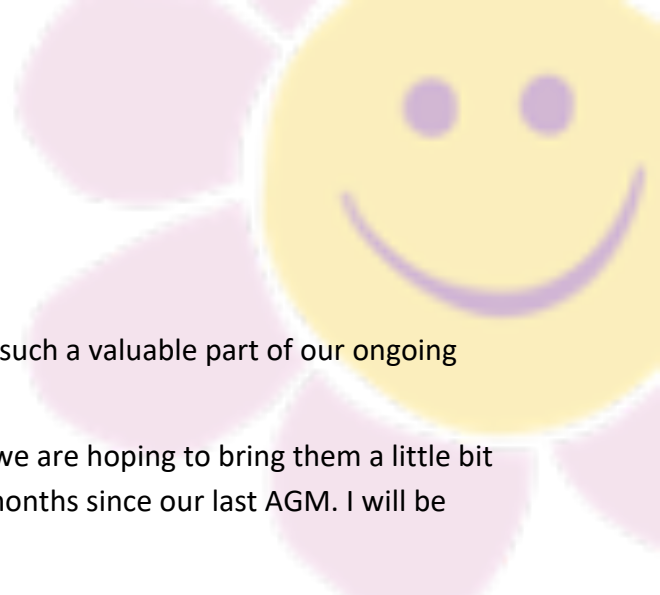
We have developed once again with support from a range of national, regional, and local funders and a growing number of business partnerships. Comic Relief have funded us for an incredible six years and supported us to create the operations director role that I'm in, to ensure that the backbones of the charity are in place, but we do need to ensure the funding is there to continue, and we have a plan to broaden the funding mix to ensure we're optimising all opportunities.

Funding from CRH Charitable Trust (Thank you Peter for attending) who have funded Zoe's role as a wellbeing practitioner has enabled us to deliver group support and 1-1 services across the South of our patch as well as opening up Nantwich. This has given us our fair share of challenges particularly with venues (as the Children's Centre was unavailable for a sustained period of time) but we are on the up and starting to see regular families attending.

I have been working hard within the corporate world of business networking, which has led to some amazing partnership working, (thank you to those of you who are attending from the business sector). Some of this has been financial which means it helps towards the costs of unrestricted funding, which we all know is difficult at the best of times, but also the relationships of support from being a HR manager, finance team, IT consultant, business growth specialist – being in these networks has given me a much wider team which has enabled me to develop and grow as in my leadership role as well as supporting the organisation and I look forward to continuing these relationships.

Funding from the Co-op Community Fund has enabled us to launch a wellbeing walk in Holmes Chapel, which marks an extension of our geographical coverage – and we hope to build on these over the next 12 months.

We were thrilled to be chosen as Charity of the Year for Cheshire East Chamber of Commerce. We will be building on the relationships with businesses involved with them as well as some of the strategy work, which Anna will talk about. We also can't forget the funding from the Lottery who



are supporting the Hearts and Minds Partnership – a national collective of PMH charities that Smile is very proud to be part of – Natalie will say a bit more about this) as well as recent secured funding for our group delivery.

Our team has grown from the 5 members of staff to now include Louise – our Community Fundraiser 3 days a week, who is working hard on the ground to maximise relationships and host events to secure ongoing funds. We have finally outsourced some hours to admin support which is already proving invaluable to the ever-growing team.

We have said goodbye to some key members of the team, from Zoe to counsellors and Volunteers as well as trustees, we wish them all well and thank them for being part of the journey and look forward to our new chapter with new people. We're in the process of recruiting a new Wellbeing Practitioner and a host of volunteers to support the ongoing resourcing of our services, as well as offer valuable career routes to parents who have benefited from our support.

We look forward to seeing what the rest of the year brings with the intention of scoping and launching a new dads' service, as well as continuing our efforts to maintain responsible growth.

ANNA MADDOX, Chair of Smile Group Trustees

Looking ahead, I am excited about the year ahead. As we move into Smile's 12th year we continue to evolve, grow and flourish as an organisation.

But before I talk about the future, I would like to thank our two wonderful Trustees who are stepping down today. They have been instrumental in getting Smile Group to where we are today.

Jo Cunningham has been a Trustee from the start providing fabulous supportive challenge and strategic thinking.

Jo Cairns' HR expertise enabled us to move to our current model of direct employment for our staff team which was a step change for how we operate.

I want to thank them both for their contribution and wish them all the best

In 2022/23 we aim to continue with the progression of the charity as we continue to move on from COVID and really launch the next decade of Smile Group.

Our focus operationally remains the working on the output of the first Strategic Planning day that we had in September 2021, when staff and trustees came together with the support of Craig Poppleton to think about our priorities.

We are immensely grateful to Comic Relief for recognising the need to fund infrastructure as well as projects. Not only do they fund Ruth's role at the moment, but they have given us the money to invest in a customer relationship management tool (CRM). This sounds very dull, but it will enable us to collect the data to give us even better understanding of who we support and exactly when and how we support them. In turn this will enable us to provide better services and make the most of how we tell the world about what we do. Which in turn will enable us to support more people and secure more funding to do so.

With this information we will be working with P3OD who are supporting us to develop our strategy for the next 3-5 years. More thanks are due to Pamela and Marc for this work.

From a board perspective, we are aiming to not only replace the skills gaps left by the two Jos, but to build on these. Following a review of Board skills we have identified 4 new potential trustees who give us skills in scaling business, the perspective of fathers and partners in becoming new parents. But more on these people later.

All this is on top of the day to day work of running our 4 groups, counselling service, monthly family support, weekly walks, leading the Hearts and Minds project while delivering a safe service which makes a huge difference to new parents across Cheshire East.

NATALIE NUTTALL, Smile Group Director and Co-founder, Hearts & Minds Partnership Lead

A brief summary of Smile's role in the context of The Hearts & Minds Partnership;

The Hearts & Minds Partnership is a collective of three perinatal mental health charities; Smile Group (North West), Bluebell Care (South West) and Acacia Family Support (Midlands)

The Partnership combines 30+ years of collective experience of growing and sustaining a voluntary & community sector service in the perinatal mental health sector & is supported by The National Lottery Community Fund over a 3-year programme

Our aim is to connect, support and celebrate the grassroots PMH community across England

The three workstreams include:

- The creation of an interactive online map of VCS support for parents and healthcare professionals
- The development of trusted spaces to share learning & best practice. We are hosting a national meet-up in Birmingham in September to bring the sector together
- The development of a modular-based training programme to meet the practical and holistic needs of emerging and established VCS services

TREASURERS REPORT : For the period ending 31st August 2021

Financial Report contents

- Income
- Expenditure
- Statement of financial activities 2021
- Balance sheet
- Balance sheet activity 2021

Statement of Financial Activities - Income

- Total income for the year ended 31st August 2021 was £190,271 (2020 - £99,313). A 92% increase on 2020 income
- Within the total income , further restricted funding of £41,180 was received from Comic Relief , £87,477 was received from Lottery Partnership and other grants of £40,709(Details are shown on page 8 of the Year end accounts).
- The balance of the charity's income was £20,905 (2020 - £3,951 ,a substantial increase due to fund raising) from donations and fundraising £14,620 and £6,285 from NHS Cheshire East (2020 £3,750).

Statement of Financial Activities – Expenditure

- Expenditure for the year was £132,68 (2020 - £56,268) £120,711 restricted expenditure and £11,557 Unrestricted, the majority of this was spent on core running costs.
- Two directors became employees July 2020, expenditure for these directors was £57,827 (2020 - £22,976).
- Wages and Salaries £25,549 (2020- £22,197 Volunteers , these volunteers became employees in July 2020).
- Promotion costs and equipment expenses of £29,656 (2020 £7,065)

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Statement of Financial Activities

	Unrestricted Funds	Restricted Funds	Total 2021	Total 2020
Income and endowments from:				
Donations and legacies	14,620	-	14,620	3,951
Income from charitable activities	6,285	169,366	175,651	96,362
Other income	-	-	-	-
Total income	20,905	169,366	190,271	99,313
Expenditure on:				
Charitable activities	11,557	117,724	129,281	52,128
Raising funds	-	2,988	2,988	4,320
Total expenditure	11,557	120,711	132,268	56,448
Net movement in funds	9,348	48,655	58,003	42,865
Total funds brought forward	29,754	43,110	72,864	29,999
Transfer between funds	-	-	-	-
Total funds carried forward	39,102	91,765	130,867	72,864

Balance sheet activities

- Cash at bank as at 31st August £131,390 , £38,027 unrestricted and £93,363 restricted (2020 - £74,873)
- Creditors falling due in one year were £1,598 , mainly PAYE and pension contribution £958
- The resulting surplus for the year was £58,003 (2020 - £42,865). Reserves of the charity as at 31 August 2021 were £130,867 (2020 - £72,864). The general reserve (unrestricted) increased by £9,348 to £39,102, strengthening the charity's financial position moving forward.

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Balance sheet

	Notes	2021	2020
Current Assets			
Debtors	3	1,075	-
Cash at bank and in hand	4	131,390	74,873
		<u>132,465</u>	<u>74,873</u>
Current liabilities			
Creditors and accruals		(640)	(430)
PAYE and pensions		(968)	(1,579)
		<u></u>	<u></u>
Net asset surplus		<u>130,867</u>	<u>72,864</u>
Represented by:			
General fund		39,102	28,754
Restricted funds		91,765	43,110
		<u></u>	<u></u>
Fund of the charity (see page 7)		<u>130,867</u>	<u>72,864</u>

SMILE GROUP CIO : FINANCIAL STATEMENTS AND TRUSTEES REPORT

SMILE GROUP CIO

FINANCIAL STATEMENTS AND TRUSTEES REPORT

FOR THE YEAR ENDED 31 AUGUST 2021

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Committee Report:

The Trustees submit their report and accounts for the year ended 31 August 2021.

1 Organisational information

Trustees: Ms Joanne Cunningham
Ms Anna Maddox
Ms Tania Stanway
Ms Joanne Cairns
Ms Justine Garner
Ms Shirleyanne Henny
Ms Beverley Goodwin

Principal Office: 207 Peter Street
Macclesfield
SK11 8ES

Directors: Ruth Williams
Natalie Nuttall

Independent Examiner: Afford Bond
31 Wellington Road
Nantwich
Cheshire
CW5 7ED

Charity Number: 1168751

Company Number: CE008542

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

2. Structure, Governance and Management:

Constitution:

Smile Group was registered as a Charitable Incorporated Organisation (CIO) on 12 August 2016 as successor to The Smile Group.

Organisational structure:

The charity is governed by a board of trustees, elected at the annual general meeting. The trustees are volunteers who are not paid for their work. The trustees bring a range of relevant expertise to the organization.

Decision making:

The board of trustees meet regularly to make decisions about the charity and review the charity plans. The board is also responsible for long term financial mid strategic planning and for the governance of the charity.

The committee delegates operational responsibility to the directors. The directors are responsible for ensuring that the charity delivers services in accordance with the charitable objects and mission statement, that key performance indicators are met. The Treasurer takes responsibility for overseeing account reconciliation and reports directly to the committee on the accounts and budgetary matters.

Risk management:

The board of trustees conduct an annual review of the major risks to which the charity is exposed, and systems and procedures have been established to mitigate any risks the charity faces. Internal control risks are mitigated by the implementation of procedures for authorisation of all transactions and projects, and procedures are in place to ensure compliance with health and safety of volunteers, service users and visitors to the service. Policy and Procedures are reviewed annually to ensure that they continue to meet statutory and service requirements.

3. Objectives and Activities

Objects of the Charity

1. To provide relief to those affected by perinatal mental illness, and their families and friends, by means of support, advice and services complementary to those provided by statutory services.
2. To advance the education of the public in matters relating to perinatal mental illness.
3. To advance the health and education of the public, and in particular new parents, by providing support, advice and information about parenthood.

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aim and objectives and in planning our future activities. The board of trustees consider how planned activities will contribute to the aims and objectives they have set.

4 Our services

Smile Group provides peer support for families affected by Perinatal Mental Illness within Cheshire East, via Peer Support Groups, 121 home visit, counselling, wellbeing walks, virtual support as well as Social Media. They complement other statutory services and work in collaborative approach.

Smile Group are part of a partnership called Hearts & Minds Partnership which is funded by The National Lottery over a 3-year period. The funding comes into Smile via Bluebell who act as the lead partner. This funding is to be used for this project, salary costs, overheads and core costs related to the national partnership project. The partnership is with two other grass roots perinatal mental health charities: Acacia in the Midlands and Bluebell in Bristol and Devon. A memorandum of understanding has been developed for the partnership by Veale WasbroughVizard and the project was launched in July 2020. The aim of the partnership is to share practice and learning, strengthen, connect and support the grass roots perinatal mental health sector across England.

5 Financial review

Total income for the year ended 31 August 2021 was £190,271 (2020 - £99,313). Further funding of £41,180 was received from Comic Relief and other grants of £128,186. Details are shown on page 8 of this report. The balance of the charity's income was £20,905 (2020 - £7,701) from donations and fundraising.

Expenditure for the year was £132,268 (2020 - £56,448), the majority of this £129,281 (£52,128) was spent on core running costs. The resulting surplus for the year was £58,003 (2020 - £42,865). Reserves of the charity at 31 August 2021 were £130,867 (2020 - £72,864). The general reserve (unrestricted) increased by £9,348 to £39,102 strengthening the charity's financial position moving forward.

This report was approved by the board of trustees on 15 March 2022 and signed on their behalf.



Anna Maddox
Chair

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SMILE GROUP

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 August 2021, which are set out on page 5 to 11.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

- The accounting record were not kept in accordance with section 130 of the Charities Act; or
- The accounts did not accord with the accounting records; or
- The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulation 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 accounts to be reached.



Lindsay Beeston
For and on behalf of:-
Afford Bond Accountants
31 Wellington Road
Nantwich
Cheshire
CW5 7ED

Date 15 March 2022

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Statement of Financial Activities

	Unrestricted Funds	Restricted Funds	Total 2021	Total 2020
Income and endowments from:				
Donations and legacies	14,620	-	14,620	3,951
Income from charitable activities	6,285	169,366	175,651	95,362
Other income	-	-	-	-
Total income	20,905	169,366	190,271	99,313
Expenditure on:				
Charitable activities	11,557	117,724	129,281	52,128
Raising funds	-	2,988	2,988	4,320
Total expenditure	11,557	120,711	132,268	56,448
Net movement in funds	9,348	48,655	58,003	42,865
Total funds brought forward	29,754	43,110	72,864	29,999
Transfer between funds	-	-	-	-
Total funds carried forward	39,102	91,765	130,867	72,864

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Balance sheet

	Notes	2021	2020
Current Assets			
Debtors	3	1,075	-
Cash at bank and in hand	4	131,390	74,873
		<u>132,465</u>	<u>74,873</u>
Current liabilities			
Creditors and accruals		(640)	(430)
PAYE and pensions		(958)	(1,579)
		<u></u>	<u></u>
Net asset surplus		<u>130,867</u>	<u>72,864</u>
Represented by:			
General fund		39,102	29,754
Restricted funds		91,765	43,110
		<u></u>	<u></u>
Fund of the charity (see page 7)		<u>130,867</u>	<u>72,864</u>

Approved by the board of trustees on 15 March 2022 and signed on their behalf by:



Anna Maddox
Chair

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Statement of assets and liabilities

	Unrestricted	Restricted	Total 2021	Total 2020
Current assets				
Debtors	1,075	-	1,075	-
Bank and cash	38,027	93,363	131,390	74,873
	<u>39,102</u>	<u>93,363</u>	<u>132,465</u>	<u>74,873</u>
Liabilities -- Creditors: Accounts falling due in one year				
Creditors and accruals	-	(640)	(640)	(430)
PAYE and pensions	-	(958)	(958)	(1,579)
	<u>-</u>	<u>(1,598)</u>	<u>(1,598)</u>	<u>(2,009)</u>
	<u>39,102</u>	<u>91,765</u>	<u>130,867</u>	<u>72,864</u>

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Analysis of income and expenditure

Donations and legacies

	Unrestricted	Restricted	Total	2020
Donations and fund raising	14,620	-	14,620	3,951
Total	<u>14,620</u>	<u>-</u>	<u>14,620</u>	<u>3,951</u>

Income from charitable activities

	Unrestricted	Restricted	Total	2020
Comic Relief	-	41,180	41,180	47,051
Tesco (Groundworks)	-	-	-	1,000
Cheshire Community Fund	-	4,310	4,310	9,900
NHS Cheshire East CCG	6,285	-	6,285	3,750
Bluebell Care Trust	-	-	-	25,495
Lottery Partnership	-	87,477	87,477	-
Quorum Estates	-	5,850	5,850	6,000
CRH Charitable Trust	-	15,709	15,709	-
Bentley	-	5,000	5,000	-
Garfield Weston	-	7,500	7,500	-
Other small grants	-	2,340	2,340	2,166
Total	<u>6,285</u>	<u>169,366</u>	<u>175,651</u>	<u>95,362</u>
Income total	<u><u>20,905</u></u>	<u><u>169,366</u></u>	<u><u>190,271</u></u>	<u><u>99,313</u></u>

The major change in the Restricted Income levels for the year ended 31 August 2021 relate to the new partnership with the "Lottery." This has generated Income of £87,477. The total level of all Income as increased by £90,958 to £190,271.

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Expenditure on charitable activities

	Unrestricted	Restricted	Total	2020
Directors fees	-	57,827	57,827	22,976
Wages and salaries	7,687	17,862	25,549	-
Volunteers' fees	-	1,603	1,603	22,197
Travel costs	48	3,314	3,362	1,658
Project costs	151	362	513	-
Training	-	430	430	199
Printing and stationery	-	-	-	437
Insurance	-	225	225	210
Telephone & office costs	2,389	5,041	7,430	1,031
Room hire	270	1,080	1,350	120
Promotion costs	670	20,743	21,413	3,695
Equipment expense	225	8,018	8,243	3,370
Professional fees	-	1,335	1,335	430
Sundry expenses	117	2,871	2,988	125
Expenditure total	<u>11,557</u>	<u>120,711</u>	<u>132,268</u>	<u>56,448</u>
 Surplus/ (deficit) for the year	 <u>9,348</u>	 <u>48,655</u>	 <u>58,003</u>	 <u>42,865</u>

The major change in the Restricted Expenditure for the period to 31 August 2021 is the increase in the Wages and Directors fees. Also a significant amount of expenditure has been spent on the promotion of the charity. All these costs have come out of the Restricted Income funds. All costs are in line with the budgeted amounts.

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Notes to the financial statements

1. Account policies

Accounting convention

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities, issued in March 2005 and the Charities Act 2011. The Charity has taken advantage of the exemption in Financial Reporting Standard No. 1 from the requirement to produce a cash flow Statement on the grounds that it is a small charity.

Incoming resources

Voluntary income is received by way of donations and gifts and is included in full the Statement of Financial Activities when receivable. The value of services provided by volunteers has not been included. A grant is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met it is probable that the income will be received, and the amount can be measured reliably.

Outgoing resources

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered and is reported as part of the expenditure to which it relates. Resources expended are allocated to each activity/fund where the cost relates directly to that activity/fund. The cost of general administration has been allocated to the restricted funds where this was allowed by the donors, the balance has been deducted from the general unrestricted fund.

Funds

The unrestricted funds are incoming resources which are used for the objectives of the charity, without any specific purposes or further restriction. Restricted funds can only be used for the specific purpose as determined by the donor, within the objectives of the charity.

	2021	2020
2 Net outgoing resources		
This is stated after charging:		
Independent examiner's remuneration	250	250
Employees' remuneration	-	-
Average number of employees	4	-
Trustee's remuneration	-	-
	<hr/>	<hr/>

SMILE GROUP CIO
COMMITTEE REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2021

Notes to the financial statements continued

	2021	2020
3 Debtors		
Event deposits	<u>1,075</u>	<u>-</u>
4 Cash at bank and in hand		
Current account balance	<u>131,390</u>	<u>74,873</u>

The bank balance is a reflection of the increase in funds generated during the year to date.