

# CMV ACTION

England & Wales · Charity number 1171773

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2017-02-24

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

## Contact

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**Address** CMV Action  
66 Paul Street  
London  
England  
United Kingdom  
EC2A 4NA

**Phone** 07934593870

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

**Website** <https://www.cmvaction.org.uk>

## Activities

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**Objects:** THE CHARITY'S OBJECTS ("THE OBJECTS") ARE 1) TO PROMOTE AND PROTECT THE PHYSICAL AND MENTAL HEALTH OF FAMILIES AFFECTED BY CONGENITAL CMV THROUGH THE PROVISION OF SUPPORT, EDUCATION AND PRACTICAL ADVICE 2) TO ADVANCE THE EDUCATION OF THE MEDICAL PROFESSION AND THE GENERAL PUBLIC INTO CONGENITAL CMV AND ITS IMPLICATIONS FOR THE FAMILY 3) TO PROMOTE RESEARCH INTO THE CAUSES, EFFECTS, PREVENTION, TREATMENT AND MANAGEMENT OF CONGENITAL CMV AND TO DISSEMINATE THE USEFUL RESULTS THEREOF

**Activities:** The three charitable objects of the Charity are as follows. 1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice. 2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family. 3. To promote research into the causes

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Disability
- **Who:** Children/young People, People With Disabilities, The General Public/mankind

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-01-31	£16,564	£59,866	-	-
2024-01-31	£15,439	£48,829	-	-
2023-01-31	£42,433	£56,515	-	-
2022-01-31	£47,722	£40,955	-	-
2021-01-31	£52,494	£30,970	-	-

## Trustees

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Name	Role	Appointed
<b>Hui Liang</b>	Chair	2025-02-01
Angela Johnson		2025-02-01
Bilqees Lawal		2025-07-01
ELIZABETH ESTALL		2012-11-30
Leah Wright		2025-05-22
Natalie Battle		2025-02-01
Paul Miller		2025-02-01
SARAH ALISON DEWAR		2015-11-30

**CMV ACTION**

England & Wales - Charity number 1171773

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# Accounts

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# Trustees' Annual Report and Financial Statements

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For the year ended 31 January 2025

**(Charitable Incorporated Organisation)**

**Registered charity number: 1171773**

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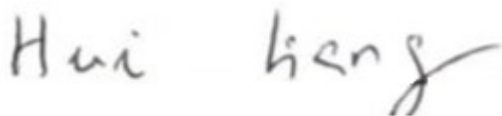
## **CHAIR'S REPORT**

The charity faced a number of changes in the reporting year including a new operational team, the loss of some experienced trustees and a reduced income. We continued working to fulfil our three charitable objectives including our vital work supporting families, working with medical professionals and raising awareness. We also actively supported research and worked to educate professionals. An essential part of the work of the operations team this year was a substantial piece of work reviewing how we work and preparing a three-year strategy and operational plan together with our trustees, stakeholders and those we support.

As the Chair during this period, I would like to acknowledge that none of the work we completed in the last year would have been possible without the commitment and dedication of our operations team and supporters. During the reporting period, we were also fortunate to have committed, experienced and hardworking trustees many with personal experience of the virus. When our Project Manager retired this gave us the opportunity to explore a new, broader role aligned with this stage of our organisation's development. We successfully recruited an Operations Manager in April 2024, who has been working alongside the Fundraising and Communications Manager, appointed in December 2023, and the Awareness Officer, who joined in January 2024. This new team together with a dedicated bookkeeper brought their experience and a fresh perspective and impetus to the charity. On behalf of the trustees, I would like to thank all the dedicated and supportive team we have worked with during the year for their commitment and hard work.

We also want to acknowledge those who worked with the charity as volunteers bringing their personal and professional experience. Some of them supported other families who contacted us, and we are incredibly grateful to them. We are also indebted to those who give us professional support.

In addition to these volunteers, I want to take this opportunity to thank anyone who supported the charity during the reporting period whether it was by sharing their personal experiences, supporting other families, fundraising or raising an awareness in their community. I would also like to thank the medical professionals who gave us their time and expertise enhancing our support to individuals and families. Finally, our patron, Paul, has been an excellent advocate and support. As a small charity with limited resources, the support we have had has been invaluable to help us fill our charitable objectives.

A handwritten signature in black ink that reads "Hui Liang". The signature is written in a cursive, flowing style.

**Hui Liang (Lucy Liang)**  
**CHAIR OF CMV ACTION**  
**20 August 2025**

## TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2025

### Introduction

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2025. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

### Our Trustees, Patron, Support Team and Advisers

The names of those individuals, who served as Trustees of the Charity during the year, and those appointed subsequent to the year-end, is as follows:

#### Trustees during the reporting year

Sarah Dewar	Chair (until 1 <sup>st</sup> February 2025)
Liz Estall	
Alice Fletcher-Etherington	
Angela Henry	
Amy Taylor	(Resigned 31 October 2024)
Graham Jones	(Resigned 20 May 2024)
Lucy Kelly	(Resigned 31 March 2024)
Tom Kelman	Treasurer (Resigned 30 September 2024)

#### Trustees from 1<sup>st</sup> February 2025

Natalie Battle	
Angela Johnson	
Paul Miller	
Hui Liang	(New Chair)
Bilqees Lawal	

#### Patron

Professor Paul Griffiths MBE	Emeritus Professor of Virology at University College London
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#### Support Team

Natalie Hawkes	Awareness Officer (15 January 2024 until November 24)
Leena O'Hara	Operations Manager (28 April 2024 until 28 <sup>th</sup> April 2025)
Clare Kelly	Bookkeeper (9 September 2024 - current)
Giles King	IT Adviser
Hannah Phillips	Community Fundraiser and Communications Manager (9 December 2023 - current)
Sharon Wood	Project Manager (left 18 May 2024)

### **Medical advisers**

Dr. Chrissie Jones	Associate Professor of Paediatric Infectious Diseases, Southampton University
Professor Asma Khalil	Professor of Obstetrics and Maternal Fetal Medicine at St George's Hospital, University of London
Dr Seilesh Kadambari	Consultant in Paediatric Infectious Diseases, Great Ormonds & Honorary Associate Professor UCL GOS Institute of Child Health

### **Professional Advisers**

Banker	Lloyds Banking Group
Independent Examiner	Mohammed Afzaal Bhatti (FCCA) KBM UK Ltd
IT Support	Giles King
Legal Advisor	DLA Piper UK LLP

### **Our legal structure and governance**

The Charity is a Charitable Incorporated Organisation (CIO), registered with the Charity Commission for England and Wales since 11 June 2012. In February 2018, the Charity was converted to a CIO. It is governed by a constitution for unincorporated associations, as provided by the Charity Commission for England and Wales. The constitution outlines the Charity's objectives and sets out how its activities are to be conducted and governed. A copy of the full constitution can be found on our website [www.cmvaction.org.uk](http://www.cmvaction.org.uk).

The Trustees are all volunteers who due to the size of the Charity and its limited financial resources undertake some of the activities of the Charity, including offering support to pregnant women, parents and professionals. They can also refer families to a small team of volunteers who have experience of CMV. The Trustees' carried out meetings either in person in London or on Teams. Our regular newsletter, website and social media provide information on the current and future activities the Trustees are undertaking to further the objects of the Charity. The Trustees always welcome any questions or feedback from members and stakeholders.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection. References are obtained before appointment.

Trustees undertake appropriate induction to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance provided by the Charity Commission for England and Wales.

## **Our charities objectives**

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

## **The work we did to meet our charitable aims for this year**

This report will look at the three key aims CMV Action trustees have set and review how the charity worked to meet these aims during the reporting period. It will also look at the way the charity built capacity, which is an essential part of meeting our aims.

### **Aim 1: To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education, and practical advice**

In the last year, we have supported everyone who has contacted the charity, including those with a diagnosis of the virus in pregnancy or with a baby or child with a diagnosis. We also supported those who were planning a pregnancy, working in an early year setting where the risks are higher or wanted general prevention advice. Contact is made either on our helpline, by email or via social media.

During the reporting period, we received 36 email requests and 50 telephone requests directly to the charity. Whilst the number of direct requests has reduced in volume, we are being asked for very specific advice and information beyond that contained in our publications. We have been fortunate to have three medical professionals to ask for advice in these more complex cases, particularly in relation to the developing area of treatment during pregnancy or of newborn babies. This means that individual support requests can take significantly more time and resources than they have in the past. In order to properly monitor this, we have changed the way we record support interactions by recording the total time spent on each request. We hope that this will give us an accurate reflection of the actual time spent in the next year.

Our Facebook group for families in the UK continued to offer families affected by the virus a place to share experiences and receive advice from others in a similar position. It has become a supportive environment and currently has 551 members.

As part of our work on shaping the new strategy we felt it was crucial to understand how families felt about the support they experienced and how we could improve. We conducted a Family survey in June 2024 and received responses from 46 individuals. Their feedback has helped us to identify how our support should be developed and has informed our strategy.

In the last year we have received feedback about the support we offer both from individual families and in a survey we conducted. One family told us in our Family survey *“You helped us in our time of need when there was little information or resources online. We received so much advice and support, it made such a difference. We are eternally grateful for CMV Action and all that you do”*.

An important part of our support work this year has been reviewing the language we use on our website, social media, and publications to ensure it is inclusive and that our messages are clear, regardless of the audience. The resulting Language Report has changed our approach to how we present information, particularly to families who are directly affected by the virus. Our new digital content has been aligned with the recommendations from this report, and the next stage is reviewing the information and literature we share with health professionals and families.

Aim 2: To advance the education of the medical profession and the general public on congenital CMV and its implications for the family

Many of those we support tell us that the first time they heard of the CMV virus was when they were diagnosed during pregnancy or when their child was diagnosed. They are also concerned about the lack of awareness among the professionals involved in their care. Respondents to the Family Survey reported a lack of awareness both before diagnosis and among professionals, they encountered during diagnosis.

To address the need for increased awareness, in January we recruited an Awareness Officer specifically to enhance our presence on social media by engaging with those planning a pregnancy, expecting a baby, or raising small children. As part of National Awareness Month in June, we ran a successful campaign called CMV Warriors, where we shared personal stories of affected families. At Christmas, we promoted another campaign featuring a young child and her family's story about the impact of the virus.

Our social media platforms have seen increased engagement and reach, particularly during key campaigns throughout the year. We have 4,500 followers on Facebook, and after launching a new Instagram account, we now have 387 followers. Social media has been instrumental in providing updates about the charity's work, sharing important prevention advice, and supporting our fundraisers. LinkedIn engagement is growing, and we aim to continue expanding our reach on that platform, particularly to connect with healthcare professionals. As we focus our efforts, we have reduced our presence on X (formerly Twitter) due to its declining popularity.

Our website hosts a range of downloadable resources, with key documents translated into several languages. We have recently updated our website resources aimed at those working with small children in early year's settings, recognising that such work poses a particular risk to individuals who are pregnant or planning a pregnancy.

Last year, we supported a grant application to create a film about the virus and its impact on families. We hope this will be available in the coming months to help raise awareness of their experiences. We also worked with a BBC TV producer on a programme about the CMV virus, which included our medical advisor and was aired on 25 April.

In terms of professionals, we recognise the particular importance of midwives as they will be the first point of contact for a pregnant woman, and their significant role has been reflected in the inclusion of CMV in the NICE guidelines. We have been in contact with the Royal College of Midwives and started to review the E-learning module they have on their website. Whilst feedback from the module has been positive there have been some recent developments in treatment and guidelines we need to include.

In addition to midwives, there can be numerous other professionals involved so we have worked to raise awareness with the range of professionals who may be involved in the care of pregnant women or babies and children with the virus. In May, we attended the Primary Care Public Health Conference, which enabled us to interact with midwives, GPs and other health professionals. We also delivered talks to

professionals, receiving very positive feedback. For example, in June, we were the only charity included in an Infectious Diseases and Sexual Health Day, presenting to 200 paediatric trainees on the impact of the virus. In July, we were invited to a Study Day at St George's Hospital, where a wide range of professionals expressed appreciation, saying: "Thank you for delivering such an excellent and informative talk," and welcomed our contributions to discussions.

As the virus is the leading cause of non-genetic deafness, we were invited to participate in a webinar in November with the charity AVUK, where we explained CMV's additional impact to 55 professionals working with deaf babies and children. We concluded the year with a talk at an individual NHS trust, educating a variety of professionals working there.

We received positive feedback from all these talks, and they led to further questions from professionals or the referral of families for support. In November, I was invited to chair two sessions of the *Update on Infections in Pregnancy Day*, which was organised by the RCOG and attended by 165 professionals from all over the world. As a charity, we are honoured to be invited to attend these days where the programme includes range of different experts and where the speakers will often reference our publications and work. It helps us to keep up to date and enables us to share our experience with key professionals and develop relationships.

In addition to talks, we were involved in the publication of articles in two professional publications, the British Journal of Midwifery and Twinkl (early years). The former shared a powerful story about a little girl who was part of our Christmas campaign. In response to our involvement in the Twinkl article, we updated our website with the specific early year's information we shared. The updated information attracted 1200 views on our website and an organic reach of 19,900 on social media demonstrating how important these publications and follow-up work are. Audiology professionals who had published an article on CMV testing after the newborn hearing screen invited the charity to produce a video for social media giving our perspective on the importance to pathways and the need to avoid delay in diagnosis.

Finally, it is of great importance that we build relationships and partnerships with other charities so we can identify best practice and collaboration. We have worked closely with charities in the pregnancy and baby network. Our collaboration extends to our colleagues from the other CMV international groups who have formed the CMV Alliance as each country can offer different experiences particularly in relation to the testing during pregnancy and babies. We have recently developed a relationship with a hospital trust, Imperial NHS trust where they display our literature at conferences on our behalf.

Aim 3: To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof

During the reporting period we attended meetings with individual medical professionals and attended the Northern Line group (professionals working in this area). These meetings are a critical opportunity for us to find out what the professionals are researching and any changes or developments. We also attended the Pregnancy and Baby Charities Network meetings and are a proud member of this group which works together with our charities to improve care and support families as well as influence policy.

We are regularly invited to support research projects as either a named applicant or offering the patient viewpoint to any application. Frequently this will involve us relating the experience of our families and how this can be improved or helping with a plain English summary. We have identified families who can take part in two such projects in the last year. In addition, we represented the charity on ongoing projects related to improving care. This work with researchers and medical professionals helped us to

understand the current issues and areas of research and make sure the patient perspective is always considered. For example, we contributed our views to the RCOG *Congenital Cytomegalovirus Update on Screening Diagnosis and Treatment* published in October 2024.

Our experience supporting families with a baby diagnosed with CMV suggests that there is no consistent experience in terms of diagnosis and subsequent treatment. This led us to begin a Freedom of Information request project in 2023, to establish what testing and treatment protocols different NHS trusts have in place, and whether they hold data on numbers of CMV diagnoses. In this reporting period, we continued to collect responses, and plan to analyse and report on the responses over the next year.

As a charity, we have advocated for the need to screen for CMV particularly in newborn babies and this is part of our strategy for the next year. We have made representations to the National Screening committee when they have considered this, but they do not currently recommend screening pregnant women or newborn babies. We were pleased to be involved with York University in the CMV screening review to review the evidence against the programme appraisal criteria for the UK National Screening Committee. They are looking at studies on screening pregnant women and newborn babies. The project will provide an evidence map to see whether enough studies exist to justify a more in-depth review. This is an important project and one we are pleased to be part of it.

### What we did in the past year -summary

We would highlight the following actions as reflecting our success in the past year in meeting our objectives.

Objective	What we set out to do	What we did	The impact it had	What we learnt and how we want to improve
<b>1. To Support families affected by CMV</b>	<p>Support everyone who seeks advice and assistance.</p> <p>Develop a new strategy with support at the centre of the charity's work</p> <p>To offer a place where families can share their CMV experience and ask for advice for their peers</p>	<p>We responded promptly to requests for advice and information by telephone, email and social media.</p> <p>We regularly sought advice from our medical experts in relation to medical issues raised in support requests to ensure consistent approach in line with medical practice.</p> <p>Our Private Facebook Support Groups continued to grow and be a useful platform for members to share stories, advice and experiences.</p> <p>We conducted a Family Survey to better</p>	<p>Responses after support and feedback demonstrated value of this work.</p> <p>86 individuals and families received personal support from experienced members of the team for as long as wanted</p> <p>Medical advisors refer families to our website, our support services and comment positively on our role at conferences and talks</p> <p>Support volunteers felt more confident in responding to</p>	<p>Importance of volunteers having regular contact and support.</p> <p>We respond to a higher level of enquiry requiring medical information because of better education of CMV. Our medical advisors are crucial part of this.</p> <p>Medical practice and treatment possibilities and guidance is evolving, and we need to keep up to date</p>

	To review the support we offer and how we express the advice we give	<p>understand the needs of the individuals and families we support. The feedback was analysed and helped inform our new 3-year strategy'</p> <p>Language report-review of the language we use on website and in publications</p>	<p>requests for support in pregnancy</p> <p>Our Facebook support group currently has 551 members</p> <p>Important work to look at the language we use. Now taking it forward in new content and reviewing existing content</p>	<p>We want to offer follow up to our support including online sessions and peer support and this has led to a grant application for "CMV connect"</p> <p>The language we use to describe the virus and impact must reflect our values and those of our community</p>
<b>2. To educate professionals, parents-to-be and the general public about prevention of CMV</b>	Continue the strategy to change professional behaviour and to raise awareness	<p>Participated in meetings with other professionals and stakeholders for example the Northern Line, Pregnancy and Baby Charities Network</p> <p>Contributed to training sessions for professionals at conferences and professional training days</p> <p>Chaired two sessions at the RCOG day</p> <p>Organised a National Awareness Month which included a social media campaign.</p> <p>Made available a range of literature to be downloaded or ordered from us available in a number of languages.</p> <p>Had a limited return to face to-face exhibiting and health professional conference participation at the Primary Care conference</p> <p>Published 2 articles in professional magazines</p> <p>Worked with a BBC programme</p>	<p>Raised awareness through multichannel opportunities, nationally and internationally.</p> <p>We received 10 requests for information which were sent out</p> <p>Positive feedback on sessions and developing of relationships</p> <p>Increased reach and social media engagement</p>	<p>The charity can use the experience of the families we support to help educate Professionals on the need for awareness and change.</p> <p>Building credibility with key influencers and professional bodies is critical to changing health professional behaviour.</p>
<b>3. To support the development and implementation of research into better testing, treatment and management of CMV</b>	Supported a number of research priorities.	<p>Provided assistance and support to a number of research projects and clinical trials.</p> <p>Attended meetings with York representatives to assist their systematic</p>	<p>These projects will provide important evidence in the UK for further research and lobbying.</p> <p>The FOI project will give us vital</p>	<p>Patient and public involvement is an important aspect of research bids and CMV Action's support can make a significant contribution to bids. It is important that</p>

		<p>review of newborn screening evidence</p> <p>Continued our FOI request project to health trusts to establish what diagnosis and treatment protocols are in place at a local level.</p> <p>Supported a number of those involved in vaccine trials by providing information about the virus.</p>	<p>information to inform our policy influencing and enable us to give tailored guidance to families based on their location.</p>	<p>research includes the views of families</p>
<p><b>4. To build the capacity of CMV Action</b></p>	<p>Improve our financial position and build capacity to deliver our objectives.</p> <p>Ensure financial stability</p> <p>Review our website and resources</p>	<p>Contracted an experienced Operations Manager to develop a new strategy with stakeholders' and review how our charity operates and what improvements could be made</p> <p>Renewed the contract with an experienced fundraiser and communications officer</p> <p>Worked with an awareness officer to focus specifically on this work this work</p> <p>Identified and applied for five grants to develop projects that are part of the strategy</p> <p>Advertised for new trustees and a new Chair - appointed Feb 1<sup>st</sup>, 2025</p>	<p>Enabled CMV Action to take forward educational, research and fundraising activities that were not feasible working through volunteers alone.</p> <p>The impact of the new contractors has been positive and engaged more support.</p> <p>To ensure a sustainable, forward-thinking organisation.</p> <p>Increased social media presence</p> <p>Unsuccessful but important skills developed and lessons learnt for applications for this year</p> <p>From 1<sup>st</sup> February the charity has a new board of trustees with a broad range of experience to implement our strategy and increase our income</p>	<p>The organisation needs a dedicated team of trustees, professionals and volunteers to achieve our objectives.</p>

### Fundraising Summary

The total funds raised through fundraising events, donations, and grants for the year ended 31 January 2025 was £15,317.

Throughout 2024, we saw a small but dedicated group of community fundraisers take part in various events, including the Manchester and London Marathons. We also saw Peer to peer fundraising activities

taking place during National Awareness Month, which raised donations of £2,640.38. Funds during awareness month were raised from story sharing, demonstrating the powerful impact of sharing personal stories and how they can resonate deeply with the public and active events including one group of raised funds by organising a walking event each Saturday in June.

Whilst the efforts of all our fundraisers were greatly appreciated, the absence of a dedicated community fundraiser in the latter half of 2023 had a significant impact on our community fundraising efforts as we missed opportunities to engage with new and existing supporters and develop relationships. With the appointment of a community fundraiser in December 2023, we were able to rebuild this crucial area of our fundraising efforts. The increase in engagement has been noticeable with 25 fundraisers signed up for upcoming events by the end of January 2025, and we are confident that the benefits will be fully realised in the 2025/26 financial year as we continue to strengthen relationships with our supporters and encourage new community fundraising initiatives. This area is vital for CMV Action, not only for income generation but also for building lasting connections with our community. With a dedicated fundraiser now in place and a renewed membership with our event partner 'Run for Charity', we look forward to continued growth in this area.

## **Grants**

We applied for five grants to fund specific projects during the reporting period but unfortunately were not successful in securing any. Despite this setback, we remain committed to seeking grant funding opportunities to support our projects and initiatives and have already begun investing in this work.

## **Individual & Regular Giving**

Individual and Regular Giving remain an area of focus for us as they account for just 18% of our total income. We recognise that these are areas of fundraising that require further work and development, and are committed to growing our individual and regular giving efforts in the coming years to help build more sustainable sources of funding.

## **Our Fundraisers**

Most of the fundraisers in the reporting period knew someone who was affected by the virus. Some had a child, sibling or other family member who had been diagnosed with CMV, whilst others were doing this for friends who had personal experience. The Charity relies heavily on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year, we are indebted to those who have given us money and their time to help organise and participate in events that have raised funds. We therefore thank everyone for their continued support without which we would be unable to pursue our objectives.

## **Financial Commentary**

Our long-standing Treasurer Thomas Kelman stepped down in September 2024 and was succeeded by trustees Alice Fletcher-Etherington and Liz Estall on an interim basis.

In the reporting period, the charity's net assets decreased by £43,302 from £96,717 to £53,415. While our total combined income, £16,564, was marginally higher than last year (a 7% increase), our expenses

were significantly higher at £59,866 (a 23% increase from the previous year). Thanks to consistent efforts from our operations team in a highly resource-limited environment, our income from fundraising events and donations increased by £2,351 from last year, offsetting a decrease in deposit interest. The increase in our expenses can largely be explained by increased investment in our operations team, both taking our number of contractors paid in a year from two to four and increasing our rates to respond to increasing inflation and competition.

In 2024, the trustees agreed to continue with our policy of retaining 6 months of average expenditure for our charity reserves, with monthly finance meetings to be initiated upon reaching 12 months expenditure (approximately £58,000). The charity approached the Cranfield Trust to gain advice on grant applications and reserves policies in September, after which the trustees and bookkeeper began meeting monthly for in-depth discussions on financial sustainability and fundraising strategies. These meetings have been constructive, enabling us to identify how to spend our unrestricted funds in a way that furthers the objectives of the charity while simultaneously improving our funding potential.

In our 25/26 financial year, the trustees are committed to diversifying our income by focusing on building our capacity for grant and corporate fundraising. We hope that this will complement our community fundraising approach and investment in our Community Fundraiser and in strengthening our relationships with our supporters, which we predict will yield a positive return on investment in 25/26 given the number of fundraising events that we are already aware of it.

In our investments, the trustees continue to seek security and liquidity in preference over yield given our decreasing net assets and the relatively high level of reward offered by short-term deposit takers.

In addition to our overreliance on community fundraising and donations, the other prominent risk the charity faces continues to be the reputational risk of giving incorrect guidance to families contacting our support line or through our educational material. We have controls in place to manage and mitigate these risks, including by maintaining strong relationships with our medical advisors.

Despite financial challenges, the trustees remain positive that the charity will be able to meet its debts and objectives in 25/26, with us already witnessing considerable income generation early in the year, the launch of our new three-year strategy, and the recruitment of five new trustees.



Alice Fletcher-Etherington  
**Interim Treasurer**  
**28 June 2025**

## CMV Action Statement of Financial Activities

For the year ended 31 January 2025

	Note	2025			2024		
		£ Restricted	£ Unrestricted	£ Total	£ Restricted	£ Unrestricted	£ Total
<b>Incoming resources</b>	<b>1</b>						
<i>Incoming resources from generated funds</i>							
Fundraising events, donations, grants		-	15,317	15,317	-	12,966	12,966
Bank interest		-	1,247	1,247	-	2,473	2,473
<b>Total incoming resources</b>		-	<b>16,564</b>	<b>16,564</b>	-	<b>15,439</b>	<b>15,439</b>
<b>Resources expended</b>	<b>2</b>						
<i>Costs of generating funds</i>							
Fundraising events & Donations		-	(2,719)	(2,719)	-	(486)	(486)
<b>Total costs of generating funds</b>		-	<b>(2,719)</b>	<b>(2,719)</b>	-	<b>(486)</b>	<b>(486)</b>
<i>Charitable activities</i>							
Project management costs		-	(30,554)	(30,554)	-	(30,902)	(30,902)
Community fundraiser costs		-	(15,103)	(15,103)	-	(8,004)	(8,004)
Awareness officer costs		-	(878)	(878)	-	(250)	(250)
Bookkeeper Fees		-	(1,295)	(1,295)	-		
Other direct costs		-	(6,502)	(6,502)	-	(6,072)	(6,072)
<b>Total charitable activities costs</b>		-	<b>(54,332)</b>	<b>(54,332)</b>	-	<b>(45,228)</b>	<b>(45,228)</b>
<i>Governance costs</i>							
Trustees' expenses	<b>3</b>	-	(936)	(936)	-	(1,003)	(1,003)
Depreciation of fixed assets		-	(1,879)	(1,879)	-	(2,112)	(2,112)
<b>Total governance costs</b>		-	<b>(2,815)</b>	<b>(2,815)</b>	-	<b>(3,115)</b>	<b>(3,115)</b>
<b>Total resources expended</b>		-	<b>(59,866)</b>	<b>(59,866)</b>	-	<b>(48,829)</b>	<b>(48,829)</b>
<b>Net movement in funds</b>		-	<b>(43,302)</b>	<b>(43,302)</b>	-	<b>(33,390)</b>	<b>(33,390)</b>
Total funds brought forward		-	96,717	96,717	-	130,107	130,107
<b>Total funds carried forward</b>		-	<b>53,415</b>	<b>53,415</b>	-	<b>96,717</b>	<b>96,717</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The notes on page 16 to 18 form part of these financial statements.

**CMV Action**  
**Statement of Financial Position**  
**As at 31 January 2025**

	Notes	2025 £	2024 £
<b>Fixed Assets</b>	<b>4</b>		
Tangible Fixed Assets		0	543
Intangible Fixed Assets		0	1,336
Total Fixed Assets		0	1,879
<b>Current assets:</b>			
Debtors	<b>5</b>	3,341	2,666
Cash at bank and in hand		52,344	94,290
Total current assets		55,685	96,956
<b>Liabilities:</b>			
Creditors: Amounts falling due within one year - accruals	<b>6</b>	(2,270)	(2,118)
Net Current Assets		53,415	96,717
<b>Net assets</b>		53,415	96,717
<b>The funds of the charity:</b>			
Total unrestricted funds		53,415	96,717
Total restricted funds		0	0
Total unrestricted funds		53,415	96,717

**Statement of Cash Flows**  
**For the year ended 31 January 2025**

	2025 £	2024 £
<b>Reconciliation of changes in resources to net cash inflow from operating activities</b>		
Net incoming/(outgoing) resources	(43,302)	(33,390)
Purchase of Tangible and Intangible Fixed Assets	-	-
Depreciation of Fixed Assets	1,879	2,112
Decrease / (Increase) in debtors	(675)	(2,666)
(Decrease) / Increase in creditors	152	15
<b>Net cash (outflow)/inflow from operating activities</b>	(41,946)	(33,929)
<b>Net cash funds at 1 February</b>	94,290	128,219
<b>Net cash funds at 31 January</b>	52,344	94,290

The notes on pages 14 to 16 form part of these financial statements. The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



Alice Fletcher-Etherington  
**Interim Treasurer**  
**28 June 2025**

## **CMV Action**

### **Notes to the financial statements**

#### **1. Statement of accounting compliance Convention**

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current 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 the Republic of Ireland (FRS 102) and the Charities SORP (FRS 102) and the Charities Act 2011.

#### **2. Statement of accounting policies**

##### **Going concern**

There are no material uncertainties about the charity's ability to continue undertaking its activities in the coming twelve months from the date on which the financial statements were approved by the Trustees.

##### **Recognition of income**

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event; if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

##### **Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 3. below.

##### **Tangible and Intangible fixed assets and depreciation and amortisation**

Tangible and Intangible fixed assets with a cost more than £500 are capitalised at cost. Depreciation and amortisation of fixed assets is charged at rates estimated to write off their costs or valuation (less any residual value) over their estimated useful lives commencing in the month of acquisition and over three years using straight-line rates of depreciation and amortisation.

### 3. Trustees' expenses

The Trustees expenses relate to travel & subsistence costs to and from face-to-face meetings and amounted to £936.

#### CMV Action

#### Notes to the financial statements (continued)

### 4. Fixed Assets – Tangible and Intangible

	Tangible £	Intangible £	Total £
<b>Cost</b>			
At 1 February 2024	1,728	4,607	6,335
Additions	-	-	-
<b>At 31 January 2025</b>	<b>1,728</b>	<b>4,607</b>	<b>6,335</b>
<b>Depreciation</b>			
At 1 February 2024	1,185	3,271	4,456
Charge in year	543	1,336	1,879
<b>At 31 January 2025</b>	<b>1,728</b>	<b>4,607</b>	<b>6,335</b>
<b>Net book value as at 31 January 2025</b>	<b>-</b>	<b>-</b>	<b>-</b>
Net book value as at 31 January 2024	543	1,336	3,991

### 5. Debtors – prepayments and accrued interest

	2025 £	2024 £
<b>Prepaid Runs for 2025</b>	<b>2,555</b>	687
<b>Prepaid exhibition fees</b>	<b>0</b>	446
<b>Trustees Insurance</b>	<b>77</b>	0
<b>IT Software</b>	<b>709</b>	0
<b>Total Prepayments and Accrued Income</b>	<b><u>3,341</u></b>	<u>2,666</u>

### 6. Creditors: Amounts falling due within one year – accruals

	2025 £	2024 £
<b>Project Manager's fees and expenses</b>	<b>1,710</b>	1,218
<b>Community Fundraiser fees</b>	<b>560</b>	650
<b>Awareness Officers Fees</b>	<b>0</b>	250
<b>Total Accruals</b>	<b><u>2,270</u></b>	<u>2,118</u>

## **Independent Examiner's report to the Trustees' of CMV Action Charity No.1171773**

I report to the trustees on my examination of the financial statements of the above charity for the year ended **31 January 2025**.

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

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

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 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 matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 130 of the Charities Act 2011; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 130 of the 2011 Act, 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



05/09/2025  
Mohammed Afzaal Bhatti FCCA  
Independent Examiner

K B M UK Limited  
1 Concord Business Centre  
Concord Road  
London  
UK  
W3 0TJ

**CMV ACTION**

England & Wales - Charity number 1171773

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# Accounts

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# Trustees' Annual Report and Financial Statements

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For the year ended 31 January 2024

**(Charitable Incorporated Organisation)**

**Registered charity number: 1171773**

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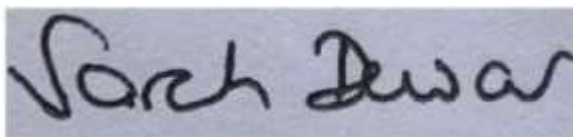
## **CHAIR'S REPORT**

In the reporting year we continued working towards meeting our three charitable aims. Despite a decline in fundraising from the previous year, we were able to continue our vital work with families and raising awareness. We also actively supported research and worked to educate professionals. As part of our future plans, we increased the size of the team of contractors and volunteers.

As Chair, I would like to acknowledge that none of the work we did last year would have been possible without the commitment and dedication of our team and supporters. During the reporting period we were fortunate to have 7 committed and hardworking trustees some of whom have personal experience of the virus. For part of the year we also had the services of a dedicated fundraiser and an experienced part time project manager. In the reporting period we made the decision to look at further contracts to increase both our fundraising capacity and our social media presence. In December we contracted a Fundraiser and Social Media officer and in January an Awareness officer. On behalf of the trustees I would like to thank this dedicated and supportive team for their commitment.

We are also supported by our volunteers who bring their personal and professional experience. Some of them support other families who contact us. Last year our volunteer team was joined by a researcher. For some time we had wanted to improve our filing and upgrade our emails. We have now migrated to Microsoft and this was facilitated by another volunteer. I am incredibly grateful to all our volunteers.

In addition to all our volunteers, I want to take this opportunity to thank everyone who supported the charity during the reporting period whether it is sharing their experiences, supporting other families, fundraising for us or raising an awareness. I would also like to thank the medical professionals who give us their time and expertise both to support individual families and the aims of the charity. I recognise that everyone has very busy lives and as a small charity your help has made the difference to our work this year.

A photograph of a handwritten signature in black ink on a light-colored background. The signature reads "Sarah Dewar" in a cursive, flowing script.

**Sarah Dewar**  
**CHAIR OF CMV ACTION**  
**18 November 2024**

## TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024

### Introduction

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2024. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

### Our Trustees, Patron, Support Team and Advisers

The names of those individuals who served as Trustees of the Charity during the year and who were appointed subsequent to the year end is as follows:

#### Trustees

Sarah Dewar	Chair
Liz Estall	
Alice Fletcher-Etherington	
Angela Henry	
Amy Taylor	
Graham Jones	(Resigned 20 May 2024)
Lucy Kelly	(Resigned 31 March 2024)
Tom Kelman	Treasurer (Resigned 30 September 2024)

#### Patron

Professor Paul Griffiths MBE	Emeritus Professor of Virology at University College London
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#### Support Team

Natalie Hawkes	Awareness Officer (appointed 15 January 2024)
Leena O'Hara	Operations Manager (appointed 28 April 2024)
Clare Kelly	Finance Manager (appointed 9 September 2024)
Giles King	IT adviser
Hannah Phillips	Community Fundraiser (appointed 9 December 2023)
Sharon Wood	Operations Manager (resigned 18 May 2024)
Sue McKinney	Fundraising Manager (resigned 30 June 2023)

#### Medical advisers

Dr. Chrissie Jones	Associate Professor of Paediatric Infectious Diseases, Southampton University
Professor Asma Khalil	Professor of Obstetrics and Maternal Fetal Medicine at St George's Hospital, University of London
Dr Seilesh Kadambari	Consultant in Paediatric Infectious Diseases, Great Ormond Street & Honorary Associate Professor UCL GOS Institute of Child Health

#### Professional Advisers

Banker	Lloyds Banking Group
Independent Examiner	Mohammed Afzaal Bhatti (FCCA) KBM UK Ltd
Legal Advisor	DLA Piper UK LLP

## **TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024 (continued)**

### **Our legal structure and governance**

The Charity is an Charitable Incorporated Association (CIO) which has been registered as a charity since 11 June 2012 with the Charity Commission for England and Wales. In February 2018 we converted the Charity to a CIO. The Charity is governed by a constitution for unincorporated associations as provided by the Charity Commission for England and Wales. The constitution sets out the objects of the Charity and how its activities are to be conducted and governed. A copy of the full constitution can be found on our website [www.cmvaction.org.uk](http://www.cmvaction.org.uk).

The Trustees are all volunteers who due to the size of the Charity and its limited financial resources undertake some of the activities of the Charity, including offering support to pregnant women, parents and professionals. They are assisted by a support team of volunteers who have experience of CMV. The Trustees' carried out meetings either in person in London or by video. Our newsletter and website provide members with information on the current and the future activities the Trustees are undertaking to further the objects of the Charity. The Trustees always welcome any questions or feedback from members and stakeholders.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection.

Trustees undertake appropriate training to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance provided by the Charity Commission for England and Wales and endeavour to act in accordance with the 6 principles set out in the Good Governance – A Code for the Voluntary and Community Sector.

### **Our charitable objects**

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

### **The work we did to meet our charitable aims for this year**

This report will look at the three key aims CMV Action trustees have set and review how the charity worked to meet these aims. It will also look at the way the charity built capacity which is an essential part of meeting our aims.

Aim 1: To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice

We have maintained our level of support to everyone who has contacted the charity including those with a diagnosis of the virus in pregnancy or with a child with a diagnosis. We also support those who are planning a pregnancy, work in an early years setting where the risks are higher or want general prevention advice.

## TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024 (continued)

### Aim 1: To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice (continued)

During the reporting period we received 59 email requests and 60 telephone requests directly to the charity. In addition, we were contacted regularly via messaging on social media. Whilst the number of direct requests have reduced in number, we are finding we are being asked for very specific advice and more information that is contained in our publications. We have been fortunate to have a group of medical professionals to ask for advice in these more complex cases. We have received an increase in the number of calls when treatment in pregnancy may be appropriate leading to an increased need to refer to our medical advisors. This means that individual support requests can take significantly more time and resources.

We regularly received feedback about the support we offer. One family told us *The CMV website was the only source of information that we found online that we felt gave an accurate breakdown of information and guidance, and then along with this, a number of telephone calls with the support team really made such a huge impact. The team were caring, understanding with lived experience of CMV, and always available to help answer as best they could, what felt like really difficult questions to ask.*

Our Facebook group for families in the UK continues to offer UK families affected by the virus a place to share experiences and receive advice from others in a similar position. It has become a supportive environment.

Our support volunteers and trustees are aware of the impact any diagnosis of CMV has on a family and the trustees were delighted to support a project looking at the psychological impact on families undertaken by the team at Imperial (TINI-CC Research Project). In May we heard feedback on the interim evaluation of the project. In July the Chair attend a family picnic with some of the families involved with CMV Action contributing the refreshments. This was a worthwhile opportunity to hear about the impact of the project and talk to families with recent experience of a diagnosis of CMV.

### Aim 2: To advance the education of the medical profession and the general public into congenital CMV and its implications for the family

As part of National Awareness month in June, we invited medical professionals, researchers, parents and young adults affected by CMV to write about *What CMV Means to Me*. The resulting articles led to a successful social media campaign depicting those impacted by the virus personally and professionally. The campaign also led to an article in the press.

We recognise the particular importance of midwives as they will be the first point of contact for a pregnant woman and their significant role has been reflected in the inclusion of CMV in the NICE guidelines. We have attended both professional conferences and midwifery schools in the last year. In May we attended the Primary Care Public Health Conference and in July presented a talk and had a stand at the Northern Maternity and Midwifery conference. The combination of both events enabled us to interact with over 3,000 midwives, GPs and other health professionals. We also visited two universities to speak to smaller groups of student midwives and show them our resources for their practice. The informal feedback for these was excellent but we noted that those who knew most about the virus had attended talks given by us. We are planning to work with UK universities providing midwifery degrees to offer face to face or online CMV sessions as we recognise that a more individualised approach can be more effective than a conference.

## **TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024 (continued)**

### Aim 2: To advance the education of the medical profession and the general public into congenital CMV and its implications for the family (continued)

In addition to professionals, it remains vitally important to increase awareness in the general public of the virus and how it can be prevented. Amongst some of the projects we have been involved in is one regarding a cCMV film and media resource which is hoping to both raise awareness and support parents. We supported the successful grant application with work on the resources starting shortly.

Our website has a range of resources to download and the key ones have been translated into a number of languages. We have recently received feedback for our resource for those working in childcare settings thanking us for creating a specific resource.

Part of our awareness work involves social media and after a strong presence in the first half of the year on Facebook there was a period of stagnation following national awareness month in June which was reflective of a reduction in our team. However, towards the end of 2023 and the beginning of 2024, there was a spike in engagement following the recruitment of a new fundraising and social media officer. Due to issues beyond our control in 2023 we lost access to our Instagram account relaunching a new account on January 22<sup>nd</sup>, 2024. Engagement and reach have been very encouraging, and we have seen this improve month on month since.

As part of the need to increase awareness, in January we recruited an awareness officer specifically to enhance our presence on social media particularly engaging with those planning a pregnancy, pregnant or with small children.

### Aim 3: To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof

During the reporting period we attended meetings with individual medical professionals and attended the Northern Line group (professionals working in this area). We also attended the All-Parliamentary Group on baby loss.

Our experience supporting families with a baby diagnosed with the CMV virus, suggests that there is no consistent experience in terms of diagnosis and subsequent treatment. During the reporting period, we worked with some professionals to prepare a Freedom of Information request to establish what testing and treatment protocols trusts have in place, and whether they hold data on numbers of CMV diagnoses

This would in turn will assist our support work as we would know what parents could expect. To date 165 individual trusts have been contacted and we are currently in the process of collating their responses.

In November we responded to a Department of Health notifiable disease consultation inviting them to make CMV a notifiable disease. This involved a response from the charity but also assisting our supporters to respond. Whilst there was no decision to make CMV a notifiable disease, there was a recognition of our work and involvement.

We now have a new volunteer who will be looking at research papers on our behalf. Several vaccine trials started in the UK in the last year and whilst we have no direct involvement with any vaccine trials, we have been contacted by those who are recruiting participants. We have provided them with links to our website and allowed them to access our resources as an opportunity to raise awareness and support research.

## TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024 (continued)

### What we did in the past year -summary

We would highlight the following actions as reflecting our success in the past year in meeting our objectives.

Objective	What we set out to do	What we did	The impact it had	What we learnt and how we want to improve
<b>1.To Support families affected by CMV</b>	Support everyone who seeks advice and assistance .	<p>We responded promptly to requests for advice and information by telephone ,email and social media.</p> <p>We regularly sought advice from our medical experts in relation to medical issues raised in support requests to ensure consistent approach in line with medical practice.</p> <p>In March 2023 one of our medical advisors gave a training session and answered questions from our trustees and support volunteers on CMV in pregnancy.</p> <p>Our Private Facebook Support Groups continued to grow and be a useful platform for members to share stories, advice and experiences.</p>	<p>Responses after support and feedback demonstrated deeply value this work.</p> <p>Over 120 individuals and families received personal support from experienced members of the team for as long as needed</p> <p>Medical advisors refer families to our website, our support services and comment positively on our role at conferences</p> <p>Support volunteers felt more confident in responding to requests for support in pregnancy</p> <p>Our Facebook support group currently has 486 members</p>	<p>Importance of volunteers having regular contact and support.</p> <p>We respond to a higher level of enquiry requiring medical information as a result of better education of CMV. Our medical advisors are crucial part of this.</p> <p>Medical practice and treatment possibilities and guidance is evolving and we need to keep up to date</p>
<b>2.To educate professionals, parents-to-be and the general public about prevention of CMV</b>	Continue the strategy to change professional behaviour and to raise awareness	<p>Participated in meetings with other professionals and stakeholders for example the Northern Line, APPG on Baby loss</p> <p>Contributed to training sessions for professionals at conferences and in education settings .</p> <p>Organised a National Awareness Month which included a social media campaign and articles form professionals and those impacted by the</p>	<p>Raised awareness through multi-channel opportunities, nationally and internationally.</p>	<p>The charity can use the experience of the families we support to help educate professionals on the need for awareness and change.</p> <p>Building credibility with key influencers and professional bodies is critical to changing health professional behaviour.</p>

		<p>virus</p> <p>Made available a range of literature to be downloaded or ordered from us available in a number of languages.</p> <p>Enjoyed a return to face-to-face exhibiting and health professional conference participation including the Primary Care conference and Northern Midwifery conference.</p>		
<p><b>3.To support the development and implementation of research into better testing, treatment and management of CMV</b></p>	<p>Supported a number of research priorities.</p>	<p>Provided PPI assistance to a number of research projects and clinical trials.</p> <p>Recruited a volunteer to look at all the current research on CMV.</p> <p>Sent Freedom of Information requests to 165 health trusts to establish what diagnosis and treatment protocols were in place.</p> <p>Introduced ourselves to companies working on a CMV vaccine and supported a number of those involved in vaccine trials by providing information about the virus.</p>	<p>These projects will provide important evidence in the UK for further research and lobbying.</p> <p>The FOI project will give us vital information for .... to support our awareness work and support to families.</p>	<p>Patient and public involvement is an important aspect of research bids and CMV Action's support can make a significant contribution to bids.</p>
<p><b>4.To build the capacity of CMV Action</b></p>	<p>Improve our financial position and build capacity to deliver our objectives.</p>	<p>Continued with our commitment to professional project management and fundraising.</p> <p>Continued to develop Trustee skills and experience.</p> <p>Contracted an experienced fundraiser and social media officer</p> <p>Contracted an awareness officer to focus specifically on this work</p> <p>Recruited a volunteer with research experience</p> <p>Invited another experienced medical advisor to join the team</p>	<p>Enabled CMV Action to take forward educational, research and fundraising activities that were not feasible working through volunteers alone.</p> <p>The impact of the new contractors is already being seen</p> <p>To ensure a sustainable, forward-thinking organisation.</p>	<p>The organisation needs a dedicated team of trustees, professionals and volunteers to achieve our objectives.</p>

## **TRUSTEES ANNUAL REPORT FOR THE YEAR ENDED 31 JANUARY 2024 (continued)**

### **Fundraising Summary**

The total funds raised fundraising events, donations, and grants for the year ended 31 January 2024 was £12,996. This was substantially down from the proceeding years when we were fortunate enough to have better economic conditions and two active fundraisers. Due to difficulties filling all places at events we organise we decided not to commit to places in future and instead sourced places via an agreement with Run for Charity in 2022 giving us access to over 350 fundraising events without committing to places which we cannot fill. We suspended our membership whilst we recruited a new fundraiser who is now focusing on this relationship.

### **Our Fundraisers**

Most of the fundraisers in the reporting period knew someone who was affected by the virus. Some had a child, sibling or other family member who had been diagnosed with cCMV whilst others were doing this for friends who had personal experience. The Charity relies heavily on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year we are indebted to those who have given us money and their time to help organise and participate in events that have raised funds. We therefore thank everyone for their continued support without which we would be unable to pursue our objectives.

### **Financial Commentary**


The Charity saw its net assets decrease by £33,390 from £130,107 to £96,717 and this was due to the reduced level of donations, income from fundraising events, grants and deposit interest amounting in a combined income total to £15,439, whilst our expenses amounted in total to £48,829.

The Trustees are aware that they have a responsibility to apply these reserves to further the objects of the Charity and so have agreed a strategy for this purpose. This will see the Trustees continue to apply some of the reserves to further the Charity's objects whilst also continuing to retain reserves to mitigate risk and to fund innovation and future developments. The Trustees have considered a formal reserves policy. The aim is to maintain at least six months annual expenditure as the Charities reserves or c£40,000 at current expenditure levels, and to take affirmative action at the current time towards maintaining this when reserves fall below £50,000 in light of the drop in community fundraising which continues.

The Trustees have sought security and liquidity in preference over yield given the low level of reserves currently held by the Charity and the relatively high level of reward offered by short term deposit takers.

The Trustees have identified the main risks the Charity faces, and these are the reliance on donations and fundraising with no regular annuity, and the reputational risk that could arise from giving bad advice to members or issuing medically incorrect educational material on CMV. The Trustees' have controls in place to manage and mitigate these risks.

The Trustees have considered the going concern status of the charity and have no reason to believe that the charity will be unable to meet its debts and conduct its activities for the foreseeable future beyond the twelve months from the date of signing this annual report.



**Honorary Treasurer**  
**18 November 2024**

## CMV Action Statement of Financial Activities

For the year ended 31 January 2024

	Note	2024			2023		
		£ Restricted	£ Unrestricted	£ Total	£ Restricted	£ Unrestricted	£ Total
<b>Incoming resources</b>	<b>1</b>						
<i>Incoming resources from generated funds</i>							
Fundraising events, donations, grants		-	12,966	12,966	14,390	27,531	41,921
Bank interest		-	2,473	2,473	-	511	511
<b>Total incoming resources</b>		-	<b>15,439</b>	<b>15,439</b>	<b>14,390</b>	<b>28,043</b>	<b>42,433</b>
<b>Resources expended</b>	<b>2</b>						
<i>Costs of generating funds</i>							
Fundraising events & Donations		-	(486)	(486)	-	(1,420)	(1,420)
<b>Total costs of generating funds</b>		-	<b>(486)</b>	<b>(486)</b>	-	<b>(1,420)</b>	<b>(1,420)</b>
<i>Charitable activities</i>							
Project management costs		-	(30,902)	(30,902)	(5,000)	(23,779)	(28,779)
Community fundraiser costs		-	(8,004)	(8,004)	(2,500)	(10,044)	(12,544)
Awareness officer costs		-	(250)	(250)	-	-	-
Other direct costs		-	(6,072)	(6,072)	(6,890)	(4,350)	(11,240)
<b>Total charitable activities costs</b>		-	<b>(45,228)</b>	<b>(45,228)</b>	<b>(14,390)</b>	<b>(38,173)</b>	<b>(52,563)</b>
<i>Governance costs</i>							
Trustees' expenses	<b>3</b>	-	(1,003)	(1,003)	-	(564)	(564)
Depreciation of fixed assets		-	(2,112)	(2,112)	-	(1,968)	(1,968)
<b>Total governance costs</b>		-	<b>(3,115)</b>	<b>(3,115)</b>	-	<b>(2,532)</b>	<b>(2,532)</b>
<b>Total resources expended</b>		-	<b>(48,829)</b>	<b>(48,829)</b>	<b>(14,390)</b>	<b>(42,125)</b>	<b>(56,515)</b>
<b>Net movement in funds</b>		-	<b>(33,390)</b>	<b>(33,390)</b>	-	<b>(14,082)</b>	<b>(14,082)</b>
Total funds brought forward		-	130,107	130,107	-	144,189	144,189
<b>Total funds carried forward</b>		-	<b>96,717</b>	<b>96,717</b>	-	<b>130,107</b>	<b>130,107</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The notes on page 13 to 14 form part of these financial statements.

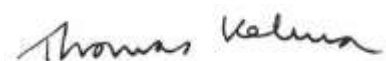
**CMV Action**  
**Statement of Financial Position**  
**As at 31 January 2024**

	Notes	2024 £	2023 £
<b>Fixed Assets</b>	<b>4</b>		
Tangible Fixed Assets		543	1,119
Intangible Fixed Assets		1,336	2,872
<b>Total Fixed Assets</b>		<b>1,879</b>	<b>3,991</b>
<b>Current assets:</b>			
Debtors	<b>5</b>	2,666	-
Cash at bank and in hand		94,290	128,219
<b>Total current assets</b>		<b>96,956</b>	<b>128,219</b>
<b>Liabilities:</b>			
Creditors: Amounts falling due within one year - accruals	<b>6</b>	<b>(2,118)</b>	(2,103)
<b>Net Current Assets</b>		<b>94,838</b>	126,116
<b>Net assets</b>		<b>96,717</b>	130,107
<b>The funds of the charity:</b>			
Total unrestricted funds		96,717	130,107
Total restricted funds			
<b>Total unrestricted funds</b>		<b>96,717</b>	<b>130,107</b>

**Statement of Cash Flows**  
**For the year ended 31 January 2024**

	2024 £	2023 £
<b>Reconciliation of changes in resources to net cash inflow from operating activities</b>		
Net incoming/(outgoing) resources	<b>(33,390)</b>	<b>(14,082)</b>
Purchase of Tangible and Intangible Fixed Assets	-	<b>(3,226)</b>
Depreciation of Fixed Assets	<b>2,112</b>	<b>1,967</b>
Decrease / (Increase) in debtors	<b>(2,666)</b>	<b>709</b>
(Decrease) / Increase in creditors	<b>15</b>	<b>1,263</b>
<b>Net cash (outflow)/inflow from operating activities</b>	<b>(33,929)</b>	<b>(13,369)</b>
<b>Net cash funds at 1 February</b>	<b>128,219</b>	<b>141,588</b>
<b>Net cash funds at 31 January</b>	<b>94,290</b>	<b>128,219</b>

The notes on page 13 to 14 form part of these financial statements. The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Honorary Treasurer**  
**18 November 2024**

## **CMV Action**

### **Notes to the financial statements**

#### **1. Statement of accounting compliance Convention**

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current 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 the Republic of Ireland (FRS 102) and the Charities SORP (FRS 102) and the Charities Act 2011.

#### **2. Statement of accounting policies**

##### **Going concern**

There are no material uncertainties about the charity's ability to continue undertaking its activities in the coming twelve months from the date on which the financial statements were approved by the Trustees.

##### **Recognition of income**

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event, if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

##### **Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 3. below.

##### **Tangible and Intangible fixed assets and depreciation and amortisation**

Tangible and Intangible fixed assets with a cost more than £500 are capitalised at cost. Depreciation and amortisation of fixed assets is charged at rates estimated to write off their costs or valuation (less any residual value) over their estimated useful lives commencing in the month of acquisition and over three years using straight-line rates of depreciation and amortisation.

#### **3. Trustees' expenses**

The Trustees expenses relate to travel & subsistence costs to and from face to face meetings and amounted to £1,003 (2013 - £564).

## CMV Action

### Notes to the financial statements (continued)

#### 4. Fixed Assets – Tangible and Intangible

	Tangible £	Intangible £	Total £
<b>Cost</b>			
At 1 February 2023	1,728	4,607	6,335
Additions	-	-	-
<b>At 31 January 2024</b>	<b>1,728</b>	<b>4,607</b>	<b>6,335</b>
<b>Depreciation</b>			
At 1 February 2023	609	1,735	2,344
Charge in year	576	1,536	2,112
<b>At 31 January 2024</b>	<b>1,185</b>	<b>3,271</b>	<b>4,456</b>
<b>Net book value as at 31 January 2024</b>	<b>543</b>	<b>1,336</b>	<b>1,879</b>
Net book value as at 31 January 2023	1,119	2,872	3,991

#### 5. Debtors – prepayments and accrued interest

	2024	2023
	£	£
Interest earned in year received post year end	<b>1,533</b>	
Prepaid fundraising Run for Charity license	<b>687</b>	-
Prepaid exhibition fees	<b>446</b>	-
<b>Total prepayments and accrued income</b>	<b>2,666</b>	-

#### 6. Creditors: Amounts falling due within one year – accruals

	2024	2023
	£	£
Project Manager's fees and expenses	<b>1,218</b>	888
Community Fundraiser fees	<b>650</b>	1,215
Awareness Officers fees	<b>250</b>	-
<b>Total accruals</b>	<b>2,118</b>	2,103

## **Independent Examiner's report to the Trustees' of CMV Action Charity No.1171773**

I report to the trustees on my examination of the financial statements of the above charity for the year ended **31 January 2024**.

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

As the trustees of the company (and also its directors for company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').


Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

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

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:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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.



20/11/2024

Mohammed Afzaal Bhatti FCCA  
Independent Examiner

K B M UK Limited  
1 Concord Business Centre  
Concord Road  
London  
UK  
W3 0TJ

**CMV ACTION**

England & Wales - Charity number 1171773

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# Accounts

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# Trustees' Annual Report and Financial Statements

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For the year ended 31 January 2023

**(Charitable Incorporated Organisation)**

**Registered charity number: 1171773**

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

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## **Trustees' Report for the year ended 31 January 2023**

### **Chair's Foreword**

During 2022 we saw a gradual return to "business as usual" operations for CMV Action after the restrictions of Covid-19. Whilst we continued to carry out many of our governance meetings by Zoom for much of the year, a return to face-to-face opportunities later in the year was much appreciated for the all the working benefits they allow.

We attended and exhibited at two major health professional conferences during 2022. Firstly, the Primary Care Public Health Conference at the NEC in Birmingham in May, and latterly at the Royal College of Midwives Annual Conference in Newport, Wales in October. Both events afforded us opportunities to speak to and discuss CMV with a wide range of health professionals and we were delighted to receive feedback including one quote: *"I've just had a personal masterclass in CMV. Thank you! That is so useful."* Our new literature, and especially our new tear-off leaflet pad for midwives, was well received. Many copies of this new resource, which carries key messages about CMV, including a summary of the simple hygiene precautions that can reduce risk of infection, are intended for a midwife to hand to pregnant women at their booking appointment, were taken away to be used in midwifery practices and feedback for this, and our other information sources, was very positive.

We also produced a new leaflet "What Families and Childcare Providers Need to Know about CMV" to highlight the issues that women who have children who attend nurseries, and women who work closely with children in childcare settings should be aware of.

The highlight of last year was taking part in the International CMV conference CMV22 which took place in the UK in March. Unfortunately, this had to be held on-line but we were delighted to present at the Public Session which was very well attended by families and professionals.

During the year we have worked collaboratively with medical professionals involved in working with families affected by CMV. We were pleased to chair the CMV Session of the RCOG "An Update on Infections During Pregnancy" day and to deliver both on-line and face-to-face training sessions to teachers of the deaf and other professionals including the Scottish Sensory Service.

We were delighted to welcome three new Trustees – Alice, Graham and Lucy – to our Board. Each brings a range of different skills and experiences which will benefit CMV Action going forward.

In National Awareness Month, June 2022, we collaborated with our international colleagues in the US, Canada and New Zealand to raise awareness of CMV, and many of our supporters shared their family's CMV journey to take part in our on-line "CMV: Faces and Stories" campaign. We also had two articles published in midwifery journals Midwifery Matters and The British Journal of Midwifery.

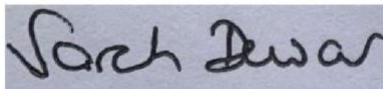
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As a charity we are so grateful to all our wonderful parents and supporters who raise money for us in all sorts of imaginative and sporting ways. Official events included the London Landmarks Half Marathon and the Great North Run. We have received a number of grants in 2022 including ones to translate resource materials into foreign languages as well as funds to support our conference attendance. We will continue to provide support and encouragement to all our current and future fundraisers, as well as looking for other sources of income to enable us to continue and expand our services going forward.

We continued to offer a high level of support to anyone affected by CMV, both by telephone, email or other avenues of support such as social media and a growing Facebook Support Group, giving people an opportunity to share experiences and stories.

We now look forward to 2023 with optimism and confidence, in good shape and firmly determined to continue to make a difference. Thank you to everyone who has supported us in 2022. With the help of professionals and families together we can bring about change.

Sarah Dewar  
Chair,  
CMV Action

A rectangular box containing a handwritten signature in black ink that reads "Sarah Dewar".

Sarah Dewar  
Chair,  
CMV Action  
**18 November 2023**

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Introduction**

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2023. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

**Our Trustees, Support Team and their advisers**

The names of those individuals who served as Trustees of the Charity during the year and who were appointed subsequent to the year end is as follows:

Trustees

Sarah Dewar	Chair
Liz Estall	
Alice Fletcher-Etherington	Appointed 11 June 2022
Graham Jones	Appointed 11 June 2022
Lucy Kelly	Appointed 11 June 2022
Tom Kelman	Treasurer
Amy Taylor	
Angela Henry	
Suzie Mills	Resigned 12 November 2022

Support Team

Giles King	IT adviser
Sharon Wood	Project Manager

Medical advisers

Dr. Chrissie Jones	Associate Professor of Paediatric Infectious Diseases, Southampton University
Professor Asma Khalil	Professor of Obstetrics and Maternal Fetal Medicine at St George's Hospital, University of London

Other advisers

Banker	Lloyds Banking Group
Independent Examiner	Mohammed Afzaal Bhatti (FCCA) KBM UK Ltd
Legal Advisor	DLA Piper UK LLP

**Our legal structure and governance**

The Charity is an incorporated association which has been registered as a charity since 11 June 2012 with the Charity Commission for England and Wales. In February 2018 we became a CIO (Charitable Incorporated Organisation) under a relatively new legal structure available for charities or charitable groups that wish to be incorporated. The Charity is governed by a constitution for unincorporated associations as provided by the Charity Commission for England and Wales. The constitution sets out the objects of the Charity and how its activities are to be conducted and governed. A copy of the full constitution can be found on our website [www.cmvaction.org.uk](http://www.cmvaction.org.uk).

**CMV Action  
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Year ended 31 January 2023**

The Trustees are all volunteers who undertake many of activities of the Charity, including offering support to pregnant women, parents and professionals. They are assisted by volunteers who have experience of CMV. The Trustees’ carried out monthly meetings by Zoom. Our quarterly newsletter and website provide members with information on the current and the future activities the Trustees are undertaking to further the objects of the Charity. The Trustees welcome any questions or feedback from members and stakeholders at all times.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection.

Trustees undertake appropriate training to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance provided by the Charity Commission for England and Wales and endeavour to act in accordance with the 6 principles set out in the Good Governance – A Code for the Voluntary and Community Sector.

**Our charitable objects**

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

**What we did in the past year**

We would highlight the following actions as being a reflection of our success in the past year in meeting our objectives.

<b>Objective</b>	<b>What we set out to do</b>	<b>What we did</b>	<b>The impact it had</b>	<b>What we learnt along the way</b>
<b>1.To Support families affected by CMV</b>	Appropriately support everyone seeking advice and assistance.	<p>We responded to requests for advice and information by telephone email and social media.</p> <p>We regularly sought advice from our medical experts in relation to medical issues raised in support requests to ensure a correct and consistent approach.</p> <p>Our Private Facebook Support Groups continued to grow and be a useful platform for members to share stories, advice and experiences.</p>	<p>Responses after support is given, as well as feedback on twitter, Facebook and the website demonstrated members deeply value this work.</p> <p>The group currently has 426 members.</p>	<p>Importance of volunteers having regular contact and support.</p> <p>We now respond to a higher level of enquiry requiring medical information as a result of better education of CMV.</p>

**CMV Action  
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Year ended 31 January 2023**

<p><b>2.To educate professionals, parents-to-be and the general public about prevention of CMV</b></p>	<p>Continue strategy to change professional behaviour and to raise awareness</p>	<p>Participated in meetings with other professionals and contributed to training sessions for professionals.</p> <p>Multi-approach to engagement and education through channels available during restrictions and beyond.</p> <p>Launched a range of redesigned and updated key literature.</p> <p>Translations of our key infographic into non-English languages commenced.</p> <p>Enjoyed a return to face-to-face exhibiting and health professional conference participation.</p>	<p>Raised awareness through multi-channel opportunities, nationally and internationally.</p>	<p>The charity can use the experience of the families we support to help educate professionals on the need for awareness and change.</p> <p>Building credibility with key influencers and professional bodies is critical to changing health professional behaviour.</p>
<p><b>3.To support the development and implementation of research into better testing, treatment and management of CMV</b></p>	<p>Progressed number of research priorities.</p>	<p>Continued to support the delivery of a major piece of research funded by the National Institute for Health Research to test the feasibility and impact of an antenatal education intervention in the UK (GAP-UK).</p> <p>Provided PPI assistance to a number of research projects and clinical trials.</p>	<p>These projects will provide important evidence in the UK for further research and lobbying.</p>	<p>Patient and public involvement is an important aspect of research bids and CMV Action’s support can make a significant contribution to bids.</p>
<p><b>4.To build the capacity of CMV Action</b></p>	<p>Improve our financial position and build capacity to deliver our objectives</p>	<p>Continued with our commitment to professional project management and fundraising.</p> <p>Welcomed three new Trustees to widen skills and experience on the Board.</p> <p>Continued to develop Trustee skills and experience.</p>	<p>Enabled CMV Action to take forward educational, research and fundraising activities that were not feasible working through volunteers alone.</p> <p>To ensure a sustainable, forward-thinking organisation.</p>	<p>The organisation needs dedicated staff to achieve our objectives.</p>

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Impact of support activities**

We have six regular support volunteers who are available to answer calls and emails of whom five are current or past trustees and one is a medical professional. All support volunteers have personal experience relating to CMV and have been involved with the charity for some time.

We operate a triage system. Support requests are received by an experienced trustee who will either offer support themselves or refers their query on to a trustee or volunteer depending on their experience and availability. We can also refer families to parents and grandparents who have been supported by CMV Action and have appropriate personal experience. We have two medical advisors, Dr C Jones and Professor Asma Khalil, who we can contact to assist with particularly complex medical enquiries.

In the year 1 February 2022 to 31 January 2023, we supported over 250 families via telephone, email, Facebook, and social media channels such as Twitter and Instagram. This included 92 telephone calls and 77 emails as the first point of contact. Support volunteers will offer support for as long as required so may be involved with an expecting couple or a family for a long period.

We had over 21,000 visitors to our website pages and responded to numerous requests for our literature. All items are downloadable from our website and our key infographic is available in 6 non-English languages. CMV Action has over 650 members and 1,300 subscribers who regularly receive updates and information on CMV. We also have a Facebook group CMV Action UK-family support which currently has over 400 members. This gives families the opportunity to request advice and support each other.

To comply with GDPR we only kept the details of those who consented to their data being retained. Other information is held in an anonymised support log. Details of families we support are never passed to a third party without their permission.

Support volunteers regularly report that the type of support request is gradually changing, and more people who contact us have had a diagnosis of CMV during pregnancy or are aware of CMV and want to learn how to minimise their risks. We regularly support those who have lost their baby. There is now the possibility of treatment during pregnancy in appropriate cases as well as treatment for new born babies. This has resulted in regular communication with our medical advisers to ensure we were giving the most up to date information in line with recent medical research.

Support volunteers work from home using their own computers and phones. Contact with other volunteers is important and support volunteers engage with each other regularly. We discuss what support to give and any concerns our volunteers have. At support meetings we discuss recent challenging or difficult cases and best practise on how to answer the issues raised.

We regularly receive positive feedback on the support we give from both those we support but also from medical professionals.

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Impact of awareness and education activities**

We were delighted to return to some of our customary face-to-face awareness and education activities with health professionals as the Covid restrictions began to lift during 2022. In May we exhibited at the Primary Care Public Health Conference at NEC Birmingham and in October we returned to the RCM Annual Conference in Newport.

Both events afforded us opportunities to speak to and discuss CMV with a wide range of health professionals and to distribute our newly launched literature. Our new tear-off leaflet pad for midwives was particularly well received. A tear-off page provides a summary of CMV and the simple hygiene precautions that can reduce risk of infection and is intended for a midwife to hand to pregnant women at their booking appointment, as a result of hearing from midwives that a barrier to discussing CMV is often simply pressure of time. Many copies of this new resource were taken away to be used in midwifery practices and many more have been ordered since as a result of several CMV articles we had published in midwifery journals.

We were pleased to take part in the CMV Session of the RCOG "An Update on Infections During Pregnancy" day and to deliver both on-line and face-to-face training sessions to teachers of the deaf and other professionals during the year.

Work commenced on translating our literature and resources to reach those where language is a barrier. We added a facility to our website, our key platform for professionals and members of the public alike, to translate content into almost any language in the world. We translated our key infographic into six of the most commonly used non-English languages in the UK – Polish, Romanian, Panjabi, Urdu, Arabic and Bengali – and these are available as downloads in the resource section of our website.

We built on our collaboration with other charities and like-minded organisations through membership of the Pregnancy and Babies Charities Network and the All-Party Parliamentary Group on Baby Loss. We also collaborated with international partners in relation to activities for June's National Awareness Month.

Our Facebook messages reached around 100,000 people which was down on the previous year due to the previous year having a very strong presence around the campaign for screening. We also placed more paid for posts in the previous year. Followers have increased by 3% to 4358. Visits to our Facebook page increased by 81% and likes of the page increased by 100%. The best performing post reached over 15,000 people driving nearly 360 people to visit the website.

Instagram followers increased to 692 (up from 492) and the best performing post reached over 10,000 accounts. Twitter remains consistent with 3361 followers and an average reach per week of 3,000 people.

Our Private Facebook Support Group continues to grow with over 400 now taking part in discussions and sharing experiences.

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Impact of research activities**

This year CMV Action continued to support the delivery of a major piece of research funded by the National Institute for Health Research (NIHR) to test the feasibility and impact of an antenatal education intervention in the UK. The RACE-FIT – Reducing Acquisition of CMV through Antenatal Education/CMV GAP).

We were also consulted and partnered, as the patient representative organisation for cCMV, on a number of research applications.

**Fundraising Summary**

The total funds raised from February 2022 to January 2023 was £42k.

Official events included the London Landmarks Half Marathon and the Great North Run. Due to difficulties filling all places at events we decided not to commit to places in future and have instead sourced places via an agreement with Run for Charity. This gives us access to over 350 fundraising events without committing to places which we cannot fill.

We had 17 people taking part in other events and fundraisers which was up on the 13 people from the year before. However, at around £11.5k the funds raised were slightly lower than the year before. There is no doubt that the post covid environment plus the cost-of-living crisis is having an impact on the willingness of people to both raise money and to donate.

We have successfully received several grants in 2022/23 including ones to translate all our materials into foreign languages as well as funds to support our conference attendance. In all over £14,390 was received.

**Our Fundraisers**

Apart from the time given freely by the Trustees and the volunteers who assist us on our support line, the Charity relies heavily on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year we are indebted to those who have given us money and their time to help organise and participate in events that have raised funds. We therefore thank everyone for their continued support without which we would be unable to pursue our objectives.

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Financial Commentary**

The Charity saw its net assets decrease by £14,082 from £144,189 to £130,107 and this was due to a reduced level of donations and income from fundraising events bolstered by the receipt of three grants amounting in a combined income total to £42,433 whilst our expenses amounted in total to £56,515.

The Trustees are fully aware that they have a responsibility to apply these reserves to further the objects of the Charity and so have agreed a strategy for the coming three years ended 31 January 2026 for this purpose. This will see the Trustees continue to apply some of the reserves to further the Charity's objects whilst also continuing to retain reserves to mitigate risk and to fund innovation and future developments.

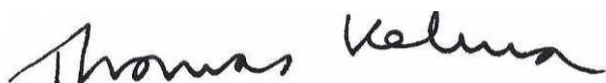
The Trustees have yet to consider and document a formal reserves policy.

The Trustees have yet to consider and document a formal investment policy but have sought security and liquidity in preference over yield given the low level of reserves currently held by the Charity and the low level of reward offered by deposit takers.

The Trustees have identified the main risks the Charity faces, and these are the reliance on donations and fundraising with no regular annuity, and the reputational risk that could arise from giving bad advice to members or issuing incorrect educational material on CMV. The Trustees' have controls in place to manage and mitigate these risks.

The Trustees have considered the going concern status of the charity in light of the pandemic and have no reason to believe that the charity will be unable to meet its debts and conduct its activities for the foreseeable future beyond the twelve months from the date of signing this annual report.

**Tom Kelman**



**Honorary Treasurer  
18 November 2023**

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**CMV Action  
Statement of Financial Activities  
For the year ended 31 January 2023**

	Notes	2023			2022		
		£ Restricted	£ Unrestricted	£ Total	£ Restricted	£ Unrestricted	£ Total
<b>Incoming resources</b>	<b>1</b>						
<i>Incoming resources from generated funds</i>							
Fundraising events, donations, grants		14,390	27,531	41,921	2,622	44,921	47,543
Merchandise sales		-	-	-	-	137	137
Bank interest		-	511	511	-	42	42
<b>Total incoming resources</b>		<b>14,390</b>	<b>28,043</b>	<b>42,433</b>	<b>2,622</b>	<b>45,100</b>	<b>47,722</b>
<b>Resources expended</b>	<b>2</b>						
<i>Costs of generating funds</i>							
Fundraising events & Donations		-	(1,420)	(1,420)	-	(1,352)	(1,352)
Fundraising trading: costs of goods sold		-	-	-	-	(212)	(212)
<b>Total costs of generating funds</b>		<b>-</b>	<b>(1,420)</b>	<b>(1,420)</b>	<b>-</b>	<b>(1,564)</b>	<b>(1,564)</b>
<i>Charitable activities</i>							
Project management costs		(5,000)	(23,779)	(28,779)	-	(23,634)	(23,634)
Community fundraiser costs		(2,500)	(10,044)	(12,544)	-	(8,283)	(8,283)
Other direct costs		(6,890)	(4,914)	(11,804)	(2,622)	(4,475)	(7,097)
<b>Total charitable activities costs</b>		<b>(14,390)</b>	<b>(38,737)</b>	<b>(53,127)</b>	<b>(2,622)</b>	<b>(36,392)</b>	<b>(39,014)</b>
<i>Governance costs</i>							
Trustees' expenses	<b>3</b>	-	-	-	-	-	-
Depreciation of fixed assets		-	(1,968)	(1,968)	-	(377)	(377)
<b>Total governance costs</b>		<b>-</b>	<b>(1,968)</b>	<b>(1,968)</b>	<b>-</b>	<b>(377)</b>	<b>(377)</b>
<b>Total resources expended</b>		<b>(14,390)</b>	<b>(42,125)</b>	<b>(56,515)</b>	<b>(2,622)</b>	<b>(38,333)</b>	<b>(40,955)</b>
<b>Net movement in funds</b>		<b>-</b>	<b>(14,082)</b>	<b>(14,082)</b>	<b>-</b>	<b>6,767</b>	<b>6,767</b>
Total funds brought forward		-	144,189	144,189	-	137,422	137,422
<b>Total funds carried forward</b>			<b>130,107</b>	<b>130,107</b>	<b>-</b>	<b>144,189</b>	<b>144,189</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The notes on page 13 to 14 form part of these financial statements.

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**CMV Action  
Statement of Financial Position  
As at 31 January 2023**

	<b>Notes</b>	<b>2023</b>	2022
		<b>£</b>	£
<b>Fixed Assets</b>	<b>4</b>		
Tangible Fixed Assets		<b>1,119</b>	532
Intangible Fixed Assets		<b>2,872</b>	2,200
Total Fixed Assets		<b>3,991</b>	2,732
<b>Current assets:</b>			
Debtors - prepayments	<b>5</b>	-	709
Cash at bank and in hand		<b>128,220</b>	141,588
Total current assets		<b>128,220</b>	142,297
<b>Liabilities:</b>			
Creditors: Amounts falling due within one year - accruals	<b>6</b>	<b>(2,103)</b>	(840)
Net Current Assets		<b>126,117</b>	141,457
<b>Net assets</b>		<b>130,107</b>	144,189
<b>The funds of the charity:</b>			
Total unrestricted funds		130,107	144,189
Total restricted funds		-	-
Total unrestricted funds		<b>130,107</b>	144,189

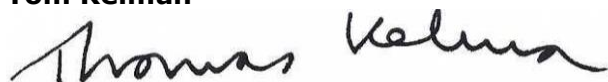
**Statement of Cash Flows  
For the year ended 31 January 2023**

	<b>2023</b>	2022
	<b>£</b>	£
<b>Reconciliation of changes in resources to net cash inflow from operating activities</b>		
Net incoming/(outgoing) resources	<b>(14,082)</b>	6,767
Purchase of Tangible and Intangible Fixed Assets	<b>(3,227)</b>	(3,109)
Depreciation of Fixed Assets	<b>1,967</b>	377
Decrease / (Increase) in debtors	<b>710</b>	(709)
(Decrease) / Increase in creditors	<b>1,263</b>	(1,307)
<b>Net cash (outflow)/inflow from operating activities</b>	<b>(13,369)</b>	2,019
<b>Net funds at 1 February</b>	<b>141,588</b>	139,569
<b>Net funds at 31 January</b>	<b>128,220</b>	141,588

The notes on page 13 to 14 form part of these financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

**Tom Kelman**



**Honorary Treasurer  
18 November 2023**

**CMV Action  
Notes to the financial statements**

**1. Statement of accounting compliance Convention**

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current 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 the Republic of Ireland (FRS 102) and the Charities SORP (FRS 102) and the Charities Act 2011.

**2. Statement of accounting policies**

**Going concern**

There are no material uncertainties about the charity's ability to continue undertaking its activities in the coming twelve months from the date on which the financial statements were approved by the Trustees.

**Recognition of income**

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event, if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

**Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 3. below.

**Tangible and Intangible fixed assets and depreciation and amortisation**

Tangible and Intangible fixed assets with a cost more than £500 are capitalised at cost. Depreciation and amortisation of fixed assets is charged at rates estimated to write off their costs or valuation (less any residual value) over their estimated useful lives commencing in the month of acquisition and over three years using straight-line rates of depreciation and amortisation.

**3. Trustees' expenses**

As a result of the Trustees not travelling to meet each other and conducting their meeting over Zoom over the two-year impacted by Covid there were no Trustees expenses incurred in either year.

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**CMV Action  
Notes to the financial statements (continued)**

**4. Fixed Assets – Tangible and Intangible**

	<b>Tangible £</b>	<b>Intangible £</b>	<b>Total £</b>
<b>Cost</b>			
At 1 February 2022	709	2,400	3,109
Additions	1,019	2,208	3,227
<b>At 31 January 2023</b>	<b>1,728</b>	<b>4,608</b>	<b>6,336</b>
<b>Depreciation</b>			
At 1 February 2022	177	200	377
Charge in year	432	1,535	1,967
<b>At 31 January 2023,</b>	<b>609</b>	<b>1,735</b>	<b>2,345</b>
<b>Net book value as at 31 January 2023</b>	<b>1,119</b>	<b>2,873</b>	<b>3991</b>
Net book value as at 31 January 2022	532	2,200	2,732

**5. Debtors – prepayments and accrued income**

	<b>2023</b>	2022
	<b>£</b>	£
Prepaid exhibition fees	-	709

**6. Creditors: Amounts falling due within one year – accruals**

	<b>2023</b>	2022
	<b>£</b>	£
Project Manager's fees and expenses	<b>888</b>	-
Community Fundraiser Fees	<b>1,215</b>	840
<b>Total accruals</b>	<b>2,103</b>	840

**CMV Action  
Financial Statements  
Year ended 31 January 2023**

**Independent Examiner's report to the Trustees' of CMV Action Charity  
No.1171773**

I report to the trustees on my examination of the financial statements of the above charity for the year ended **31 January 2023**.

**Responsibilities and basis of report**

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

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 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 my attention in connection with the examination which gives me cause to believe that in, any material respect:

1. accounting records were kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do accord with those records; or
3. the financial statements do 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 accounts to be reached.



20/11/2023.

Mohammed Afzaal Bhatti FCCA  
Independent Examiner

K B M UK Limited  
1 Concord Business Centre  
Concord Road  
London  
UK  
W3 0TJ

**CMV ACTION**

England & Wales - Charity number 1171773

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# Accounts

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# Trustees' Annual Report and Financial Statements

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For the year ended 31 January 2021

**(Charitable Incorporated Organisation)**

**Registered charity number: 1171773**

**CMV Action  
Financial Statements  
Year ended 31 January 2021**

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**CMV Action  
Trustee's Annual Report  
Year ended 31 January 2021**

**Chair's Foreword**

2020 was a challenging year. CMV Action undoubtedly had to dig deep to overcome the impact of the Covid-19 pandemic.

As a charity we are so grateful to all our wonderful community fundraisers who raise money for us in all sorts of imaginative and sporting ways, and, of course, the pandemic prevented so many of these fundraising opportunities and events from taking place; something which had a marked effect on our income. We are so grateful to those fundraisers who found new and innovative ways to raise money during the year to enable us to continue our services – those who took part in a Virtual 5K run during CMV Awareness Month in June, and the stupendous efforts of Rupert Allhusen who, on Sunday, 6<sup>th</sup> September, completed a fantastic challenge swimming the channel to raise funds for CMV Action and another charity, the RHF Defibrillator Fund, to name but two.

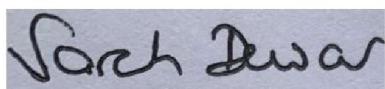
Demands for our services continued despite the pandemic, with the added concern of Covid-19 for parents and parents-to-be resulting in a greater need for us to be there to support those affected by CMV. We have worked hard to continue our work, our influencing, our collaboration and partnerships, just in slightly different ways. We joined the Zoom revolution, using the platform to meet with stakeholders and for the Trustees to regularly discuss operations and contingencies during this difficult year.

We were delighted that Professor Asma Khalil joined CMV Action as a Medical Advisor. Asma is a Professor of Obstetrics and Maternal Fetal Medicine at St. George's Hospital, University of London. We were lucky to be joined by two new Trustees, Suzie Mills and Angela Henry. We were also pleased to welcome Clare Kelly as a volunteer to support our Treasurer in financial matters. Clare is a Finance Manager and member of the Association of Accounting Technicians.

To complement our Facebook page we set up a Facebook Support Group, which already has 200 members, giving people an opportunity to share stories and experiences.

Although some of our awareness work, particularly in respect of reaching health professionals through conferences, workshops etc. was curtailed, with the help of our Medical Advisors, we spent time commencing a full review of our literature and resources. We are excited to be launching two brand new publications in 2021 – CMV in Pregnancy and CMV in Babies and Children. We also worked on a new 3 Year Strategic Plan, with the intention of being in a stable, sustainable position to move forward as soon as restrictions allow.

Whilst restrictions are still very much in place currently, we look forward to 2021 with optimism and confidence that we can make a difference. Thank you to everyone who has supported us in 2020 – together we can bring about change.



Sarah Dewar  
Chair,  
CMV Action

**19 June 2021**

# **CMV Action Trustee's Annual Report Year ended 31 January 2021**

## **Introduction**

The Trustees have pleasure in presenting their annual report on the activities of CMV Action ('the Charity') for the year ended 31 January 2021. This report sets out the activities for the year undertaken by the Trustees and the volunteers who have supported the Charity over the past year.

## **Our Trustees and their advisers**

The names of those individuals who served as Trustees of the Charity during the year and who were appointed subsequent to the year end is as follows:

Sarah Dewar	Chair
Liz Estall	
Tom Kelman	Treasurer
Kate Munson	
Jan Pearman	
Amy Taylor	
Angela Henry	
Suzie Mills	

The Trustees' advisers are as follows:

**Dr. Chrissie Jones**, Associate Professor of Paediatric Infectious Diseases, Southampton University

**Dr Seilesh Kadambari BSc (Hons), MBBS, MRCPCH**

**Professor Asma Khalil**, Professor of Obstetrics and Maternal Fetal Medicine at St George's Hospital, University of London

Banker:	Lloyds Banking Group
Independent Examiner:	Mohammed Afzaal Bhatti (FCCA) - K B M UK Limited
Legal Advisor:	DLA Piper UK LLP

## **Our legal structure and governance**

The Charity is an incorporated association which has been registered as a charity since 11 June 2012 with the Charity Commission for England and Wales. In February 2017 we became a CIO (Charitable Incorporated Organisation) under a relatively new legal structure available for charities or charitable groups that wish to be incorporated. The Charity is governed by a constitution for unincorporated associations as provided by the Charity Commission for England and Wales. The constitution sets out the objects of the Charity and how its activities are to be conducted and governed. A copy of the full constitution can be found on our website [www.cmvaction.org.uk](http://www.cmvaction.org.uk).

The Trustees are all volunteers who undertake all of the day to day activities of the Charity, including offering support to pregnant women and parents. They are assisted by volunteers who have experience of CMV. The Trustees' met once during the year and held six conference calls in-between these meetings. Our quarterly newsletter and website provide members with information on the current and the future activities the Trustees are undertaking to further the objects of the Charity. The Trustees welcome any questions or feedback from members and stakeholders at all times.

In appointing new Trustees, the existing Trustees undertake a proportionate recruitment process that identifies the skills needed for the role, advertise the role and interview candidates for the role prior to their selection.

Trustees undertake appropriate training to fulfil their role and to keep up to date with the law and regulations surrounding the governance and operation of the Charity. They pay particular attention to the clear guidance

**CMV Action  
Trustee’s Annual Report  
Year ended 31 January 2021**

provided by the Charity Commission for England and Wales and endeavour to act in accordance with the 6 principles set out in the Good Governance – A Code for the Voluntary and Community Sector.

**Our charitable objects**

The three charitable objects of the Charity are as follows.

1. To promote and protect the physical and mental health of families affected by congenital CMV through the provision of support, education and practical advice.
2. To advance the education of the medical profession and the general public into congenital CMV and its implications for the family.
3. To promote research into the causes, effects, prevention, treatment and management of congenital CMV and to disseminate the useful results thereof.

**What we did in the past year**

We would highlight the following actions as being a reflection of our success in the past year in meeting our objectives.

<b>Objective</b>	<b>What we set out to do</b>	<b>What we did</b>	<b>The impact it had</b>	<b>What we learnt along the way</b>
<b>1.To Support families affected by CMV</b>	Appropriately support everyone seeking advice.	We regularly respond to requests for advice and information by telephone email and social media.  We regularly seek advice from our medical experts in relation to medical issues raised in support requests to ensure a correct and consistent approach. Additional support was provided in relation to the effects of Covid-19.  We set up a Private Facebook Support Group for members to share stories, advice and experiences.	Feedback on twitter, Facebook and the website demonstrates members deeply value this work  The group already has 200 members	Importance of volunteers having regular contact and support.  Now respond to a higher level of enquiry requiring medical information as a result of better education of CMV
<b>2.To educate professionals, parents-to-be and the general public about prevention of CMV</b>	Continued strategy to change professional behaviour and to raise awareness	Multi-channel approach to engagement and education through channels available during pandemic	Raised awareness through multi-channel opportunities, nationally and internationally	Building credibility with key influencers and professional bodies is critical to changing health professional behaviour

**CMV Action  
Trustee’s Annual Report  
Year ended 31 January 2021**

<p><b>3.To support the development and implementation of research into better testing, treatment and management of CMV</b></p>	<p>Progressed number of research priorities</p>	<p>Continued to support the delivery of a major piece of research funded by the National Institute for Health Research to test the feasibility and impact of an antenatal education intervention in the UK (RACEFIT)</p> <p>Provided PPI assistance to a number of research projects and clinical trials</p>	<p>These projects will provide important evidence in the UK for further research and lobbying.</p>	<p>Patient and public involvement is an important aspect of research bids and CMV Action’s support can make a significant contribution to bids.</p>
<p><b>4.To build the capacity of CMV Action</b></p>	<p>Improve our financial position and build capacity to deliver our objectives</p>	<p>Continued with our commitment to professional project management.</p> <p>Recruited a volunteer to support our Treasurer.</p> <p>Increased use of third- party providers.</p> <p>Drafted and agreed a new 3 Year Strategic Plan for period 2021-2023.</p> <p>Continued to develop Trustee skills and experience.</p>	<p>Enabled CMV Action to take forward professional development and research activity that was not feasible working through volunteers alone</p> <p>To ensure a sustainable, forward thinking organisation.</p>	<p>The organisation needs dedicated staff to achieve our objectives</p>

**Impact of support activities**

We have six regular support volunteers who are available to answer calls and emails of whom five are current trustees and two are medical professionals. All support volunteers have personal experience relating to CMV.

We operate a triage system. Support requests are received by one person who then either offers support or refers their query on to a trustee or volunteer depending on their experience and availability. We can also refer families to parents and grandparents who are members of CMV Action with appropriate personal experience. We have two medical advisors, Dr C Jones and Professor Asma Khalil, who we can contact to assist with particularly complex medical enquiries.

In the year 1 February 2020 to 31 January 2021, we supported over 170 new families, receiving over 50 calls, 95 requests for support through email and Facebook and numerous requests for our literature, as well as general support on social media, to new members and follow up calls and emails. Our website had over 50,000 user visits, and over 100,000 unique page views. CMV Action has over 650 members and our subscribers increased by 150 to 1300.

**CMV Action  
Trustee's Annual Report  
Year ended 31 January 2021**

To comply with GDPR we only keep details of those who consent to their data being retained. Other information is held in an anonymised support log. Details of families we support are never passed to a third party without their permission.

Support volunteers report that the type of support request is gradually changing, and more people who contact us have had a diagnosis of CMV during pregnancy or are aware of CMV and want to learn how to minimise their risks. Not surprisingly, due to the worldwide pandemic, this year we had additional queries from people wanting information about Coronavirus and how it might affect babies with CMV which resulted in regular communication with our medical advisers to ensure we were giving the most up to date information in a fast-moving situation.

Support volunteers work from home using their own computers and phones. Contact with other volunteers is important and support volunteers participate in regular conference calls. We discuss how support is offered and any concerns our volunteers have. We also discuss a recent challenging or difficult case and best practise on how to answer the issues raised.

In CMV National Awareness Month 2020 we held a Virtual 5K run event, which supporters completed in their gardens or local areas. One of our Trustees took part in an online interview with CMV Canada, to share ideas and progress.

**Impact of awareness and education activities:**

Sadly, the impact of the Covid-19 pandemic curtailed many of our awareness and education activities with health professionals with the cancellation of a number of conferences that we had intended attending. However, we were able to take part in an on-line RCOG Conference "An Update on Infections in Pregnancy" when our Chair of Trustees, Sarah Dewar, chaired the session on CMV and we were given access to the European Congenital Cytomegalovirus Initiative Conference (ECCI) held in Paris but which went "virtual" and gave us a great opportunity to access world-leading presentations and papers on CMV.

In October, one of our Trustees was able to give a presentation to colleagues in the fetal medicine team at Birmingham Women's Hospital, something we hope to be able to repeat in different areas of the UK when restrictions allow.

Participation in the CMV E-learning module, which continues to be the most popular module on the RCM i-learn platform as well as being available on the CMV Action website, continued, as did a series of evening Webinars, which reached over 50 professionals.

We built on our collaboration with other charities and like-minded organisations through membership of the Pregnancy and Babies Charities Network and the All-Party Parliamentary Group on Baby Loss.

A review of all our literature and resources commenced and we look forward to launching two brand new publications early in 2021. We believe that the update of our core information will provide a very positive platform for our continuing key aim of educating professionals, parents-to-be and the general public about the prevention of CMV in 2021.

**Impact of research activities**

This year CMV Action continued to support the delivery of a major piece of research funded by the National Institute for Health Research (NIHR) to test the feasibility and impact of an antenatal education intervention in the UK (RACE-FIT – Reducing Acquisition of CMV through Antenatal Education). The second phase of the project was completed which evidenced that a large scale RCT to determine the efficacy of a digital CMV education intervention is feasible and it is hoped that a further NIHR PRP application for funding will enable this work to be taken forward.

## **CMV Action Trustee's Annual Report Year ended 31 January 2021**

We assisted in a Huddersfield University Research project into cognition and behaviour in children with CMV, recruiting parents and children to take part in an on-line questionnaire with an excellent response. We also provided the parent perspective in a number of CMV studies and clinical trials which it is hoped will fill important gaps in evidence in the UK as well as powerfully making the case for a greater focus on CMV risk reduction and giving new practical insights into the most effective way of doing this in the NHS.

### **Facebook/media coverage**

We were delighted to launch a Private Facebook Support Group to complement our Facebook Page. Membership soon grew, with over 200 now taking part in discussions and sharing experiences.

We have a 100% response rate to Facebook contacts, with an average response time of just over 2 hours, which is much appreciated by those seeking information and support. In any week, individual posts reach anything from 300-2000 people. Through our 4177 followers, we estimate we reach approximately 900 people.

In terms of Twitter, we have 3307 followers and average 3698 impressions per week.

### **Our fundraisers**

Apart from the time given freely by the Trustees and the volunteers who assist us on our support line, the Charity relies wholly on donations from individual members of the public and on monies raised from fundraising events to finance its activities. During the past year we are indebted to those who have given us money and their time to help organise and participate in events that have raised funds in very difficult times. We therefore thank everyone for their continued support without which we would be unable to pursue our objectives.

### **Financial Commentary**

The past year has been a successful year for the Charity in terms of net income. The Charity saw its net assets increase by £21,524 from £115,898 to £137,422 and this was due to an increased level of donations and income from fundraising events along with merchandise sales amounting in total to £52,494, whilst our expenses amounted in total to £30,970.

The Trustees are fully aware that they have a responsibility to apply these reserves to further the objects of the Charity and so are in the process of agreeing a strategy and a financial budget for the coming three years ended 31 January 2024 for this purpose. This will see the Trustees continue to apply some of the reserves to further the Charity's objects whilst also continuing to retain reserves to mitigate risk and to fund innovation and future developments.

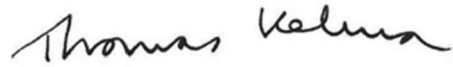
The Trustees have yet to consider and document a formal reserves policy but have agreed, as part of the annual budgeting process that given the current relatively low level of reserves currently held by the Charity and the uncertainty of its income stream which have come under further pressure due to the pandemic then reserves should be maintained at no less than £80,000 in the coming year.

The Trustees have yet to consider and document a formal investment policy but have sought security and liquidity in preference over yield given the low level of reserves currently held by the Charity and the low level of reward offered by deposit takers.

The Trustees have identified the main risks the Charity faces and these are the reliance on donations and fundraising with no regular annuity, and the reputational risk that could arise from giving bad advice to members or issuing incorrect educational material on CMV. The Trustees' have controls in place to manage and mitigate these risks.

**CMV Action  
Trustee's Annual Report  
Year ended 31 January 2021**

The Trustees have considered the going concern status of the charity in light of the pandemic, and have no reason to believe that the charity will be unable to meet its debts and conduct its activities for the foreseeable future beyond the twelve months from the date of signing this annual report.

A handwritten signature in black ink that reads "Thomas Kelman". The signature is written in a cursive style with a large initial 'T' and 'K'.

**Tom Kelman  
Honorary Treasurer**

**19 June 2021**

**CMV Action**  
**Statement of Financial Activities**  
(including income and expenditure account)  
**For the year ended 31 January 2021**

	Notes	2021 £	2020 £
<b>Incoming resources</b>			
<i>Incoming resources from generated funds</i>			
Fundraising events & Donations		51,449	102,113
Merchandise sales		869	1,982
Bank interest		176	418
<b>Total incoming resources</b>		<b>52,494</b>	<b>104,513</b>
<b>Resources expended</b>			
<i>Costs of generating funds</i>			
Fundraising events & Donations		(2,447)	(1,398)
Fundraising trading: costs of goods sold		(57)	(750)
Total costs of generating funds		<b>(2,504)</b>	<b>(2,148)</b>
<i>Charitable activities</i>			
Promote and protect physical and mental health of families		(3,200)	(6,504)
Advance education of medical profession and general public		(0)	(1,176)
Promote research		-	-
Total charitable activities costs		<b>(3,200)</b>	<b>(7,680)</b>
<i>Governance costs</i>			
Trustees' expenses	3	-	(507)
Project management costs		(22,885)	(26,033)
Other expenses		(2,381)	(1,022)
Total governance costs		<b>(25,266)</b>	<b>(27,562)</b>
<b>Total resources expended</b>		<b>(30,970)</b>	<b>(37,390)</b>
Net movement in funds		21,524	67,123
Total funds brought forward		115,898	48,775
<b>Total funds carried forward</b>		<b>137,422</b>	<b>115,898</b>

All of the above results are derived from continuing activities.  
There were no other recognised gains or losses other than those stated above.  
The notes on page 10 form part of these financial statements.

**CMV Action  
Balance Sheet  
As at 31 January 2021**

	Notes	2021 £	2020 £
<b>Current assets:</b>			
Debtors - prepayments	4	-	1,457
Cash at bank and in hand		139,569	116,480
Total current assets		<u>139,569</u>	<u>117,937</u>
<b>Liabilities:</b>			
Creditors: Amounts falling due within one year - accruals	5	(2,147)	(2,039)
<b>Net assets</b>		<u>137,422</u>	<u>115,898</u>
<b>The funds of the charity:</b>			
Total unrestricted funds		<u>137,422</u>	<u>115,898</u>


The notes on page 10 form part of these financial statements.

**CMV Action  
Statement of Cash Flows  
For the year ended 31 January 2021**

	2021 £	2020 £
<b>Reconciliation of changes in resources to net cash inflow from operating activities</b>		
Net incoming/(outgoing) resources	21,524	67,123
Increase in debtors	1,457	(657)
Increase in creditors	108	927
<b>Net cash (outflow)/inflow from operating activities</b>	<u>23,089</u>	<u>67,393</u>
<b>Net funds at 1 February</b>	<u>116,480</u>	<u>49,087</u>
<b>Net funds at 31 January</b>	<u>139,569</u>	<u>116,480</u>

The notes on page 10 form part of these financial statements.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Tom Kelman  
Honorary Treasurer**

**19 June 2021**

## CMV Action

### Notes to the financial statements

#### 1. Statement of accounting compliance Convention

The financial statements are prepared in accordance with applicable accounting standards in the United Kingdom and under the historical cost convention and comply with the current Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable to the Republic of Ireland FRS 102 and the Charities SORP (FRS 102) as revised and issued in October 2019 by the Charity Commission for England and Wales.

#### 2. Statement of accounting policies

##### Going concern

There are no material uncertainties about the charity's ability to continue.

##### Recognition of income

Income attributable to the financial year is recognised as follows:

- Fundraising activities – where possible the income arising from fundraising activities is recognised at the time of the event, if this is not possible to determine then the income is recognised when it is physically received by the Charity as cleared funds.
- Donations – the income arising from donations is recognised when it is physically received by the Charity as cleared funds.
- Merchandise sales – the income arising from merchandise sales is recognised when it is physically received by the Charity as cleared funds.

##### Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. A further analysis of the expenditure on Trustees' expenses is given in note 3.

#### 3. Trustees' expenses

	2021	2020
	£	£
Includes expenses reimbursed to Trustees as follows:		
In respect of travel	-	379
In respect of reimbursed telephone and postage costs	-	30
In respect of reimbursed subsistence costs	-	98
Total Trustees' expenses	<u>-</u>	<u>507</u>

#### 4. Debtors – prepayments and accrued income

Prepaid exhibition fees	<u>-</u>	<u>1,457</u>
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#### 5. Creditors: Amounts falling due within one year – accruals

Project Manager's fees and expenses	2,147	1,409
Postage costs on merchandise sales	-	356
Trustees' expenses	-	274
<b>Total accruals</b>	<b><u>2,147</u></b>	<b><u>2,039</u></b>

## CMV Action

### Independent Examiner's report to the Trustees' of CMV Action Charity No.1171773 For the year ended 31 January 2021

I report to the trustees on my examination of the financial statements of the above charity for the year ended 31 January 2021.

#### Responsibilities and basis of report

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

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 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 my attention in connection with the examination which gives me cause to believe that in, any material respect:

1. accounting records were kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do accord with those records; or
3. the financial statements do 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 accounts to be reached.



19/6/21.

Mohammed Afzaal Bhatti FCCA  
Independent Examiner

K B M UK Limited  
1 Concord Business Centre  
Concord Road  
London  
UK  
W3 0TJ