

PEEPS

England & Wales · Charity number 1179495

Details

Status Registered

Legal form CIO

Registered 2018-08-09

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

Contact

Address Peeps
Hollinwood Business Centre
Albert Street
Oldham
OL8 3QL

Phone 07838 197 945

Email info@peeps-hie.org

Website www.peeps-hie.org

Activities

Objects: THE OBJECTS OF THE CIO ARE FOR THE PUBLIC BENEFIT:1.TO PROMOTE AND PROTECT THE GOOD HEALTH AND RELIEVE THE NEEDS OF PARENTS AND THEIR FAMILIES AFFECTED BY HIE (HYPOXIC-ISCHEMIC ENCEPHALOPATHY) BY THE PROVISION OF SUPPORT, INFORMATION AND ACTIVITIES AND SUCH OTHER MEANS AS THE TRUSTEES DEEM FIT; AND2.TO ADVANCE THE EDUCATION OF THE MEDICAL PROFESSION AND THE GENERAL PUBLIC IN HIE AND ITS IMPLICATIONS FOR THE FAMILY.

Activities: We support families across the UK who have been affected by HIE (hypoxic-ischaemic encephalopathy). This is done by providing information (such as via parent packs for those in neonatal intensive care units), signposting to other charities/support groups, organising activities, peer support, funding for equipment etc.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** People With Disabilities, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£269,945	£228,315	-	-
2024-08-31	£213,161	£181,778	-	-
2023-08-31	£142,557	£130,764	-	-
2022-08-31	£105,521	£88,975	-	-
2021-08-31	£84,132	£70,850	-	-
2020-08-31	£39,405	£24,428	-	-

Trustees

Name	Role	Appointed
Jenny Staniforth	Chair	2026-04-29
Dr Ela Chakkarapani		2022-05-01
Erika Lucas		2023-11-10
Hannah Adams		2022-05-01
Martin Bell		2023-11-10
Stacey Attaway		2024-10-29

PEEPS

England & Wales - Charity number 1179495

Accounts

Registered charity number
1179495



Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2025

Peeps
Report and accounts
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Trustees

Jennifer Cawthorne
Dr Ela Chakkarapani
Hannah Adams
Erika Lucas
Martin Bell
Jenny Clough
Stacey Attaway

Independent examiners

Shahed Alam BSc (Hons) FCPFA
ATS Accountants Ltd
Globe House
Globe Park, Moss Bridge Rd
Rochdale
OL16 5EB

Registered office

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Registered charity number

1179495

Trustees' Report

The Trustees present their report and financial statements of the charity for the year ended 31 August 2025.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102).

Objectives

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by H.I.E. (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in H.I.E. and its implications for the family.

The Team

Saying hello

Our little team has been growing some more! Aishat (Family Inclusion & Support Worker), Leah (Events Coordinator) and Jess (Income & Engagement Office) joined Peeps in October and November 2024. The family and events positions are thanks to funding from the Lottery Reaching Communities, which was awarded at the end of our last financial year.

We also welcomed Stacey Attaway to our Board of Trustees to the board in October 2024:

"I bring to the role a deeply personal experience of H.I.E. My son, Frank, was born in July 2020 with severe H.I.E. and had complex medical needs as a result of his condition. Sadly, he passed away at 16 weeks old. Prior to having Frank I had never heard of H.I.E., and I was naïve to the challenges that parents of children with additional needs face. This is why the work of Peeps is so important and a cause very close to my heart."

A note from the Founders

"We say it every year, but the time goes so quickly. It has been another positive year in terms of growth for Peeps, although as always, we'd love to get to a point where we aren't needed.

More families are finding us, and our support is tailored to suit individual needs. There isn't a one size fits all when it comes to H.I.E. and helping, but by keeping families at the heart of all we do, asking and listening, we're getting it as right as we can.

As founders of the charity it is both exciting and a little nerve-racking to see Peeps evolve, especially when it comes to growing the team. We can't expect anyone to feel as passionately about Peeps as we do, yet we have managed to recruit dedicated, caring and compassionate people (both as paid staff and volunteers), who are committed to doing all they can for the families we support. The next step will be to recruit a Charity Manager, part of the strategic plan we created last year with our Pilotlight project. The aim is that this will not only help in terms of growth, but importantly with the sustainability of the charity. We don't have plans to go anywhere just yet! Knowing that Peeps is in safe hands and will continue to offer vital support, even if we aren't directly involved, matters a lot. It's a legacy for our daughter Heidi, who turned 10 this year, and continues to be the driving force behind the charity.

We'd personally like to say a huge thank you to all who have supported Peeps this year. Whether through volunteering time and expertise, sharing information, fundraising or donating, we really couldn't do what we do without you.

Thank you, and here's to the next 12 months!"

Sarah and Steve Land

A note from the Chair

As I write this it seems no time since I was thinking about the report last year. It has been another positive year for Peeps. Our team of employees and Trustees have both grown in the last year. It was good to welcome Stacey Attaway to the Board. Stacey has brought her own personal experience of HIE and her input already has been much appreciated.

I continue to be particularly proud of the counselling support Peeps provides to families (640 hours of support have been provided this year). This is available through face to face or online sessions depending on individual preference and group therapy has also been introduced this year. This support can be difficult to obtain and Peeps can often organise it within days or a few short weeks. We hear at Trustees meetings, through parent feedback, what a difference it has made to families.

There are plans to recruit further to expand the team and I hope it will be another positive year ahead for the Peeps team.

As a Board we continue to work well together and bring a broad range of skills and experience to meetings which is very valuable.

Jennifer Cawthorne

Activities

The positive impact of our core activities continues to be evident, and they remain in place. Families tell us how much of a difference counselling has made to not only their lives, but those of loved ones around them; we hear how receiving a parent pack at the very start of an H.I.E. journey gave comfort and reassurance the family wasn't on their own; the Peeps Together events offer a safe space for connecting with others who really "get it".

Behind every number below is a family, touched by H.I.E. and part of the Peeps' community.

Here's what we did this year:

- Mental health support
 - o **640 hours of counselling** / trauma therapy have been arranged and funded, meeting the needs of the families, ensuring that the sessions are arranged quickly and at a time to suit them. Face to face as well as online / telephone sessions have continued to be available.
 - o Group Therapy was introduced as another option for support, hosted online by two experienced counsellors, across a 6-week programme. After positive feedback, the plan is that this will continue, with more sessions being offered in the coming year.
- Peer Support
 - Our peer support is now well established, with wonderful volunteers gifting their time and experience to help others.
 - A pilot of face-to-face peer support is underway, to offer families alternative ways of connecting (all contact has previously been online). This is being done with additional training for experienced peer support volunteers, and we are linking with Family Hubs, to ensure that there's a safe environment in which the meetings can take place.
- Free parent packs
 - 420 packs sent to neonatal units, hospices and families across the UK.
 - Designed by families, for families the packs are for those at the start of their H.I.E. journey.
 - o The packs contain information, comfort items, affirmation cards, a "Little Warrior" baby grow, and practical items that are useful when in hospital.

- Bonding hearts have been a lovely new addition – these are handsewn cotton hearts (kindly donated to us) and are exchanged between parent or carer and their child to carry each other's scent, strengthen their bond even when apart, and hold some comfort in tough times.
- Equipment funding
 - 34 equipment funds have been given, totaling £13,000
 - Items such as the Firefly GoTo Seat and PPod chair remain popular as they offer such good postural support and are mobile. We have also had a number of requests for Safe Space beds, as these allow safe sleeping when away from home (for example at grandparents or when on holiday).
- Research and representation
 - Continued involvement in research projects connected to H.I.E. - helping ensure the parent's voice is heard.
 - Attending study days and training events, sharing experiences and raising awareness.
 - Ensuring the parent voice is heard as much as possible, by being part of groups such as the NHS Early Notification Maternity Voices Advisory Group and on The Oversight Panel for the Swansea Bay Maternity and Neonatal Review.

We welcomed over 100 new families to the Peeps community, bringing our total of referred families to 545.

Achievements and performance

When there is so much happening on a weekly basis, celebrating success can sometimes be overlooked. We review what we do and learn where we can improve our services or our processes.

It's a team effort and these are some of our highlights and challenges from the last 12 months.

Some of the things we're proud of:

- Recruiting and retaining volunteers – many of our volunteers have stayed with us for years. They gift their time, when they already have lots on in the home and work lives, to make a difference to others. We really do appreciate all they bring to Peeps and the families we support.
- We're the only UK charity dedicated to supporting those affected by H.I.E. and while we might be small, we're making a big impact. It's pleasing to see that awareness of Peeps is growing, and that our values are widely recognised.
- The speed at which we can arrange high quality, suitable mental health support is key – often set up within a week, families who may otherwise have faced lengthy waiting lists, or no support at all, are able to access what they need, in a way that suits them.
- We're building a community – no-one chooses the H.I.E. world, but once you're in it you can now find a group of people to share the difficult times and cheer on the happy times.
- Families tell us they feel informed and empowered, thanks to the resources created and shared at Peeps.
- We've worked on continuous improvement of our cultural awareness and demonstrate to families that we are sensitive to their needs and beliefs.
- We cater to individual family needs, especially for those who have been bereaved through H.I.E. It's not transactional support, we take the time to listen and understand, and work with families at their own pace, for as long as is needed.

- Our first Blooms & Brunch event was a lovely way of bringing supporters together and was our first face to face event of its kind. Here's to more in the future!
- The team has grown, with plans to recruit a Charity Manager in the coming months.
- Our Legal Support Panel is well established, and offers families trusted information from reputable organisations. The income from the sponsorship helps us offer the core activities, as well as contribute towards our staffing costs, meaning that donations and fundraising go directly to support such as counselling and parent packs.
- Plans for our first ever H.I.E. Conference are starting to take place, with a view to holding it in May 2026.

Some of the challenges we've faced:

- There's so much we want to do, and have so many ideas, it's sometimes hard to say no to things. As a small team we have to, to avoid spreading ourselves too thinly. We want to make sure that everything we do is done well and grow at a pace we can manage.
- Time to dedicate to families who deserve all the support is something we work hard to achieve within our resources. With the increase in families reaching out for support, it is important that we don't lose the personal touch, as we know this really matters to families.
- Reaching more healthcare professionals continues to be a focus and can be a challenge. We understand just how busy everyone is, how stretched teams are, and how people move around roles, so this isn't a criticism, and we are thankful to those who manage to find the time to engage, listen and learn. As we move into the next 12 months, we're already looking at more creative ways we can spread awareness of H.I.E. and the support available.
- Finding accessible venues for events is time consuming. Unfortunately, many places that say they are accessible aren't suitable for the families we support. For example, a "disabled toilet" isn't the same as a Changing Places facility, which offers a change table, and hoists. We know how hard it is for families to plan trips out, so we always ensure that there are suitable facilities. We have found some brilliant venues though and it's great to see families come together.
- Funding is always a challenge, which isn't unique to Peeps. We continue to look at diversifying our income stream, while being extremely careful with our outgoings.

Financial Review

The Charity held reserves of £142,194 (2024: £100,563) of which £121,376 was unrestricted (2024: £57,143). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

Each person who was a Trustee at the time this report was approved confirms that:

- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.

Jennifer Cawthorne

Trustee

Approved by the board on 06 May 2026

Independent examiner's report

Peeps

I report to the trustees on my examination of the accounts of the above charity for the year ended 31 August 2025.

Respective responsibilities of trustees and examiner

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

I report in respect of my examination of the Trust's accounts 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.

Basis of independent examiner's report

My examination was carried out in accordance with the general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of The Chartered Institute of Public Finance and Accountancy (CIPFA).

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:

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



Shahedul Alam BSc (Hons) FCPFA

11/02/2026

On behalf of ATS Accountants Ltd

Charity registration number: 1179495

**PEEPS
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2025**

**Peeps
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**Peeps
Statement of Financial Activities
For The Year Ended 31 August 2025**

				2025	2024
		Unrestricted funds	Restricted funds	Total funds	Total funds
	Notes	£	£	£	£
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	3	71,225	274	71,499	74,522
Charitable activities:	4				
Grants		-	41,765	41,765	54,225
Charitable activities		450	2,600	3,050	5,765
Other trading activities	5	143,431	-	143,431	70,037
Other	6	10,200	-	10,200	8,613
		225,306	44,639	269,945	213,162
EXPENDITURE ON:					
Raising funds	8	(7,191)	(578)	(7,769)	(6,625)
Charitable activities:	8				
Charitable activities		(153,883)	(66,663)	(220,546)	(175,152)
		(161,074)	(67,241)	(228,315)	(181,777)
NET INCOME		64,232	(22,602)	41,630	31,385
NET MOVEMENT IN FUNDS		64,232	(22,602)	41,630	31,385
RECONCILIATION OF FUNDS:					
Total funds brought forward		57,144	43,420	100,564	69,179
TOTAL FUNDS CARRIED FORWARD	17	121,376	20,818	142,194	100,564

The notes on pages 7 to 11 form part of these financial statements.

Peeps
Comparative Statement of Financial Activities
For The Year Ended 31 August 2025

				2024
	Notes	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	3	70,809	3,713	74,522
Charitable activities:	4			
Grants		-	54,225	54,225
Charitable activities		5,765	-	5,765
Other trading activities	5	70,037	-	70,037
Other	6	8,613	-	8,613
		155,224	57,938	213,162
EXPENDITURE ON:				
Raising funds	8	(6,625)	-	(6,625)
Charitable activities:	8			
Charitable activities		(138,614)	(36,538)	(175,152)
		(145,239)	(36,538)	(181,777)
NET INCOME		9,985	21,400	31,385
NET MOVEMENT IN FUNDS		9,985	21,400	31,385
RECONCILIATION OF FUNDS:				
Total funds brought forward		47,159	22,020	69,179
TOTAL FUNDS CARRIED FORWARD	17	57,144	43,420	100,564

The notes on pages 7 to 11 form part of these financial statements.

**Peeps
Statement of Financial Position
As At 31 August 2025**

				2025	2024
	Notes	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
FIXED ASSETS					
Tangible Assets	13	3,115	-	3,115	893
		3,115	-	3,115	893
CURRENT ASSETS					
Debtors	14	32,032	-	32,032	12,967
Cash at bank and in hand		106,274	20,819	127,093	96,585
		138,306	20,819	159,125	109,552
Creditors: Amounts Falling Due Within One Year	15	(20,045)	(1)	(20,046)	(9,881)
NET CURRENT ASSETS (LIABILITIES)		118,261	20,818	139,079	99,671
TOTAL ASSETS LESS CURRENT LIABILITIES		121,376	20,818	142,194	100,564
NET ASSETS		121,376	20,818	142,194	100,564
FUNDS OF THE CHARITY					
Restricted Funds				20,818	43,420
Unrestricted Funds				121,376	57,144
TOTAL FUNDS	17			142,194	100,564
On behalf of the board					



Jennifer Cawthorne
The notes on pages 7 to 11 form part of these financial statements.

Peeps
Notes to the Financial Statements
For The Year Ended 31 August 2025

1. General Information

Peeps is a charitable incorporated organisation registered with the Charity Commission, registered charity number 1179495. The principal address is The Piccadilly Business Centre, Aldow Enterprise Park, Aldow Enterprise Park, MANCHESTER, M12 6AE.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities Act 2011.

The charity is a Public Benefit Entity as defined by FRS 102.

2.2. Incoming Resources

Income comprises the value of Grants, Donations, Gifts and Sales generated by the charity within the financial year.

2.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & Machinery	Straight line over 3 years
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2.4. Cash and Cash Equivalents

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

3. Income from Donations and Legacies

	Unrestricted funds	Restricted funds	2025 Total funds
	£	£	£
Donations and gifts	67,225	274	67,499
Grants	4,000	-	4,000
	71,225	274	71,499

	Unrestricted funds	Restricted funds	2024 Total funds
	£	£	£
Donations and gifts	66,809	3,713	70,522
Grants	4,000	-	4,000
	70,809	3,713	74,522

Peeps
Notes to the Financial Statements (continued)
For The Year Ended 31 August 2025

4. Income from Charitable Activities

				2025		
				Unrestricted funds £	Restricted funds £	Total funds £
Grants				-	41,765	41,765
Charitable activities				450	2,600	3,050
				450	44,365	44,815
				2024		
				Unrestricted funds £	Restricted funds £	Total funds £
Grants				-	54,225	54,225
Charitable activities				5,765	-	5,765
				5,765	54,225	59,990
5. Income from Other Trading Activities						
				2025	2024	
				Unrestricted funds £	Unrestricted funds £	
Sponsorships				143,363	69,800	
Merchandise sales				68	237	
				143,431	70,037	
6. Other Income						
				2025	2024	
				Unrestricted funds £	Unrestricted funds £	
Gift Aid Income				7,505	4,914	
Other income				2,695	3,699	
				10,200	8,613	
7. Net Income/(Expenditure)						
The net income is stated after charging/(crediting):						
				2025	2024	
				£	£	
Depreciation of tangible fixed assets - owned				2,151	970	

Peeps
Notes to the Financial Statements (continued)
For The Year Ended 31 August 2025

8. Analysis of Expenditure

			2025
	Activities undertaken directly	Support costs	Total
	£	(see note 9)	£
Raising funds	7,769	-	7,769
Charitable activities	-	220,546	220,546
	7,769	220,546	228,315

			2024
	Activities undertaken directly	Support costs	Total
	£	(see note 9)	£
Raising funds	6,625	-	6,625
Charitable activities	-	175,152	175,152
	6,625	175,152	181,777

9. Support Costs

	2025
	Charitable activities
	£
Employee costs	96,413
General administration	121,982
Depreciation	2,151
	220,546

	2024
	Charitable activities
	£
Employee costs	68,311
General administration	105,871
Depreciation	970
	175,152

10. Independent Examiner's Remuneration

	2025	2024
	£	£
Independent examination of the financial statements	300	340

Peeps
Notes to the Financial Statements (continued)
For The Year Ended 31 August 2025

11. Staff Costs

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	94,656	67,736
Other pension costs	1,757	575
	96,413	68,311

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

12. Average Number of Employees

Average number of employees during the year was: 7 (2024: 5)

13. Tangible Assets

	Plant & Machinery £
Cost	
As at 1 September 2024	4,395
Additions	4,373
As at 31 August 2025	8,768
Depreciation	
As at 1 September 2024	3,502
Provided during the period	2,151
As at 31 August 2025	5,653
Net Book Value	
As at 31 August 2025	3,115
As at 1 September 2024	893

14. Debtors

	2025	2024
	£	£
Due within one year		
Trade debtors	28,698	-
Other debtors	3,334	12,967
	32,032	12,967

15. Creditors: Amounts Falling Due Within One Year

	2025	2024
	£	£
Other creditors	340	853
Taxation and social security	7,541	388
Accruals and deferred income	12,165	8,640
	20,046	9,881

Peeps
Notes to the Financial Statements (continued)
For The Year Ended 31 August 2025

16. Deferred Income

Deferred income movements in the year were as follows:

	2025	2024
	£	£
Balance at the start of the period	7,650	64,880
Income deferred in the current period	11,165	7,650
Amounts released in income from previous periods	(7,650)	(64,880)
Balance at the end of the period	11,165	7,650

17. Movement in Funds

	As at 1 September 2024	Income	Expenditure	As at 31 August 2025
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	57,144	225,306	(161,074)	121,376
Restricted funds				
Restricted	43,420	44,639	(67,241)	20,818
Total funds	100,564	269,945	(228,315)	142,194

	As at 1 September 2023	Income	Expenditure	As at 31 August 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	47,159	155,224	(145,239)	57,144
Restricted funds				
Restricted	22,020	57,938	(36,538)	43,420
Total funds	69,179	213,162	(181,777)	100,564

18. Transactions with Trustees

During the year the expenses reimbursed to the trustees or paid directly to third parties were as follows:

	2025	2024
	£	£
Travel	171	309

19. Related Party Disclosures

There has been no related party transactions in the reporting period that require disclosure.

Peeps
Detailed Statement of Financial Activities
For The Year Ended 31 August 2025

	2025	2024
	Total funds	Total funds
	£	£
INCOME AND ENDOWMENTS FROM:		
Donations and legacies		
Donations and gifts	67,499	70,522
Grants	4,000	4,000
	71,499	74,522
Charitable Activities:		
Grants		
Grants	41,765	54,225
	41,765	54,225
Charitable activities		
Contributions to events	3,050	5,765
	3,050	5,765
Other trading activities		
Sponsorships	143,363	69,800
Merchandise sales	68	237
	143,431	70,037
Other		
Gift Aid Income	7,505	4,914
Other income	2,695	3,699
	10,200	8,613
	269,945	213,162
EXPENDITURE ON:		
Raising funds		
Branded clothes	(1,441)	(1,931)
Raising funds	(5,304)	(3,409)
Marketing and advertising costs	(1,024)	(1,285)
	(7,769)	(6,625)
Charitable Activities:		
Charitable activities		
Wages and salaries	(94,656)	(67,736)
Employers pensions - defined contributions scheme	(1,757)	(575)
Equipment for families	(13,030)	(19,153)
Insurance	(777)	(611)
Printing, postage and stationery	(2,688)	(2,053)
Training costs	(1,853)	(623)
Event costs	(33,823)	(25,862)
Telecommunications	(1,479)	(1,283)
Website costs	(919)	(968)
Independent examiner's fees	(300)	(340)
Accountancy fees	(1,149)	(1,142)
...CONTINUED		

Peeps
Detailed Statement of Financial Activities (continued)
For The Year Ended 31 August 2025

Professional fees	(1,300)	(890)
Counselling	(41,722)	(33,390)
Subscriptions	(9,479)	(11,670)
Charitable donations	-	(1,070)
Office/General Administrative Expenses	(3,456)	(2,230)
Gift	(2,073)	(2,361)
Purchases for parent packs	(5,490)	(1,210)
Supervision	(70)	(140)
Travel and Accommodation	(2,374)	(875)
Depreciation	(2,151)	(970)
	(220,546)	(175,152)
	(228,315)	(181,777)
NET INCOME	41,630	31,385

PEEPS

England & Wales - Charity number 1179495

Accounts

Registered charity number
1179495



Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2024

Peeps
Report and accounts
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Peeps
Reference and Administrative Details

Trustees

Jennifer Cawthorne
Steve Land (resigned 1 February 2024)
Hannah Walker (resigned 1 May 2024)
Susan Moore (resigned 1 May 2024)
Dr Ela Chakkarapani
Hannah Adams
Erika Lucas (appointed 10 November 2023)
Martin Bell (appointed 10 November 2023)
Jenny Clough (appointed 10 November 2023)

Independent examiners

S.E.A Accountancy Limited
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Registered charity number

1179495

Peeps

Registered number: 1179495

Trustees' Report

The Trustees present their report and financial statements of the charity for the year ended 31 August 2023.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by H.I.E. (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in H.I.E. and its implications for the family.

The Team

Saying hello

Penny (Relationship Officer) and Kirsty (Administration Support) joined the team in November 2023. Both in part-time roles, and Penny bringing her lived experience as an H.I.E Mum.

We also welcomed 3 new Trustees to the board in November 2023 - Erika, Jenny and Martin, bringing with them knowledge and skills to compliment those already on the board.

Fond farewells

Anne (Family Inclusion & Support Worker) took retirement in March 2023, after doing a great job supporting families across the UK. She has kindly offered to volunteer with Peeps in the future, and it will always be lovely to see her.

Hannah and Sue both stepped down as Trustees at the end of their term in May 2024, after 4 years with the charity. We have always appreciated their input and continued support, and look forward to keeping in touch outside of Peeps.

We currently have plans to grow the team further, and aim to enhance the diversity and strength of our team (both paid employees and volunteer Trustees) through targeted recruitment efforts, ensuring we represent the communities we serve and are equipped to meet growing demands.

A note from the Founders

"It's been another positive year for Peeps. The growth of our charity continues, in a carefully planned way, and our reputation (from what we're hearing!) is following the same path."

In one way it feels like such a long time since we were at the very start of our H.I.E. journey when our daughter Heidi was born, but in another way it's hard to believe that she'll soon be reaching double digits and is growing up so fast.

We continue to learn, and lean on others for support, and we hope that all we do through Peeps helps others find a place to do the same.

The sense of community has really been felt. Sometimes we've been guilty of overthinking what we need to do, however the power of a WhatsApp message, or friendly voice note from a fellow H.I.E. parent / carer really can't be underestimated. We feel privileged to be playing a small part in these connections - something that we so wish we had had, especially in those early days.

It's always important for us that we keep families at the heart of all we do. Regularly checking in, listening to feedback, and amplifying the parent voice where we can, are all part of how we work. We have family feedback on the agenda of every meeting - to listen, learn and improve.

We couldn't do any of this without the generosity of our supporters. Whether it's gifting time, donations, experience or working with us on a corporate level, every single person and organisation is making a difference. We always strive to be transparent in how funds are spent, and recognise the positive impact that our supporters make.

Thank you to everyone who is part of this Peeps' journey. Here's to the next 12 months, reaching more families and ensuring that no-one has to face their H.I.E. journey alone."

Sarah and Steve Land

A note from the Chair

As I sit down to write this update it seems like no time since I was writing last year's note. Where does the time go? It has been another busy year for Peeps. I continue to really enjoy my role as Chair and it has been wonderful to see Peeps able to help even more families this year.

The team has continued to grow both in size and geographically and we are also planning recruitment for a further Trustee to expand the Board.

The Trustees all met face to face in May and then planned another face to face meeting with the Team in November 2024. Although we continue to have our regular Trustee meetings online it was wonderful to meet face to face and to spend time getting to know each other better. We plan to make face to face meetings part of our plan every year.

Peeps have continued to receive positive feedback about the support provided and in particular the difference that counselling has made. We share this feedback with the Board at meetings and it is a great reminder of why we all volunteer time to help the important works that Peeps does.

I look forward to another great year in 2025.

Jennifer Cawthorne

Activities

Our core activities remain unchanged - we hear from families how they appreciate the packs received in hospital, how counselling has made a huge difference to their mental health, how peer support is so reassuring in that they can speak to someone who “gets it”, and how the face to face Peeps Together events are a lovely way to meet other families and reduce feelings of isolation:

- Mental health support - counselling and trauma therapy
 - We have continued to see parents, grandparents and siblings reach out for support, with higher than ever numbers recorded in some months.
 - 490 hours of counselling / trauma therapy have been arranged and funded, meeting the needs of the families, ensuring that the sessions are arranged quickly and at a time to suit them (with both online and face to face options).
- Peer Support
 - Our peer support volunteer base continues to grow, each one contributing significantly to supporting other parents.
 - It's been great to see not only more Dads sign up to become volunteers, but also grandparents. The impact of H.I.E. can be felt across the wider family, so having the ability to speak to a fellow grandparent is so helpful.
- Free parent packs
 - Designed by families, for families the packs are for those at the start of their H.I.E. journey.
 - The packs contain information, comfort items, bespoke milestone cards, a “Little Warrior” baby grow, and practical items that are useful when in hospital.
 - We changed the design of the packs slightly this year so that they are now sent out in small boxes, designed to fit through the letterbox. The idea being that if someone has a box sent to their home address, and they aren't in, we don't want to add any stress by having to go and collect a parcel. They are also easier for hospitals to store when space is a premium.
- Information sharing
 - Website - last year we introduced an accessibility toolbar from ReciteMe, that enables users to change the language, font, background, and colours, as well as giving the option to have text read out. This was part of our continuous focus on diversity and inclusion, and we want to make sure our information is as easy to access as possible. The use of the toolbar is monitored on a monthly basis, and it is helping us to understand the needs of our families better (for example, the languages people are having information translated in to).
 - Thanks to the Royal National College for the Blind we now also have our information leaflet available in braille.
- Equipment funding
 - 45 equipment funds have been given, totalling £19,000
 - Items such as the Firefly GoTo Seat and PPod chair remain popular as they offer such good postural support and are mobile. We have also had a number of requests for Safe Space beds, as these allow safe sleeping when away from home (for example at grandparents or when on holiday).
- H.I.E. Awareness Day
 - The H.I.E. Awareness Day is now a regular event on the 4th April with our #HeardofHIE.
 - Raising awareness continues to be important so that we can reach more families who may benefit from support,

- Research and representation
 - Continued involvement in research projects connected to H.I.E. - helping ensure the parent's voice is heard.
 - Attending study days and training events, sharing experiences and raising awareness.
 - Ensuring the parent voice is heard as much as possible, by being part of groups such as the NHS Early Notification Maternity Voices Advisory Group and on The Oversight Panel for the Swansea Bay Maternity and Neonatal Review.

Achievements and performance

When we look back over these 12 months there are lots of things we'd like to recognise - some small, some larger, but all contributing to the aims of our charity.

Two things that stand out in particular are our Bendrigg Activity Weekends and our involvement with the Pilotlight 360 Programme.

Bendrigg Activity Weekend

Many of our families find it difficult to find affordable, accessible, inclusive activities and holidays due to the additional needs/ disabilities which result from an HIE event. Peeps were able to offer our families a short break at Bendrigg Activity Centre for Disabled People Residential Activity Centre For Disabled People (bendrigg.org.uk), which is a facility designed and run specifically to support those with disabilities and additional needs. An H.I.E. event affects people very differently, but Bendrigg Trust were able to accommodate the wide range of needs and provide a safe environment for our children and families.

Over the weekend our H.I.E. children, parents and siblings enjoyed a variety of outdoor activities which would not normally be accessible, including zip wire, archery, canoeing, campfire/ cooking on the fire. There were also activities which were inside but learning skills which could be applied outdoors, such as climbing, abseiling, rope swing, indoor caving, and a range of accessible sports games. The centre is in the Lake District, in large grounds so there were a number of accessible walks and play equipment provided at and near the centre.

Here's just some of the feedback we had following the visit:

What did you enjoy the most about your trip to Bendrigg?

"The amazing activities, lovely staff and meeting other families "

"Nothing was too much trouble"

"Meeting lots of new people and enjoying lots of different activities "

"Seeing D so happy that he could do so many adventurous things!"

"How nothing felt like an effort for the staff, also meeting all the other families and seeing my children making new friends, also seeing my son overcoming being a little scared and loving new activities and seeing my little girl do things you wouldn't usually be able to try so little. I also loved that we were three generations and all of us could join in everything together "

What for you was/were the most positive thing/s about the visit?

"All the kids being able to join in"

"The boys recognised that they had been before so were more relaxed this time "

"Inclusivity. Freedom and independence for Alex. Camaraderie with fellow Peeps families and those that worked at the trust."

"Being able to spend uninterrupted quality time together. "

Pilotlight 360 Programme

“Across eight monthly meetings, a charity and four senior business leaders – Pilotlighters – undertake an intensive strategic coaching engagement to increase resilience for the organisation.”
(www.pilotlight.org.uk)

Our Pilotlight project (full funded and at no cost to Peeps) began in September 2023, and was an opportunity for Peeps to access expertise from “Pilotlighters”, to help us work towards an agreed goal. Our goal was to build a strategic plan, and help ensure the sustainability of the charity. We have always been mindful that, as is often the case with founder-led charities, there was a risk that a lot of information sat with Sarah. By growing the team, and working on a structured plan, it is felt that risks have been mitigated, and that the charity can continue to flourish (although Sarah makes it clear she doesn't have plans to go anywhere just yet!).

The project required a significant amount of input, however was felt to be extremely beneficial, and enjoyable along the way. It brought the team together with in person meetings, helped focus our aims and resources, and also encouraged space to celebrate what we are doing well.

66

Funding

We have found this year to be challenging in regards to successful grant applications. The demand is understandably high, and so we were thrilled to be awarded our first multi-year grant from The Lottery, with their Reaching Communities award. This started in July 2024 so we look forward to updating further next year.

The fund is to increase our team by an additional Family Inclusion & Support Worker, and introduce a new role of Events Coordinator.

Our Legal Panel (now named Legal Support) has entered it's second year. All 6 of the original organisations have stayed on the panel, with 2 new organisations joining, having completed our application and due diligence process. The Legal Support is there to make accessing legal information easier for families, and also is a source of income for Peeps. Working with the legal firms has been positive in so many ways, and their support has really been appreciated.

Financial Review

The Charity held reserves of £100,563 (2023: £69,180), of which £57,143 was unrestricted (2023: £47,160). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and

application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners Each person who was a Trustee at the time this report was approved confirms that:

- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.



Jennifer Cawthorne

Trustee

Approved by the board on 13th December 2024

Peeps

Independent examiner's report to the members of Peeps

I report on the unaudited financial statements of Peeps for the year ended 31 August 2024 which comprise the Statement of Financial Activities, the Statement of Financial Position and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the charity are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of 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.

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
- to keep accounting records in accordance with section 130 of the Charities Act 2011; and
 - to prepare accounts which accord with the accounting records, comply with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (FRS102)

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens

for and on behalf of
S.E.A Accountancy Limited
Independent examiner

Date: 13th December 2024

Shaw House
1 Shaw Street
Ashton-under-Lyne
Lancashire
OL6 6QJ

Peeps**Statement of Financial Activities (Incorporating an Income and Expenditure Account)
for the year ended 31 August 2024**

	Notes	Unrestricted £	Restricted £	2024 Total £	2023 Total £
Donations and legacies	4	70,809	3,713	74,522	85,728
Charitable activities	5	5,765	54,225	59,990	45,350
Other trading activities	6	70,036	-	70,036	6,373
Other income	7	8,613	-	8,613	5,106
Total income		155,223	57,938	213,161	142,557
Expenditure on:					
Raising funds	8	6,625	-	6,625	3,757
Charitable activities	9	136,163	36,538	172,701	124,273
Other expenditure	10	2,452	-	2,452	2,734
Total expenditure		145,240	36,538	181,778	130,764
Net income		9,983	21,400	31,383	11,793
Net movement in funds		9,983	21,400	31,383	11,793
Total funds brought forward	20	47,160	22,020	69,180	57,387
Total funds carried forward		57,143	43,420	100,563	69,180

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

All activities derive from continuing operations.

**Peeps
Statement of Financial Position
as at 31 August 2024**

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	14	893	1,264
Current assets			
Debtors	15	12,967	37,005
Cash at bank and in hand		96,584	97,803
		<u>109,551</u>	<u>134,808</u>
Creditors: amounts falling due within one year	16	<u>(9,881)</u>	<u>(66,892)</u>
Net current assets		99,670	67,916
Net assets		<u>100,563</u>	<u>69,180</u>
Funds			
Unrestricted funds			
General funds	20	57,143	47,160
Restricted funds	20	43,420	22,020
Total funds		<u>100,563</u>	<u>69,180</u>

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2024 their responsibilities for complying with the requirements of the Charities Act 2011 with respect to accounting records and the preparation of accounts.



Jennifer Cawthorne
Trustee

Date: 13 December 2024

Peeps
Notes to the Accounts
for the year ended 31 August 2024

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)' and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services is deferred until the criteria for income recognition is met.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Peeps
Notes to the Accounts
for the year ended 31 August 2024

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Individual items over £100 are treated as capital for the purposes of these accounts. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Fixtures, fittings and equipment	over 3 years
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Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Legal status of the charity

The charity is a Charitable Incorporated Organisation.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3	Net income/ (expenditure)		2024	2023
			£	£
	Net income/(expenditure) is stated after charging/(crediting):			
	Depreciation of owned fixed assets		970	1,266
	Independent examiners' remuneration for independent examination services		340	330
	Other accountancy services		1,142	1,138
4	Donations and legacies	Unrestricted	Restricted	Total 2024
		£	£	£
	Donations	66,809	3,713	70,522
	Grants	4,000	-	4,000
		70,809	3,713	74,522
	Grants received, included in the above, are as follows:		Total 2024	2023
			£	£
	David Solomon's Grant		-	750
	UKH Foundation		-	5,000
	The Masonic Charitable Foundation		4,000	-
			4,000	5,750

Peeps
Notes to the Accounts
for the year ended 31 August 2024

5 Charitable activities	Unrestricted £	Restricted £	Total 2024 £	2023 £
Grants	-	54,225	54,225	45,350
Contributions to events	5,765	-	5,765	-
	<u>5,765</u>	<u>54,225</u>	<u>59,990</u>	<u>45,350</u>
Grants received, included in the above, are as follows:			Total 2024 £	2023 £
Lottery Awards for All			20,000	10,000
LocalGiving			-	500
Health Education England			-	34,850
The Albert Hunt Trust			2,000	-
Outdoors For All			3,000	-
Bruce Wake Charitable Trust			4,000	-
CostCo Fund			1,500	-
Manchester Guardian Society			1,400	-
Reaching Communities			17,325	-
The True Colours Trust			5,000	-
			<u>54,225</u>	<u>45,350</u>
6 Other trading activities	Unrestricted £	Restricted £	2024 £	2023 £
Merchandise sales	236	-	236	679
Raffle tickets	-	-	-	694
Sponsorship income	69,800	-	69,800	5,000
	<u>70,036</u>	<u>-</u>	<u>70,036</u>	<u>6,373</u>
7 Other income	Unrestricted £	Restricted £	2024 £	2023 £
Other income	3,699	-	3,699	562
Gift aid	4,914	-	4,914	4,544
	<u>8,613</u>	<u>-</u>	<u>8,613</u>	<u>5,106</u>
8 Raising funds	Unrestricted £	Restricted £	2024 £	2023 £
Advertising and marketing	1,285	-	1,285	1,383
Branded clothes	1,931	-	1,931	1,375
Raising funds	3,409	-	3,409	999
	<u>6,625</u>	<u>-</u>	<u>6,625</u>	<u>3,757</u>

Peeps
Notes to the Accounts
for the year ended 31 August 2024

9 Charitable activities costs	Unrestricted £	Restricted £	2024 £	2023 £
Counselling	10,776	22,614	33,390	26,951
Donations made	70	1,000	1,070	-
Employers national insurance	-	-	-	(292)
Equipment for families	19,153	-	19,153	15,006
Events	13,942	11,920	25,862	6,184
Gifts	1,502	859	2,361	5,533
Insurance	611	-	611	348
Office/General Administrative Expenses	2,230	-	2,230	1,011
Other pension costs	575	-	575	109
Other professional services	745	145	890	515
Printing, Postage and Stationery	2,054	-	2,054	3,149
Purchases for parent packs	1,210	-	1,210	10,477
Subscriptions	11,670	-	11,670	5,837
Supervision	140	-	140	140
Telephone	1,283	-	1,283	982
Training	623	-	623	1,444
Travel and Accommodation	875	-	875	50
Wages and salaries	67,736	-	67,736	45,917
Website	968	-	968	912
	<u>136,163</u>	<u>36,538</u>	<u>172,701</u>	<u>124,273</u>

10 Other expenditure	Unrestricted £	Restricted £	2024 £	2023 £
Depreciation	970	-	970	1,266
Accountancy fees	1,482	-	1,482	1,468
	<u>2,452</u>	<u>-</u>	<u>2,452</u>	<u>2,734</u>

11 Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 August 2024 (2023 : nil).

Trustees' expenses

No trustees' were paid expenses for the year ended 31 August 2024 (2023 : nil).

12 Staff costs	Unrestricted £	Restricted £	Total 2024 £	Total 2023 £
Wages and salaries	67,736	-	67,736	45,917
Social security costs	-	-	-	(292)
Other pension costs	575	-	575	109
	<u>68,311</u>	<u>-</u>	<u>68,311</u>	<u>45,734</u>

Average number of employees during the year

	Number	Number
Charitable activities	<u>5</u>	<u>4</u>
	<u>5</u>	<u>4</u>

No employees received emoluments in excess of £60,000.

13 Government grants

Income from government grants comprises of grants made by local authorities to fund projects in line with the charity's objectives. See 'income from charitable activities' for details of these funds and any restrictions over their use.

Peeps
Notes to the Accounts
for the year ended 31 August 2024

14 Tangible fixed assets

	Fixtures, fittings and equipment At cost £
Cost or valuation	
At 1 September 2023	4,264
Additions	599
Disposals	(466)
At 31 August 2024	<u>4,397</u>
Depreciation	
At 1 September 2023	3,000
Charge for the year	970
On disposals	(466)
At 31 August 2024	<u>3,504</u>
Carrying amount	
At 31 August 2024	<u>893</u>
At 31 August 2023	<u>1,264</u>

15 Debtors

	2024 £	2023 £
Prepayments	2,123	17,006
Accrued income	10,844	19,999
	<u>12,967</u>	<u>37,005</u>

16 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxes and social security costs	388	368
Other creditors	853	125
Accruals	990	1,519
Deferred income	7,650	64,880
	<u>9,881</u>	<u>66,892</u>

17 Movement in deferred income

Income is deferred based on the service delivery of projects.

The movement in deferred income is below:

	2023 £	Released £	Deferred £	2024 £
Legal panel sponsorship	55,000	(55,000)	7,200	7,200
Bendrigg event	9,880	(9,880)	450	450
	<u>64,880</u>	<u>(64,880)</u>	<u>7,650</u>	<u>7,650</u>

Peeps
Notes to the Accounts
for the year ended 31 August 2024

18 Movement in deferred income - prior year	2022 £	Released £	Deferred £	2023 £
Legal panel sponsorship	-	-	55,000	55,000
Bendrigg event	-	-	9,880	9,880
	-	-	64,880	64,880

19 Analysis of net assets between funds	Unrestricted £	Restricted £	2024 £	2023 £
Fixed assets	893	-	893	1,264
Current assets	66,131	43,420	109,551	134,808
Current liabilities	(9,881)	-	(9,881)	(66,892)
	57,143	43,420	100,563	69,180

20 Movement in total funds	At 1 September 2023 £	Net movement in funds £	Transfers between funds £	At 31 August 2024 £
Unrestricted funds				
General fund	47,160	9,983	-	57,143
Total unrestricted funds	47,160	9,983	-	57,143
Restricted funds				
Lottery Awards for All	-	20,000	-	20,000
Health Education England	20,994	(20,994)	-	-
CostCo Fund	-	-	-	-
Manchester Guardian Society	-	1,400	-	1,400
Reaching Communities	-	17,085	-	17,085
Sulley's Fund	1,026	(1,026)	-	-
The True Colours Trust	-	4,735	-	4,735
Coffee Pot	-	200	-	200
Bendrigg Events	-	-	-	-
Total restricted funds	22,020	21,400	-	43,420
Total funds	69,180	31,383	-	100,563

21 Purpose of funds

Unrestricted funds

These funds are held for meeting the objectives of the charity and to provide reserves for future activities. Subject to charity legislation, they are free from all restrictions on their use.

Lottery Awards for All
Health Education England
Bendrigg Events
CostCo Fund
Manchester Guardian Society
Reaching Communities

Early Intervention and Community Support
Mental health support
Bendrigg Trust activity weekends for Peeps HIE families
Mental Health support within the Oldham area
Mental health support
Funding for Family Inclusion & Support Worker position, an Events Coordinator position and funding towards events
Support for bereaved families
Mental health and wellbeing support for families
Donations towards tea and coffee

Sulley's Fund
The True Colours Trust
Coffee Pot

Peeps
Notes to the Accounts
for the year ended 31 August 2024

22	Net movement in funds		Incoming resources £	Resources expensed £	Movement in funds £
	General fund		155,223	(145,240)	9,983
	Total unrestricted funds		155,223	(145,240)	9,983
	Lottery Awards for All		20,000	-	20,000
	Health Education England		-	(20,994)	(20,994)
	CostCo Fund		1,500	(1,500)	-
	Manchester Guardian Society		1,400	-	1,400
	Reaching Communities		17,325	(240)	17,085
	Sulley's Fund		543	(1,569)	(1,026)
	The True Colours Trust		5,000	(265)	4,735
	Coffee Pot		490	(290)	200
	Bendrigg Events		11,680	(11,680)	-
	Total restricted funds		57,938	(36,538)	21,400
	Total funds		213,161	(181,778)	31,383
23	Comparative movement in total funds	At 1 September 2022 £	Net movement in funds £	Transfers between funds £	At 31 August 2023 £
	Unrestricted funds				
	General fund	47,057	103	-	47,160
	Total unrestricted funds	47,057	103	-	47,160
	Restricted funds				
	Action Together	4,966	(4,966)	-	-
	Health Education England	-	20,994	-	20,994
	Hillards Trust	1,000	(1,000)	-	-
	Garfield Weston	4,364	(4,364)	-	-
	Sulley's Fund	-	1,026	-	1,026
	Total restricted funds	10,330	11,690	-	22,020
	Total funds	57,387	11,793	-	69,180
24	Comparative net movement in funds		Incoming resources £	Resources expensed £	Movement in funds £
	Unrestricted funds				
	General fund		94,663	(94,560)	103
			94,663	(94,560)	103
	Lottery Awards for All		10,000	(10,000)	-
	Action Together		-	(4,966)	(4,966)
	LocalGiving		500	(500)	-
	Health Education England		34,850	(13,856)	20,994
	Hillards Trust		-	(1,000)	(1,000)
	Garfield Weston		-	(4,364)	(4,364)
	Sulley's Fund		2,544	(1,518)	1,026
			47,894	(36,204)	11,690
	Total funds		142,557	(130,764)	11,793

Peeps
Notes to the Accounts
for the year ended 31 August 2024

25 Related party transactions

Sarah Land is employed by the Charity and is the wife of Steven Land, a Trustee (resigned 1 February 2024). This is managed appropriately by the Board in line with Charity Commission guidance.

26 Presentation currency

The financial statements are presented in Sterling.

27 Legal form of entity

Peeps is a Charitable Incorporated Organisation registered in England.

28 Principal place of operation

The address of the charity's principal place of operation is:

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Peeps**Detailed Statement of Financial Activities
for the year ended 31 August 2024***This schedule does not form part of the statutory accounts*

	Unrestricted £	Restricted £	Total 2024 £	Total 2023 £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	66,809	3,713	70,522	79,978
Grants	4,000	-	4,000	5,750
	70,809	3,713	74,522	85,728
Charitable activities				
Grants	-	54,225	54,225	45,350
Contributions to events	5,765	-	5,765	-
	5,765	54,225	59,990	45,350
Other trading activities				
Merchandise sales	236	-	236	679
Raffle tickets	-	-	-	694
Sponsorship income	69,800	-	69,800	5,000
	70,036	-	70,036	6,373
Other income				
Other income	3,699	-	3,699	562
Gift aid	4,914	-	4,914	4,544
	8,613	-	8,613	5,106
Total income	155,223	57,938	213,161	142,557
EXPENDITURE				
Raising funds				
Advertising and marketing	1,285	-	1,285	1,383
Branded clothes	1,931	-	1,931	1,375
Raising funds	3,409	-	3,409	999
	6,625	-	6,625	3,757

Peeps**Detailed Statement of Financial Activities
for the year ended 31 August 2024***This schedule does not form part of the statutory accounts*

	Unrestricted £	Restricted £	Total 2024 £	Total 2023 £
Charitable activities costs				
Counselling	10,776	22,614	33,390	26,951
Donations made	70	1,000	1,070	-
Employers national insurance	-	-	-	(292)
Equipment for families	19,153	-	19,153	15,006
Events	13,942	11,920	25,862	6,184
Gifts	1,502	859	2,361	5,533
Insurance	611	-	611	348
Office/General Administrative Expenses	2,230	-	2,230	1,011
Other pension costs	575	-	575	109
Other professional services	745	145	890	515
Printing, Postage and Stationery	2,054	-	2,054	3,149
Purchases for parent packs	1,210	-	1,210	10,477
Subscriptions	11,670	-	11,670	5,837
Supervision	140	-	140	140
Telephone	1,283	-	1,283	982
Training	623	-	623	1,444
Travel and Accommodation	875	-	875	50
Wages and salaries	67,736	-	67,736	45,917
Website	968	-	968	912
	<u>136,163</u>	<u>36,538</u>	<u>172,701</u>	<u>124,273</u>
Other expenditure				
Depreciation	970	-	970	1,266
Accountancy fees	1,482	-	1,482	1,468
	<u>2,452</u>	<u>-</u>	<u>2,452</u>	<u>2,734</u>
Total expenditure	<u>145,240</u>	<u>36,538</u>	<u>181,778</u>	<u>130,764</u>
Net income	<u>9,983</u>	<u>21,400</u>	<u>31,383</u>	<u>11,793</u>

PEEPS

England & Wales - Charity number 1179495

Accounts

Registered charity number
1179495



Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2023

Peeps
Report and accounts
Contents

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Peeps
Reference and Administrative Details

Trustees

Jennifer Cawthorne
Steve Land
Hannah Walker
Susan Moore
Dr Ela Chakkarapani
Hannah Adams

Independent examiners

S.E.A Accountancy Limited
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Registered charity number

1179495

Peeps

Registered number: 1179495

Trustees' Report

The Trustees present their report and financial statements of the charity for the year ended 31 August 2023.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by H.I.E. (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in H.I.E. and its implications for the family.

The Team

We have enjoyed a year with a stable team of Trustees. Each brings with them different skills and perspectives, and each contributes towards the overall aims of the charity.

There was a slight re-structure within the paid employees, as the roles of Charity Coordinators had naturally developed over the years. It became apparent that the needs of the charity were changing, and whilst a focus on growing and supporting relationships was important, so was the ability to bring in funding to help ensure sustainability. Through discussions and consultations, the two Coordinator roles ceased to exist and instead two new roles of Relationship Officer and Grants & Fundraising Officer were created (there wasn't a redundancy situation).

The Family Inclusion & Support Worker role had proved invaluable since it was introduced last year. The number of referrals we receive is continuing to increase, and Anne, in this role, ensures that all new families receive a warm welcome, and gentle information about what support is available. She also looks after existing families, managing counselling or therapy requests and well as the equipment fund applications.

It's always been important for Peeps that employees are fully supported, and one of the main reasons why we offer part-time working and 10 hour contracts, is to help make the positions accessible for those with carer responsibilities.

At the beginning of 2023 we were thrilled to start a brand new Peer Support programme, and received some funding from Health Education England. This enabled us to recruit a Volunteer Coordinator on a 12 month contract, to help set up and run our volunteer programme. 10 parents signed up to be Peer Support Volunteers and went through considerable training, and it has been wonderful to see them in their roles, supporting other families on their H.I.E. journey.

All of our employees have completed their Mental Health First Aid training, as well as Safeguarding training. We have added a second Designated Safeguarding Lead, so have Hannah Adams from the Board of Trustees and Laura Linney our Volunteer Coordinator.

A note from the Founders

We say it all the time, but where do the months go? It's hard to believe that Peeps turned 5 this year - it only seems like two minutes since we wondered if we might be able to find a way of trying to help others and get people talking about H.I.E..

We have continued to have some wonderful support, from people fundraising, to gifting their time and expertise, to taking part in awareness and fundraising activities. It really does feel like there is a whole community growing and pulling together, and we hope those involved feel that too.

A challenge for us is often that we want to do everything, straight away! We have so many ideas, ways to help people, involve families, raise funds to expand our work, or reach those who might not yet know about Peeps. We know that there are limits on time and resources, so we still aim to "work smart", whilst being realistic. The important thing is that whatever Peeps does, we want to do it well, and always for the benefit of the families we support.

It's been wonderful to see our little team grow, and our hopes of having volunteers to offer even more support has become reality. The training that our Peer Support Volunteers took on at the start of the year was intense - spanning a couple of months, and involving homework as well as online sessions. The dedication of the volunteers was amazing to see, and they have since helped several other parents, as they navigate their own H.I.E. journey.

Everything we do comes from a place of kindness, and from lived experiences. We set out to try and make a difference, and we'll keep going!

Sarah and Steve Land

A note from the Chair

I have been Chair of the Trustees at Peeps since 2020 and am now part way through my second term.

I continue to really enjoy my role at team Peeps and in particular being involved in the growth of the charity. Last year the team grew with the successful appointment of a Family Inclusion & Support Worker. It has been great to read and hear about the great impact the Family Inclusion & Support Worker has already had. This year further growth has resulted in team Peeps appointing a Volunteer coordinator. We now have a team of peer support volunteers who have been through formal training and they now all provide support to families affected by HIE. This has enabled Peeps to provide much needed support to more families over the course of the last year as the number of referrals has grown..

Peeps have continued to receive positive feedback about the support provided and in particular the difference which counselling, which has been arranged by Peeps, has made which is lovely to read. Mental health support remains a key priority for Peeps and we have funded more sessions this year than in the previous year.

The Trustees meetings have continued remotely other than one hybrid strategy meeting which took place in January 2023. The remote meetings work well as we have Trustees in different parts of the country. It was great to recruit two more Trustees one of whom is a neonatologist as he has brought additional medical experience to the Board which has been very helpful. The other new Trustee brought much needed specialist education experience to the Board which has been valuable and she has delivered a webinar providing specialist advice to families. We are committed to further grow the Board of Trustees in future as the charity continues to grow.

I am looking forward to another busy year ahead.
Jennifer Cawthorne

Activities

We have continued to provide our core activities, and added expanded on the peer support with our new volunteers:

- Information sharing
 - Website - this year we introduced an accessibility toolbar from ReciteMe, that enables users to change the language, font, background, and colours, as well as giving the option to have text read out. This is part of our continuous focus on diversity and inclusion, and we want to make sure our information is as easy to access as possible.
 - Free app and social media pages
 - Printed information, for those who may not have access to, or don't use mobile phones or computers. As above, this is available in different languages and formats.
- Peer Support
 - Our new fully trained volunteers are now in place, all have lived experience of H.I.E. They offer one to one support, either in a single session or over a few weeks / months. All volunteers have lived experience of and for many this has provide an alternative to counselling or trauma therapy.
 - Closed Facebook groups for parents (H.I.E. Dad's Hub, H.I.E. Bereavement Support, Little HIEroes and The BeTweeners).
 - Incredibly active WhatsApp group!
 - Coffee Morning, Under 1s and Infant Massage remain regular events in the Peeps' diary, exclusively for H.I.E. families and free of charge for them. They offer a safe space for parents to have a little time out, and connect with others. They have also become peer-led (rather than by paid employees), which has worked really well.
- Free parent packs
 - Designed by families, for families the packs are for those at the start of their H.I.E. journey.
 - 414 packs have been sent out in the last 12 months
 - The packs contain information, comfort items, bespoke milestone cards, a "Little Warrior" baby grow, and practical items that are useful when in hospital.
- Mental health support - counselling and trauma therapy
 - The impact of an H.I.E. event can't be underestimated and we have continued to see parents, grandparents and siblings reach out for support.
 - 391 hours of counselling / trauma therapy have been arranged and funded (with special thanks to The National Lottery for a further grant of £10,000 to help support this).
- Equipment funding
 - 43 equipment funds have been given, totalling £15,000
 - Items such as the Firefly GoTo Seat and PPod chair remain popular as they offer such good postural support and are mobile. We have also had a number of requests for Safe Space beds, as these allow safe sleeping when away from home (for example at grandparents or when on holiday).
- H.I.E. Awareness Day
 - The H.I.E. Awareness Day is now a regular event on the 4th April with our #HeardofHIE.
 - Raising awareness continues to be important so that we can reach more families who may benefit from support,
- Key event recognition
 - This year we have once again sent a small gift and a card to all our families at Christmas, on Mother's Day and Father's Day, as well as a Peeps' branded bear and

poem for the 1st birthday. We are sensitive to those families who have experienced bereavements and tailor the gift and card so that it's suitable, and they know we are holding them in our thoughts.

- Research and representation
 - Continued involvement in research projects connected to H.I.E. - helping ensure the parent voice is heard.
 - Attending study days and training events, sharing experiences and raising awareness.
 - Ensuring the parent voice is heard as much as possible, by being part of groups such as the NHS Early Notification Maternity Voices Advisory Group and The Ockenden Independent Review into Maternity Services at the Nottingham University Hospitals NHS Trust

Achievements and performance

It has been a positive year for Peeps as we continue to grow and offer more support to families.

Fundraising is a huge part of any charity, and we understand just how difficult the financial climate has been recently. We are always so grateful of any donations or grants, and ensure that all money is carefully spent, to support as many families as possible.

2023 saw our first big fundraiser since Covid - a fire walk! With a false start on the first attempt due to severe snow and illness, we successfully came together a few weeks later, and had 35 brave souls walk over hot coals in aid of Peeps. £10,000 was raised, and a brilliant night had by all.

2023 also saw the launch of our new Legal Panel. A dedicated page on our website that families can access if they need legal advice on a wide range of topics. We undertook a due diligence process, and are in regular contact with the organisations to ensure that the panel is working for them.

We were fortunate this year to be gifted a research project from Sapio Research. This provided such valuable feedback from families as well as members of the public - it was positive to see what is going well, and the areas that we can focus on going forward to improve our offering even further.

In January we held a Trustee Strategy Planning Meeting, which was a great opportunity to come together and agree the direction for Peeps over the coming years. We want to ensure that families remain at the heart of all we do, and keep the friendly feel of the support available. It's exciting to think of how we can grow, and will continue to do our best for all in the H.I.E. community.

Financial Review

The Charity held reserves of £69,180 (2022: £57,387), of which £47,160 was unrestricted (2022: £47,057). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom

Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

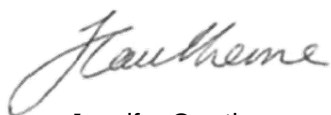
The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners Each person who was a Trustee at the time this report was approved confirms that:

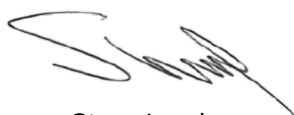
- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.



Jennifer Cawthorne

Trustee



Steve Land

Trustee

Approved by the board on 12th January 2024

Peeps

Independent examiner's report to the members of Peeps

I report on the unaudited financial statements of Peeps for the year ended 31 August 2023 which comprise the Statement of Financial Activities, the Statement of Financial Position and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the charity are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of 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.

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
- to keep accounting records in accordance with section 130 of the Charities Act 2011; and
 - to prepare accounts which accord with the accounting records, comply with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (FRS102)

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens

for and on behalf of
S.E.A Accountancy Limited
Independent examiner

Date: 12th January 2024

Shaw House
1 Shaw Street
Ashton-under-Lyne
Lancashire
OL6 6QJ

Peeps

**Statement of Financial Activities (Incorporating an Income and Expenditure Account)
for the year ended 31 August 2023**

	Notes	Unrestricted £	Restricted £	2023 Total £	2022 Total £
Donations and legacies	4	83,184	2,544	85,728	79,430
Charitable activities	5	-	45,350	45,350	21,499
Other trading activities	6	6,373	-	6,373	2,609
Other income	7	5,106	-	5,106	1,983
Total income		94,663	47,894	142,557	105,521
Expenditure on:					
Raising funds	8	2,807	950	3,757	4,626
Charitable activities	9	89,019	35,254	124,273	82,001
Other expenditure	10	2,734	-	2,734	2,348
Total expenditure		94,560	36,204	130,764	88,975
Net income		103	11,690	11,793	16,546
Net movement in funds		103	11,690	11,793	16,546
Total funds brought forward	19	47,057	10,330	57,387	40,841
Total funds carried forward		47,160	22,020	69,180	57,387

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

All activities derive from continuing operations.

**Peeps
Statement of Financial Position
as at 31 August 2023**

	Notes	2023 £	2022 £
Fixed assets			
Tangible assets	14	1,264	1,053
Current assets			
Debtors	15	37,005	6,440
Cash at bank and in hand		97,803	51,825
		<u>134,808</u>	<u>58,265</u>
Creditors: amounts falling due within one year	16	<u>(66,892)</u>	<u>(1,931)</u>
Net current assets		67,916	56,334
Net assets		<u>69,180</u>	<u>57,387</u>
Funds			
Unrestricted funds			
General funds	19	47,160	47,057
Restricted funds	19	22,020	10,330
Total funds		<u>69,180</u>	<u>57,387</u>

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2023 their responsibilities for complying with the requirements of the Charities Act 2011 with respect to accounting records and the preparation of accounts.


Jennifer Cawthorne
Trustee

Date: 12th January 2024


Steve Land
Trustee

Date: 12th January 2024

Peeps
Notes to the Accounts
for the year ended 31 August 2023

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)' and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services is deferred until the criteria for income recognition is met.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Individual items over £100 are treated as capital for the purposes of these accounts. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Fixtures, fittings and equipment	over 3 years
----------------------------------	--------------

Peeps
Notes to the Accounts
for the year ended 31 August 2023

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Legal status of the charity

The charity is a Charitable Incorporated Organisation.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3	Net income/ (expenditure)		2023	2022	
			£	£	
	Net income/(expenditure) is stated after charging/(crediting):				
	Depreciation of owned fixed assets		1,266	1,016	
	Independent examiners' remuneration for independent examination services		330	300	
	Other accountancy services		1,138	1,032	
4	Donations and legacies	Unrestricted	Restricted	Total 2023	2022
		£	£	£	£
	Donations	77,434	2,544	79,978	48,430
	Grants	5,750	-	5,750	31,000
		83,184	2,544	85,728	79,430
	Grants received, included in the above, are as follows:				
				Total 2023	2022
				£	£
	Box Power			-	30,000
	Arnold Clark Community Fund			-	1,000
	David Solomon's Grant			750	-
	UKH Foundation			5,000	-
				5,750	31,000
5	Charitable activities	Unrestricted	Restricted	Total 2023	2022
		£	£	£	£
	Grants	-	45,350	45,350	21,499
		-	45,350	45,350	21,499

Peeps
Notes to the Accounts
for the year ended 31 August 2023

Grants received, included in the above, are as follows:

	Total 2023	2022
	£	£
Action Together	-	4,999
National Lottery	10,000	10,000
LocalGiving	500	500
Hillards Trust	-	1,000
Garfield Weston	-	5,000
Health Education England	34,850	-
	45,350	21,499

6 Other trading activities	Unrestricted	Restricted	2023	2022
	£	£	£	£
Merchandise sales	679	-	679	1,403
Raffle tickets	694	-	694	1,206
Sponsorship income	5,000	-	5,000	-
	6,373	-	6,373	2,609
7 Other income	Unrestricted	Restricted	2023	2022
	£	£	£	£
Other income	562	-	562	658
Gift aid	4,544	-	4,544	1,325
	5,106	-	5,106	1,983
8 Raising funds	Unrestricted	Restricted	2023	2022
	£	£	£	£
Advertising and marketing	1,283	100	1,383	1,117
Branded clothes	525	850	1,375	1,583
Raising funds	999	-	999	1,926
	2,807	950	3,757	4,626
9 Charitable activities costs	Unrestricted	Restricted	2023	2022
	£	£	£	£
Counselling	6,621	20,330	26,951	21,115
Donations made	-	-	-	1,250
Employers national insurance	(292)	-	(292)	292
Equipment for families	14,506	500	15,006	8,124
Events	6,184	-	6,184	1,117
Gifts	3,068	2,465	5,533	4,130
Insurance	348	-	348	306
Office/General Administrative Expenses	928	83	1,011	865
Other pension costs	109	-	109	-
Other professional services	515	-	515	2,812
Printing, Postage and Stationery	3,125	24	3,149	2,881
Purchases for parent packs	10,477	-	10,477	7,983
Subscriptions	4,960	877	5,837	5,191
Sundry expenses	-	-	-	150
Supervision	70	70	140	280
Telephone	811	171	982	600
Training	1,444	-	1,444	948
Travel and Accommodation	50	-	50	-
Wages and salaries	35,183	10,734	45,917	22,681
Website	912	-	912	1,276
	89,019	35,254	124,273	82,001

Peeps
Notes to the Accounts
for the year ended 31 August 2023

10 Other expenditure	Unrestricted £	Restricted £	2023 £	2022 £
Depreciation	1,266	-	1,266	1,016
Accountancy fees	1,468	-	1,468	1,332
	<u>2,734</u>	<u>-</u>	<u>2,734</u>	<u>2,348</u>

11 Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 August 2023 (2022 : nil).

Trustees' expenses

No trustees' were paid expenses for the year ended 31 August 2023 (2022 : nil).

12 Staff costs	Unrestricted £	Restricted £	Total 2023 £	Total 2022 £
Wages and salaries	35,183	10,734	45,917	22,681
Social security costs	(292)	-	(292)	292
Other pension costs	109	-	109	-
	<u>35,000</u>	<u>10,734</u>	<u>45,734</u>	<u>22,973</u>

Average number of employees during the year

	Number	Number
Charitable activities	<u>4</u>	<u>3</u>
	<u>4</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

13 Government grants

Income from government grants comprises of grants made by local authorities to fund projects in line with the charity's objectives. See 'income from charitable activities' for details of these funds and any restrictions over their use.

14 Tangible fixed assets

	Fixtures, fittings and equipment At cost £
Cost or valuation	
At 1 September 2022	3,051
Additions	1,477
Disposals	(264)
At 31 August 2023	<u>4,264</u>
Depreciation	
At 1 September 2022	1,998
Charge for the year	1,266
On disposals	(264)
At 31 August 2023	<u>3,000</u>
Carrying amount	
At 31 August 2023	<u>1,264</u>
At 31 August 2022	<u>1,053</u>

Peeps
Notes to the Accounts
for the year ended 31 August 2023

15 Debtors	2023 £	2022 £
Prepayments	17,006	6,440
Accrued income	19,999	-
	<u>37,005</u>	<u>6,440</u>

16 Creditors: amounts falling due within one year	2023 £	2022 £
Other taxes and social security costs	368	130
Other creditors	125	-
Accruals	1,519	1,801
Deferred income	64,880	-
	<u>66,892</u>	<u>1,931</u>

17 Movement in deferred income

Income is deferred based on the service delivery of projects.

The movement in deferred income is below:

	2022 £	Released £	Deferred £	2023 £
Legal panel sponsorship	-	-	55,000	55,000
Bendrigg event	-	-	9,880	9,880
	<u>-</u>	<u>-</u>	<u>64,880</u>	<u>64,880</u>

18 Analysis of net assets between funds	Unrestricted £	Restricted £	2023 £	2022 £
Fixed assets	1,264	-	1,264	1,053
Current assets	102,908	31,900	134,808	58,265
Current liabilities	(57,012)	(9,880)	(66,892)	(1,931)
	<u>47,160</u>	<u>22,020</u>	<u>69,180</u>	<u>57,387</u>

19 Movement in total funds	At 1 September 2022 £	Net movement in funds £	Transfers between funds £	At 31 August 2023 £
Unrestricted funds				
General fund	47,057	103	-	47,160
Total unrestricted funds	47,057	103	-	47,160
Restricted funds				
Action Together	4,966	(4,966)	-	-
Hillards Trust	1,000	(1,000)	-	-
Garfield Weston	4,364	(4,364)	-	-
Health Education England	-	20,994	-	20,994
Sulley's Fund	-	1,026	-	1,026
Total restricted funds	10,330	11,690	-	22,020
Total funds	57,387	11,793	-	69,180

Peeps
Notes to the Accounts
for the year ended 31 August 2023

20 Purpose of funds

Unrestricted funds	These funds are held for meeting the objectives of the charity and to provide reserves for future activities. Subject to charity legislation, they are free from all restrictions on their use.
Action Together	Tameside support
National Lottery	Mental health support
LocalGiving	Mental health support
Hillards Trust	Support within Oldham/Northwest area
Garfield Weston	Parent packs, mental health support and core costs
Health Education England	Training for peer support volunteers
Sulley's Fund	Support for bereaved families

21 Net movement in funds	Incoming resources £	Resources expensed £	Movement in funds £
General fund	94,663	(94,560)	103
Total unrestricted funds	94,663	(94,560)	103
Action Together	-	(4,966)	(4,966)
National Lottery	10,000	(10,000)	-
LocalGiving	500	(500)	-
Hillards Trust	-	(1,000)	(1,000)
Garfield Weston	-	(4,364)	(4,364)
Health Education England	34,850	(13,856)	20,994
Sulley's Fund	2,544	(1,518)	1,026
Total restricted funds	47,894	(36,204)	11,690
Total funds	142,557	(130,764)	11,793

22 Comparative movement in total funds	At 1 September 2021 £	Net movement in funds £	Transfers between funds £	At 31 August 2022 £
Unrestricted funds				
General fund	40,841	6,216	-	47,057
Total unrestricted funds	40,841	6,216	-	47,057
Restricted funds				
Action Together	-	4,966	-	4,966
Hillards Trust	-	1,000	-	1,000
Garfield Weston	-	4,364	-	4,364
Total restricted funds	-	10,330	-	10,330
Total funds	40,841	16,546	-	57,387

Peeps
Notes to the Accounts
for the year ended 31 August 2023

23 Comparative net movement in funds	Incoming resources £	Resources expensed £	Movement in funds £
Unrestricted funds			
General fund	84,022	(77,806)	6,216
	84,022	(77,806)	6,216
Action Together	4,999	(33)	4,966
National Lottery	10,000	(10,000)	-
LocalGiving	500	(500)	-
Hillards Trust	1,000	-	1,000
Garfield Weston	5,000	(636)	4,364
	21,499	(11,169)	10,330
Total funds	105,521	(88,975)	16,546

24 Related party transactions

Sarah Land is employed by the Charity and is the wife of Steven Land, a Trustee. This is managed appropriately by the Board in line with Charity Commission guidance.

25 Presentation currency

The financial statements are presented in Sterling.

26 Legal form of entity

Peeps is a Charitable Incorporated Organisation registered in England.

27 Principal place of operation

The address of the charity's principal place of operation is:

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Peeps
Detailed Statement of Financial Activities
for the year ended 31 August 2023

This schedule does not form part of the statutory accounts

	Unrestricted £	Restricted £	Total 2023 £	Total 2022 £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	77,434	2,544	79,978	48,430
Grants	5,750	-	5,750	31,000
	83,184	2,544	85,728	79,430
Charitable activities				
Grants	-	45,350	45,350	21,499
Other trading activities				
Merchandise sales	679	-	679	1,403
Raffle tickets	694	-	694	1,206
Sponsorship income	5,000	-	5,000	-
	6,373	-	6,373	2,609
Other income				
Other income	562	-	562	658
Gift aid	4,544	-	4,544	1,325
	5,106	-	5,106	1,983
Total income	94,663	47,894	142,557	105,521
EXPENDITURE				
Raising funds				
Advertising and marketing	1,283	100	1,383	1,117
Branded clothes	525	850	1,375	1,583
Raising funds	999	-	999	1,926
	2,807	950	3,757	4,626

Peeps**Detailed Statement of Financial Activities
for the year ended 31 August 2023***This schedule does not form part of the statutory accounts*

	Unrestricted £	Restricted £	Total 2023 £	Total 2022 £
Charitable activities costs				
Counselling	6,621	20,330	26,951	21,115
Donations made	-	-	-	1,250
Employers national insurance	(292)	-	(292)	292
Equipment for families	14,506	500	15,006	8,124
Events	6,184	-	6,184	1,117
Gifts	3,068	2,465	5,533	4,130
Insurance	348	-	348	306
Office/General Administrative Expenses	928	83	1,011	865
Other pension costs	109	-	109	-
Other professional services	515	-	515	2,812
Printing, Postage and Stationery	3,125	24	3,149	2,881
Purchases for parent packs	10,477	-	10,477	7,983
Subscriptions	4,960	877	5,837	5,191
Sundry expenses	-	-	-	150
Supervision	70	70	140	280
Telephone	811	171	982	600
Training	1,444	-	1,444	948
Travel and Accommodation	50	-	50	-
Wages and salaries	35,183	10,734	45,917	22,681
Website	912	-	912	1,276
	<u>89,019</u>	<u>35,254</u>	<u>124,273</u>	<u>82,001</u>
Other expenditure				
Depreciation	1,266	-	1,266	1,016
Accountancy fees	1,468	-	1,468	1,332
	<u>2,734</u>	<u>-</u>	<u>2,734</u>	<u>2,348</u>
Total expenditure	<u>94,560</u>	<u>36,204</u>	<u>130,764</u>	<u>88,975</u>
Net income	<u>103</u>	<u>11,690</u>	<u>11,793</u>	<u>16,546</u>

PEEPS

England & Wales - Charity number 1179495

Accounts

Registered charity number
1179495



Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2022

Peeps
Report and accounts
Contents

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Peeps
Reference and Administrative Details

Trustees

Josie Norbury (resigned 30 April 2022)
Jennifer Cawthorne
Steve Land
Hannah Walker
Susan Moore
Dr Ela Chakkarapani (appointed 1 May 2022)
Hannah Adams (appointed 1 May 2022)

Independent examiners

S.E.A Accountancy Limited
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Registered charity number

1179495

Peeps

Registered number: 1179495

Trustees' Report

The Trustees present their report and financial statements of the charity for the year ended 31 August 2022.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by HIE (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in HIE and its implications for the family.

The Team

This year our team of Trustees changed slightly, with two new members, Dr Ela Chakkarapani and Hannah Adams, joining the board. This has broadened our experience and expertise in terms of HIE, as well as geographical location. They have soon settled into the team, making significant contributions already.

Our Charity Coordinators, Liz and Michelle (both part-time positions) continue to work with neonatal contacts across the UK, as well as charities and community groups, and support with online activities, training sessions, the distribution of parent packs, sourcing translations and much more. We all acknowledge that it would be nice to work in an office together at times (we're all home based) and enjoy it when we come together for team meetings.

We also recruited for a new part-time position of Family Inclusion and Support Worker and Anne Hague joined the team. This came about after further growth, and a need for a dedicated person to look after the families who refer to us. On average we have seen 7 new referrals each month. Some of these families have been in neonatal care, others are further in their HIE journey. Anne ensures that everyone receives a warm welcome and access to timely support, however that may look for the individuals.

Part of the role of Family Inclusion and Support Worker is also to increase our reach - we are looking at new ways to share our information and continue to think about the different backgrounds and experiences that families will have. We want to be as accessible as we can be, for anyone who may want support.

All of our employees have completed their Mental Health First Aid training, as well as Safeguarding training.

A note from the Founders

“Every so often we sit back (never sitting still for too long!), take a look at where we are and where we have come from. Sometimes the weeks and months can go by in a blur, so it’s important that we take time out every once in a while to breathe and reflect.

This year saw us, as a family, move house. We were packing up various belongings and came across some of our early Peeps’ items. The first leaflet, the early version of the water bottle, a tatty to-do list of what had to be done that week (which seemed very short in comparison to what we do now!) . In one way it seemed so long since Peeps was set up, but in another only a moment ago.

The fact that we have been in a position, and had the need, to recruit a further employee this year shows how much we are growing. We discuss the charity a lot and always try to find the most efficient way of doing things, so we know that these additional hours will be carefully used.

It’s heartwarming to hear the feedback from families we’ve been able to support. We know we can’t change the world, but if we can make a small difference to someone on their HIE journey, then we’ve achieved what we set out to.

When we found ourselves in this scary world of HIE, we felt completely lost. Families with older children have said they wish we were about when they had their baby, and we hope that in the not-too-distant we’ll be able to say with confidence that no-one is facing HIE alone.

We’ve been so fortunate to have lovely support along the way, and it really is appreciated. Here’s to the next year with Peeps!

Sarah and Steve Land

A note from the Chair

“I was appointed as a Trustee on 1 May 2020 and shortly afterwards was appointed as Chair of the Trustees. I was reappointed to both roles on 1 May 2022.

I continue to really enjoy my role and being part of Team Peeps. The team has grown this year through the recruitment of a part time Family Inclusion and Support Worker. We also have two new Trustees which has brought additional experience to the team. It has been great to be able to expand the team to enable us to reach more families as we have seen an increased number of referrals to the team this year.

Peeps continue to receive positive feedback about the support being provided which is lovely to read.

We have continued to hold Trustees meetings remotely this year with one hybrid meeting also taking place. Remote meetings are still working well particularly given two of our Trustees now live some distance away.

We continue to recognise the particular need for mental health support and I am pleased we have been able to continue to fund counselling and trauma therapy for families. This year we have funded 380 hours of this support which is an increase from the support provided last year.

We have plans to continue to grow Peeps further and I look forward to the year ahead.”

Jennifer Cawthorne

Activities

We have continued to provide our core activities:

- Website, free app and social media pages
 - Information, support and signposting
 - Alternative languages and formats available
 - Closed groups for parents (HIE Dad's Hub, HIE Bereavement Support)
 - Little HIEroses Facebook page and WhatsApp group
- Free parent packs for those at the start of their HIE journey
 - 491 packs have been sent out in the last 12 months
 - Designed by families, for families
 - The packs contain information, comfort items, bespoke milestone cards, a "Little Warrior" baby grow, and practical items that are useful when in hospital.
- Mental health support - counselling and trauma therapy
 - This continues to be high on our list of priorities.
 - We don't believe we have yet seen the full impact of Covid, although we have seen an increase in the number of parents/carers requesting counselling support.
 - 380 hours of counselling / trauma therapy has been provided and funded (with special thanks to The National Lottery for a further grant of £10,000 to help support this).
 - We continue to work closely with our counselling/therapy providers, who understand HIE and the impact it can have on families.
 - Now that Covid restrictions have lifted, more families are choosing to opt for face to face support, so we carefully research and assess suitable therapists who are local to our families.
- Equipment funding
 - 23 equipment funds have been given, totalling £8124
 - Items such as the Firefly Splashy and GoTo Seat remain popular as they offer such good postural support and are mobile. We appreciate that Firefly supports Peeps by offering a discount for purchases we make.
- Online sessions
 - Coffee Morning, Under 1s and Infant Massage remain regular events in the Peeps' diary, exclusively for HIE families and free of charge for them.
 - They offer a safe space for parents to have a little time out, and connect with others. Many (not all) of our families have children with additional / medical needs - leaving the house can feel overwhelming, especially in the early days, so our online sessions are able to offer a sense of community but from the comfort of your own home.
 - The Under 1s sessions were introduced following feedback from parents who were looking for groups where the children were of a similar age, so they could share experiences and support each other.
- HIE Awareness Day
 - The HIE Awareness Day is now a regular event on the 4th April with our #HeardofHIE.
 - This year saw a first for us, with the very kind gift of a song. "Have you heard of HIE?" (you can listen on Youtube: <https://youtu.be/tELO8PoJdiw>) became a really catchy tune for many, and we do believe it's the only song ever to contain the words *Hypoxic-Ischaemic Encephalopathy* - pretty impressive!

- There were lots of events, social media posts and story sharing on the day, as well as piers and bridges being lit up yellow, which was great to see.
- Key event recognition
 - This year we have once again sent a small gift and a card to all our families at Christmas, on Mother's Day and Father's Day, as well as a Peeps' branded bear and poem for the 1st birthday. The budget has had to be reduced for the gifts due to the number of families supported increasing, but the gesture has very much been appreciated. They are an acknowledgement that sometimes big days, especially when there is so much on social media, can be difficult, and that they aren't on their own. We are sensitive to those families who have experienced bereavements and tailor the gift and card so that it's suitable, and they know we are holding them in our thoughts.
- Research and representation
 - Continued involvement in research projects connected to HIE - helping ensure the parent voice is heard.
 - Attending study days and training events, sharing experiences and raising awareness.
 - New Professional Panel, to go alongside our Parent Panel. to bring together more experiences and help shape what we offer.

Achievements and performance

It's so great to know that we are continuing to reach more families who have been touched by HIE. We always say it, but we wish we weren't needed, that there is a day when HIE doesn't exist. We're not there yet and until we are we'll continue to work hard to offer the best support possible.

One huge moment that stands out for us was receiving a grant from Box Power CIC. We had initially applied for £15,000 and got through to the next stage which was a zoom interview. We were thrilled to hear we were one of the 20 charities they had chosen to support. We were then surprised at the awards dinner to hear that they were doubling everyone's grant. The atmosphere in the room was something else. We knew that we could make a massive difference to so many families with that fund, and are still saying thank you to Box Power!

We have also had occasions where people have donated £5, and followed it with an apology that it can't be more. Every single penny that's donated is so gratefully received. We know how many wonderful charities there are out there, and if someone chooses Peeps to give their hard-earned money to then we always promise that it will be put to good use. We also appreciate those who may not be able to give financially but offer to volunteer time, or skills, or share our social media posts - it really does mean a lot.

The credibility of the charity has always been important to us; being asked to be involved in groups such as the NHS Early Notification Maternity Advisory Group and BAPM (British Association of Perinatal Medicine) just as two examples, indicates that our values and the way we work within them are respected.

We pride ourselves on being fully inclusive, ensuring that all feel welcomed (regardless of experience, background, or outcomes) and that everyone we come in contact with and support feels valued and safe. We have had requests to provide information in alternative languages and have been pleased to facilitate this within a matter of days.

We have also enjoyed growing our relationships with other charities and organisations - whether new or existing contacts, working together for the same aim (supporting families).



We distributed
362
 Parent packs



Received 
£100k
 in donations
 and grants

Funded 
340hrs
 of counselling
 sessions

and approved 
25
 Equipment
 applications

Our 2022

We also ran a very successful
HIE Awareness Day

#HeardofHIE

And took part in valuable research projects,
 so the parent voice was heard



Financial Review

The Charity held reserves of £57,387 (2021: £40,841), of which £47,057 was unrestricted (2021: £40,841). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

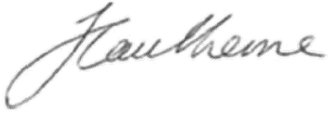
The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

Each person who was a Trustee at the time this report was approved confirms that:

- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.



Jennifer Cawthorne

Trustee



Steve Land

Trustee

Approved by the board on 19th April 2023

Peeps

Independent examiner's report to the members of Peeps

I report on the unaudited financial statements of Peeps for the year ended 31 August 2022 which comprise the Statement of Financial Activities, the Statement of Financial Position and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the charity are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of 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.

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
- to keep accounting records in accordance with section 130 of the Charities Act 2011; and
 - to prepare accounts which accord with the accounting records, comply with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities (FRS102)

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens

for and on behalf of
S.E.A Accountancy Limited
Independent examiner
19 April 2023

Shaw House
1 Shaw Street
Ashton-under-Lyne
Lancashire
OL6 6QJ

Peeps

**Statement of Financial Activities (Incorporating an Income and Expenditure Account)
for the year ended 31 August 2022**

	Notes	Unrestricted £	Restricted £	2022 Total £	2021 Total £
Donations and legacies	4	79,430	-	79,430	64,774
Charitable activities	5	-	21,499	21,499	13,500
Other trading activities	6	2,609	-	2,609	1,776
Other income	7	1,983	-	1,983	4,082
Total income		84,022	21,499	105,521	84,132
Expenditure on:					
Raising funds	8	4,593	33	4,626	2,699
Charitable activities	9	70,865	11,136	82,001	66,081
Other expenditure	10	2,348	-	2,348	2,070
Total expenditure		77,806	11,169	88,975	70,850
Net income		6,216	10,330	16,546	13,282
Net movement in funds		6,216	10,330	16,546	13,282
Total funds brought forward	18	40,841	-	40,841	27,559
Total funds carried forward		47,057	10,330	57,387	40,841

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

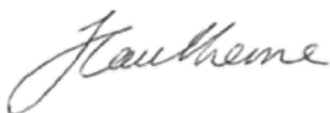
All activities derive from continuing operations.

**Peeps
Statement of Financial Position
as at 31 August 2022**

	Notes	2022 £	2021 £
Fixed assets			
Tangible assets	14	1,053	1,235
Current assets			
Debtors	15	6,440	8,324
Cash at bank and in hand		51,825	34,025
		<u>58,265</u>	<u>42,349</u>
Creditors: amounts falling due within one year	16	<u>(1,931)</u>	<u>(2,743)</u>
Net current assets		56,334	39,606
Net assets		<u>57,387</u>	<u>40,841</u>
Funds			
Unrestricted funds			
General funds	18	47,057	40,841
Restricted funds	18	10,330	-
Total funds		<u>57,387</u>	<u>40,841</u>

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2022 their responsibilities for complying with the requirements of the Charities Act 2011 with respect to accounting records and the preparation of accounts.



Jennifer Cawthorne
Trustee
Approved by the board on 19 April 2023



Steve Land
Trustee
Approved by the board on 19 April 2023

**Peeps
Notes to the Accounts
for the year ended 31 August 2022**

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)' and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

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

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services is deferred until the criteria for income recognition is met.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Individual items over £100 are treated as capital for the purposes of these accounts. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Fixtures, fittings and equipment

over 3 years

Peeps
Notes to the Accounts
for the year ended 31 August 2022

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Legal status of the charity

The charity is a Charitable Incorporated Organisation.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Net income/ (expenditure)			2022	2021
			£	£
Net income/(expenditure) is stated after charging/(crediting):				
Depreciation of owned fixed assets			1,016	738
Independent examiners' remuneration for independent examination services			300	300
Other accountancy services			1,032	1,032
4 Donations and legacies	Unrestricted	Restricted	Total 2022	2021
	£	£	£	£
Donations	48,430	-	48,430	64,774
Grants	31,000	-	31,000	-
	79,430	-	79,430	64,774
Grants received, included in the above, are as follows:			Total 2022	2021
			£	£
Box Power			30,000	-
Arnold Clark Community Fund			1,000	-
			31,000	-
5 Charitable activities	Unrestricted	Restricted	Total 2022	2021
	£	£	£	£
Grants	-	21,499	21,499	13,500
	-	21,499	21,499	13,500

Peeps
Notes to the Accounts
for the year ended 31 August 2022

Grants received, included in the above, are as follows:

	Total 2022	2021
	£	£
Action Together	4,999	-
National Lottery	10,000	10,000
LocalGiving	500	500
Hillards Trust	1,000	-
Garfield Weston	5,000	-
Tesco Groundwork	-	1,000
Arnold Clark Community Fund	-	1,000
VM02 Together Fund	-	1,000
	21,499	13,500

6 Other trading activities	Unrestricted	Restricted	2022	2021
	£	£	£	£
Merchandise sales	1,403	-	1,403	1,776
Raffle tickets	1,206	-	1,206	-
	2,609	-	2,609	1,776
7 Other income	Unrestricted	Restricted	2022	2021
	£	£	£	£
Other income	658	-	658	1,056
Gift aid	1,325	-	1,325	3,026
	1,983	-	1,983	4,082
8 Raising funds	Unrestricted	Restricted	2022	2021
	£	£	£	£
Advertising and marketing	1,117	-	1,117	622
Branded clothes	1,583	-	1,583	1,360
Raising funds	1,893	33	1,926	717
	4,593	33	4,626	2,699
9 Charitable activities costs	Unrestricted	Restricted	2022	2021
	£	£	£	£
Counselling	10,615	10,500	21,115	22,250
Donations made	1,250	-	1,250	250
Employers national insurance	292	-	292	-
Equipment for families	8,124	-	8,124	9,602
Events	1,117	-	1,117	610
Gifts	4,130	-	4,130	3,924
Insurance	306	-	306	304
Office/General Administrative Expenses	865	-	865	632
Other professional services	2,812	-	2,812	-
Printing, Postage and Stationery	2,881	-	2,881	3,216
Purchase for Little Pack of Calm	-	-	-	53
Purchases for parent packs	7,347	636	7,983	11,267
Subscriptions	5,191	-	5,191	3,457
Sundry expenses	150	-	150	-
Supervision	280	-	280	-
Telephone	600	-	600	445
Training	948	-	948	1,070
Wages and salaries	22,681	-	22,681	8,912
Website	1,276	-	1,276	89
	70,865	11,136	82,001	66,081

Peeps
Notes to the Accounts
for the year ended 31 August 2022

10 Other expenditure	Unrestricted £	Restricted £	2022 £	2021 £
Depreciation	1,016	-	1,016	738
Accountancy fees	1,332	-	1,332	1,332
	<u>2,348</u>	<u>-</u>	<u>2,348</u>	<u>2,070</u>

11 Trustees' remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 August 2022 (2021 : nil).

Trustees' expenses

No trustees' were paid expenses for the year ended 31 August 2022 (2021 : nil).

12 Staff costs	Unrestricted £	Restricted £	Total 2022 £	Total 2021 £
Wages and salaries	22,681	-	22,681	8,912
Social security costs	292	-	292	-
	<u>22,973</u>	<u>-</u>	<u>22,973</u>	<u>8,912</u>

Average number of employees during the year

	Number	Number
Charitable activities	3	2
	<u>3</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

13 Government grants

Income from government grants comprises of grants made by local authorities to fund projects in line with the charity's objectives. See 'income from charitable activities' for details of these funds and any restrictions over their use.

14 Tangible fixed assets

	Fixtures, fittings and equipment At cost £
Cost or valuation	
At 1 September 2021	2,216
Additions	835
At 31 August 2022	<u>3,051</u>
Depreciation	
At 1 September 2021	981
Charge for the year	1,017
At 31 August 2022	<u>1,998</u>
Carrying amount	
At 31 August 2022	<u>1,053</u>
At 31 August 2021	<u>1,235</u>

Peeps
Notes to the Accounts
for the year ended 31 August 2022

15 Debtors			2022	2021
			£	£
Prepayments			6,440	8,324
16 Creditors: amounts falling due within one year			2022	2021
			£	£
Other taxes and social security costs			130	-
Accruals			1,801	2,743
Deferred income			-	-
			1,931	2,743
17 Analysis of net assets between funds	Unrestricted	Restricted	2022	2021
	£	£	£	£
Fixed assets	1,053	-	1,053	1,235
Current assets	47,935	10,330	58,265	42,349
Current liabilities	(1,931)	-	(1,931)	(2,743)
	47,057	10,330	57,387	40,841
18 Movement in total funds	At 1 September	Net movement	Transfers	At 31 August
	2021	in funds	between funds	2022
	£	£	£	£
Unrestricted funds				
General fund	40,841	6,216	-	47,057
Total unrestricted funds	40,841	6,216	-	47,057
Restricted funds				
Action Together	-	4,966	-	4,966
Hillards Trust	-	1,000	-	1,000
Garfield Weston	-	4,364	-	4,364
Total restricted funds	-	10,330	-	10,330
Total funds	40,841	16,546	-	57,387
19 Purpose of funds				
Unrestricted funds	These funds are held for meeting the objectives of the charity and to provide reserves for future activities. Subject to charity legislation, they are free from all restrictions on their use.			
Action Together	Tameside support			
National Lottery	Mental health support			
LocalGiving	Mental health support			
Hillards Trust	Support within Oldham/Northwest area			
Garfield Weston	Parent packs, mental health support and core costs			

Peeps
Notes to the Accounts
for the year ended 31 August 2022

20 Net movement in funds	Incoming resources £	Resources expensed £	Movement in funds £
General fund	84,022	(77,806)	6,216
Total unrestricted funds	84,022	(77,806)	6,216
Action Together	4,999	(33)	4,966
National Lottery	10,000	(10,000)	-
LocalGiving	500	(500)	-
Hillards Trust	1,000	-	1,000
Garfield Weston	5,000	(636)	4,364
Total restricted funds	21,499	(11,169)	10,330
Total funds	105,521	(88,975)	16,546

21 Comparative movement in total funds	At 1 September 2020 £	Net movement in funds £	Transfers between funds £	At 31 August 2021 £
Unrestricted funds				
General fund	27,559	13,282	-	40,841
Total unrestricted funds	27,559	13,282	-	40,841
Total restricted funds	-	-	-	-
Total funds	27,559	13,282	-	40,841

22 Comparative net movement in funds	Incoming resources £	Resources expensed £	Movement in funds £
Unrestricted funds			
General fund	70,632	(57,350)	13,282
	70,632	(57,350)	13,282
Restricted funds			
National Lottery	10,000	(10,000)	-
LocalGiving	500	(500)	-
Tesco Groundwork	1,000	(1,000)	-
Arnold Clark Community Fund	1,000	(1,000)	-
VM02 Together Fund	1,000	(1,000)	-
	13,500	(13,500)	-
Total funds	84,132	(70,850)	13,282

23 Related party transactions

Sarah Land is employed by the Charity and is the wife of Steven Land, a Trustee. This is managed appropriately by the Board in line with Charity Commission guidance.

24 Presentation currency

The financial statements are presented in Sterling.

Peeps
Notes to the Accounts
for the year ended 31 August 2022

25 Legal form of entity

Peeps is a Charitable Incorporated Organisation registered in England.

26 Principal place of operation

The address of the charity's principal place of operation is:

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Peeps
Detailed Statement of Financial Activities
for the year ended 31 August 2022

This schedule does not form part of the statutory accounts

	Unrestricted £	Restricted £	Total 2022 £	Total 2021 £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	48,430	-	48,430	64,774
Grants	31,000	-	31,000	-
	79,430	-	79,430	64,774
Charitable activities				
Grants	-	21,499	21,499	13,500
Other trading activities				
Merchandise sales	1,403	-	1,403	1,776
Raffle tickets	1,206	-	1,206	-
	2,609	-	2,609	1,776
Other income				
Other income	658	-	658	1,056
Gift aid	1,325	-	1,325	3,026
	1,983	-	1,983	4,082
Total income	84,022	21,499	105,521	84,132
EXPENDITURE				
Raising funds				
Advertising and marketing	1,117	-	1,117	622
Branded clothes	1,583	-	1,583	1,360
Raising funds	1,893	33	1,926	717
	4,593	33	4,626	2,699

Peeps**Detailed Statement of Financial Activities
for the year ended 31 August 2022***This schedule does not form part of the statutory accounts*

	Unrestricted £	Restricted £	Total 2022 £	Total 2021 £
Charitable activities costs				
Counselling	10,615	10,500	21,115	22,250
Donations made	1,250	-	1,250	250
Employers national insurance	292	-	292	-
Equipment for families	8,124	-	8,124	9,602
Events	1,117	-	1,117	610
Gifts	4,130	-	4,130	3,924
Insurance	306	-	306	304
Office/General Administrative Expenses	865	-	865	632
Other professional services	2,812	-	2,812	-
Printing, Postage and Stationery	2,881	-	2,881	3,216
Purchase for Little Pack of Calm	-	-	-	53
Purchases for parent packs	7,347	636	7,983	11,267
Subscriptions	5,191	-	5,191	3,457
Sundry expenses	150	-	150	-
Supervision	280	-	280	-
Telephone	600	-	600	445
Training	948	-	948	1,070
Wages and salaries	22,681	-	22,681	8,912
Website	1,276	-	1,276	89
	<u>70,865</u>	<u>11,136</u>	<u>82,001</u>	<u>66,081</u>
Other expenditure				
Depreciation	1,016	-	1,016	738
Accountancy fees	1,332	-	1,332	1,332
	<u>2,348</u>	<u>-</u>	<u>2,348</u>	<u>2,070</u>
Total expenditure	<u>77,806</u>	<u>11,169</u>	<u>88,975</u>	<u>70,850</u>
Net income	<u>6,216</u>	<u>10,330</u>	<u>16,546</u>	<u>13,282</u>

PEEPS

England & Wales - Charity number 1179495

Accounts

Registered charity number
1179495



Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2021

Peeps
Report and accounts
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Peeps
Charity Information

Trustees

Josie Norbury
Jennifer Cawthorne
Steve Land
Hannah Walker
Susan Moore

Independent Examiner

Stephanie Stevens
S.E.A Accountancy Limited
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Charity number

1179495

Peeps

Registered number: 1179495

Trustees' Report for the year ended 31st August 2021

Objectives

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by HIE (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in HIE and its implications for the family.

The Team

The Trustees remained the same this year, and have been a strong, consistent team. Each brings different experiences and adds value to the charity. Due to the pandemic, the meetings have continued to take place online. Whilst this has proved to be successful, the team are very much looking forward to meeting in person when it is safe to do so.

Sarah Land has grown the role of Charity Manager, continuing to volunteer a significant number of hours, in addition to her contracted hours.

"I feel so fortunate to be doing what I do. Having set Peeps up, it really is my baby, but I know that we need to plan ahead, and make sure that the charity is sustainable going forward." Sarah

The decision was taken by the Trustees in early 2021 to recruit an additional role, to support Sarah. The position of Charity Co-Ordinator was advertised across various platforms and there was a high number of applications. Many applications were from HIE parents, wanting to give something back and be involved in the charity, which was lovely to see.

The recruitment process narrowed down the applicants to two, and it was then agreed by the Trustees (due to the workload, and finances) that both would be offered the position. This meant that Peeps could grow quicker, reaching more families and offering more support.

Liz Cockram and Michelle Atkins joined the team in June 2021. They have different backgrounds in terms of previous employment, and both are Mums to children with additional needs (Michelle openly shares that she is also an HIE mum).

Their roles were initially to grow contacts with neonatal units (NICUs) across the country, and start to build strong relationships. They have also helped support families, and their roles will continue to develop.

To ensure that the parent voice is always heard, this year has seen the introduction of our Parent Panel. Made up of volunteers (mums and dads who have lived experience of HIE), the aim is to represent families from different backgrounds, with different experiences and outcomes of HIE. No one journey will be the same, so we want to do our best to make sure that everyone is included and supported.

A note from the Chair

"I was appointed as a Trustee on 1 May 2020 and shortly afterwards was appointed as Chair of the Trustees. I have continued in this role during the year this report covers.

I have very much enjoyed being part of the team and helping Peeps to grow and reach more families across the UK. Despite the Covid pandemic covering the whole period, the trustees have all managed to meet regularly via zoom or teams and progress our objectives. It was wonderful to be able to appoint Liz and Michelle as charity coordinators in June 2021 and there are plans for further recruitment in due course as Peeps continues to grow.

We all recognise the particular need for mental health support and it has been wonderful to be able to fund 300 hours of counselling/trauma therapy during this time in addition to the funding provided for equipment which is much needed by families."

Jennifer Cawthorne

Activities

It is sometimes tempting to run away with new ideas, always wanting to do more and help more, but we want to make sure that everything we do is done properly, that we grow at a sensible pace.

We have therefore continued to focus on providing our core activities:

- Free parent packs for those at the start of their HIE journey (largely distributed via NICUs)
 - 480 packs have been sent out in the last 12 months
 - The packs contain information (reviewed by our new Parent Panel), comfort items, bespoke milestone cards, a "Little Warrior" baby grow, and practical items that are useful when in hospital.
- Mental health support - counselling and trauma therapy
 - 300 hours of counselling / trauma therapy has been provided and funded (with special thanks to The National Lottery for our £10,000 grant to help support this).
 - Strong relationships have been built with our counselling/therapy providers, who understand our families, and offer such valuable support.
 - Mental health support remains high on our priority list, as we understand the impact that HIE can have, and just how stretched the NHS services are.
 - Feedback from our families who have benefited from counselling confirm the difference it makes, and we take pride in being able to get sessions up and running quickly and easily. Asking for help can be such a daunting step, so we want to get the support in place as soon as we can once a parent has contacted us.
- Equipment funding
 - 22 equipment funds have been given, totalling £7497.55
 - Items such as the Firefly Splashy and GoTo Seat, a therapy bench, a seizure alarm, wheelchair rain covers and sunshades, safe space bed - all things that are not otherwise available on the NHS, yet can have such a positive impact on the family. We appreciate that Firefly supports Peeps by offering a discount for purchases we make.
- Online baby/infant massage
 - This runs once a month and offers a safe space for parents to interact, have a little time out, and learn beneficial massage techniques for their child. This has been

particularly important during the time of restrictions, as many families may have otherwise missed out on traditional activities. Many (not all) of our families have children with additional / medical needs - leaving the house can feel overwhelming, especially in the early days, so our online sessions are able to offer a sense of community but from the comfort of your own home.

- HIE Awareness Day
 - The HIE Awareness Day took place again on the 4th April. We used #HeardofHIE, encouraging people to take part and share their stories, as we shared information about HIE across our social media platforms. Sunflowers were sent out, to show an appreciation of the support we have had, celebrate our growth as a charity, and help look forward to brighter days. We also launched “Pledge for Peeps”, asking people to create their own challenge to raise funds and awareness for the charity. The day was a success, even considering restrictions that were still in place due to the pandemic, and the number of posts shared, comments, and website interactions increased significantly.
- Referrals
 - The parent/family referral process introduced in April 2020 has continued to grow. Parents can refer themselves, or a healthcare professional can complete the form for them. We then keep them up to date on all things available, and any information that may be useful.
 - During this year 89 families have referred in to us. This does not mean these are the only families we support - some may choose to use our website / app information, or access our resources, without completing a referral. We update our families with monthly emails, and also send small gifts at Christmas, on Mother’s Day and Father’s Day. These have been well received and are an acknowledgement that sometimes things can be difficult (especially key events), and that they aren’t on their own.

During the last 12 months we have also been asked by healthcare professionals to take part in research projects, connected to HIE, as well as study days and training events. This has enabled us to make sure that the parent voice is heard, which is so important. By sharing experiences, what has gone well, and where learnings can be taken, things can improve for families going forward.

We have gradually introduced new initiatives, such as closed Facebook groups, online training sessions for families, and branded items to help raise awareness. We will continue to grow carefully, always monitoring our impact and benefit to families and obtaining feedback.

Achievements and performance

We are pleased that Peeps’ has continued to grow and offer more support to more families over the last 12 months. Thanks to our supporters we are in a position where we have reserves to enable our services to continue for a minimum of 6 months, if no further funds come in. We are also extremely lean in terms of spend and resources and carefully monitor our finances.

The reputation of the charity is important to us, and we feel that this has been endorsed by actions such as a formal partnership agreement with the North West Neonatal Operational Delivery Network (NWNODN), being approached by healthcare professionals to take part in research project, and talk at events around HIE and related topics.

The way Peeps is diversifying is also an achievement for us - we are consistently looking to improve what we do, to reach more families and make accessing our information and support as easy as possible, for all who may benefit from it.

One of the more recent initiatives has been the HIE Dad's Hub, a closed Facebook group, just for Dads. This came about from conversations and feedback, and we wanted to offer a safe space, for peer support amongst Dads who have all been touched by HIE.

"Peeps have enabled dad's to have a space, through their dedicated Facebook page to share, support, encourage and connect.

The world of HIE can be a very isolating, scary and traumatic experience, dad's can often struggle to know how best to support, as well as deal with their own trauma, often having to work, knowing that their partner is having to provide the majority of care, with their own trauma.

Peeps also provide dad specific counselling, providing a safe forum to discuss the pressures, feelings and grieving that can be associated with HIE."

Dean, HIE Dad

We pride ourselves on being fully inclusive, ensuring that all feel welcomed (regardless of experience, background, or outcomes) and that everyone we come in contact with and support feels valued and safe.

Feedback

The following feedback has come from some of our beneficiary families Peeps , through an anonymous online survey:

"You're so welcoming and helpful, and are available to anyone affected by HIE, whatever the outcome."

"100% the responsiveness first off, I've had replies straight away when I've contacted and help was offered before I even had to ask. Friendliness and kindness, I can't describe how helpful and positive I've found Peeps to be, they just are in every way."

"The little well being packs that get sent out always brightens my day. They always seem to come on a day when things are hard and they let me know I'm not alone."

"The feeling that you're not alone in this very lonely place, especially at the beginning when HIE is more often than not, a completely new and alien world to you."

"Training course for parents and it being run by a family that have lived experience. Non means tested equipment funding is also brilliant! "

"Such a supportive team of people and peers. Always feel listened to and worries made to feel better."

"The Facebook group where parents can post questions and get answers from others who have or are going through the same issues."

"Very approachable, feels like talking to friends rather than an anonymous organisation."

"Support from other parents who have experienced the HIE journey."

"You have helped my son & his wife & of course my beautiful granddaughter when they needed help, we can't thank you enough."

Financial Review

The Charity had unrestricted reserves of £40,841 (2020: £27,559). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

COVID-19 Impact

COVID-19 continued to be a challenge for many. Our thoughts remain with those affected, especially those who have lost loved ones and those who are clinically vulnerable. As restrictions eased for the majority of the population, we are only too aware that for some families, the need to isolate / shield remains very much in place due to the medical needs of their child.

We anticipated that there would likely be an increase in demand for support, especially considering that restricted access to neonatal units for parents/families largely remained in place. The impact of this cannot be underestimated and we don't believe we have yet seen the full effect of this. One of our families shared their experience (the full story can be found on our website (<https://www.peeps-hie.org/family-stories/hie-during-covid/>):

"Due to Covid, I wasn't able to meet Sephy until the following day which was a whirlwind of meeting with doctors, being introduced to the term HIE and hearing that Sephy was a "grade 2". We were only allowed to be with her for a couple of hours each day and only one parent per day. Those early Covid rules in NICU were so difficult and even now I feel robbed of those first few days when I should have been by her side all the time. We had phone calls in the middle of the night telling us she had had seizures and we couldn't go in until the following afternoon because we had been allocated a certain slot to aid social distancing. We weren't even allowed to take pictures as no phones were allowed on the wards (in fact no bags at all). Miraculously on day 5 I was able to hold her for the first time, it felt like a huge milestone, she was still with us and she finally felt like she was ours."

Gemma, HIE Mum

We will continue to be sensitive to the situation, recognising the impact and different needs of our families, and we want to ensure the families receive the maximum support from us as possible.

The way we offer that support has very much been online, and whilst this has reached a large number of families, we recognise that not everyone will be comfortable with this, and indeed we may not be reaching everyone who might benefit from support. We hope that in the not too distant future we will be able to start holding face to face events, and bringing the community together even more.

The funds that have been raised and donated have been so gratefully received. It has been a pleasant surprise that fundraising has managed to continue, despite the restrictions and challenges, which means we can continue to provide the service we want to to our beneficiaries.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners Each person who was a Trustee at the time this report was approved confirms that:

- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.



Jennifer Cawthorne

Trustee



Steve Land

Trustee

Approved by the board on 13 May 2022

Peeps

Independent examiners' report to the members of Peeps

I report on the unaudited accounts of Peeps for the year ended 31 August 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the charity is not subject to audit under charity law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens
(Independent Examiner)

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

13th May 2022

Peeps
Statement of financial activities
for the year ending 31 August 2021

	Notes	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Donations and legacies	3	67,800	-	67,800	31,258
Charitable activities	4	-	13,500	13,500	6,900
Other trading activities	5	2,832	-	2,832	1,247
Total		70,632	13,500	84,132	39,405
Expenditure on:					
Raising funds	6	2,699	-	2,699	1,496
Charitable activities	7	47,654	13,500	61,154	19,419
Other	8	6,997	-	6,997	3,513
Total		57,350	13,500	70,850	24,428
Net income		13,282	-	13,282	14,977
Transfers between funds		-	-	-	-
Net movement in funds		13,282	-	13,282	14,977
Reconciliation of funds:					
Total funds brought forward	14	27,559	-	27,559	12,582
Surplus for the year		13,282	-	13,282	14,977
Total funds carried forward	14	40,841	-	40,841	27,559

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

**Peeps
Balance sheet
as at 31 August 2021**

	Notes	Unrestricted £	Restricted £	2021 £	2020 £
Fixed assets:					
Tangible assets	11	1,235	-	1,235	488
		1,235	-	1,235	488
Current assets:					
Debtors	12	8,324	-	8,324	406
Cash at bank and in hand		34,025	-	34,025	28,165
		42,349	-	42,349	28,571
Liabilities:					
Creditors: amounts falling due within one year	13	(2,743)	-	(2,743)	(1,500)
Net current assets		39,606	-	39,606	27,071
Total assets less current liabilities		40,841	-	40,841	27,559
Net assets		40,841	-	40,841	27,559
The funds of the charity:					
Unrestricted income funds	14	40,841	-	40,841	27,559
Total charity funds		40,841	-	40,841	27,559

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2021 their responsibilities for complying with the requirements of the Charities Act with respect to accounting records and the preparation of accounts.



Jennifer Cawthorne
Trustee
Approved by the board on 13th May 2022



Steve Land
Trustee

Peeps
Statement of Cash Flows
for the year ending 31 August 2021

	Notes	2021 £	2020 £
Cash flows from operating activities:			
<i>Net cash provided by/ (used in) operating activities</i>		7,345	16,336
Cash flows from investing activities:			
Payments to acquire tangible fixed assets	11	(1,485)	(731)
<i>Net cash provided by/ (used in) investing activities</i>		5,860	15,605
Cash and cash equivalents at the beginning of the reporting period		28,165	12,560
Cash and cash equivalents at the end of the reporting period		34,025	28,165
Net income/ (expenditure) for the reporting period		13,282	14,977
Adjustments for:			
Depreciation	11	738	243
Increase in debtors	12	(7,918)	516
Increase in creditors	13	1,243	600
<i>Net cash provided by/ (used in) operating activities</i>		7,345	16,336
Analysis of cash and cash equivalents			
Cash at bank		34,025	28,165
Total cash and cash equivalents		34,025	28,165

Peeps
Notes to the Accounts
for the year ending 31 August 2021

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services is deferred until the criteria for income recognition is met.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Expenditure and irrecoverable VAT

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Peeps
Notes to the Accounts
for the year ending 31 August 2021

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Legal status of the Charity

The charity is a charitable incorporated organisation.

3 Income from donations and legacies	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	
Donations	64,774	-	64,774	26,838
Gift Aid	3,026	-	3,026	3,520
Grants	-	-	-	900
	67,800	-	67,800	31,258

4 Income from charitable activities	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Grants	-	13,500	13,500	6,900
	-	13,500	13,500	6,900

5 Income from other trading activities	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Merchandise sales	1,776	-	1,776	441
Other income	1,056	-	1,056	486
Raffle tickets	-	-	-	-
Sponsorship income	-	-	-	270
Ticket sales	-	-	-	50
	2,832	-	2,832	1,247

Peeps
Notes to the Accounts
for the year ending 31 August 2021

6 Expenditure on raising funds	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Advertising and marketing	622	-	622	1,056
Branded clothes	1,360	-	1,360	368
Raising funds	717	-	717	72
	2,699	-	2,699	1,496

7 Expenditure on charitable activities	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Counselling	9,110	13,140	22,250	3,100
Donations made	250	-	250	-
Equipment for families	9,602	-	9,602	5,950
Events	610	-	610	1,740
Gifts	3,924	-	3,924	78
Printing, Postage and Stationery	3,216	-	3,216	1,369
Purchase for Little Pack of Calm	53	-	53	265
Purchases for parent packs	11,267	-	11,267	3,632
Training	710	360	1,070	25
Wages and salaries	8,912	-	8,912	2,500
Wellbeing pack	-	-	-	760
	47,654	13,500	61,154	19,419

8 Other expenditure	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Accountancy fees	1,332	-	1,332	1,145
Depreciation	738	-	738	243
Insurance	304	-	304	295
Office/General Administrative Expenses	632	-	632	113
Other professional services	-	-	-	62
Subscriptions	3,457	-	3,457	216
Sundry expenses	-	-	-	156
Telephone	445	-	445	276
Travel and Accommodation	-	-	-	222
Website	89	-	89	785
	6,997	-	6,997	3,513

9 Net income/ (expenditure) for the year	2021 £	2020
This is stated after charging:		
Depreciation of owned fixed assets	738	243
Independent examiners' fee	300	300
Other accounting services	<u>1,032</u>	<u>845</u>

Peeps
Notes to the Accounts
for the year ending 31 August 2021

10 Staff costs	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Wages and salaries	8,912	-	8,912	2,500
	<u>8,912</u>	<u>-</u>	<u>8,912</u>	<u>2,500</u>

The charity trustees were not paid, nor received any other benefits from employment with the charity in the year, nor were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

11 Tangible fixed assets

	Plant and machinery At cost £	Total 2021 £
Cost or valuation		
At 1 September 2020	731	731
Additions	1,485	1,485
At 31 August 2021	<u>2,216</u>	<u>2,216</u>
Depreciation		
At 1 September 2020	243	243
Charge for the year	738	738
At 31 August 2021	<u>981</u>	<u>981</u>
Carrying amount		
At 31 August 2021	<u>1,235</u>	<u>1,235</u>
At 31 August 2020	<u>488</u>	<u>488</u>

12 Debtors	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Prepayments and accrued income	8,324	-	8,324	406
	<u>8,324</u>	<u>-</u>	<u>8,324</u>	<u>406</u>

13 Creditors: amounts falling due within one year	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Accruals and deferred income	2,743	-	2,743	1,500
	<u>2,743</u>	<u>-</u>	<u>2,743</u>	<u>1,500</u>

Peeps
Notes to the Accounts
for the year ending 31 August 2021

14 Analysis of charitable funds

Analysis of movements in unrestricted funds

	At 01.09.20	Incoming resources	Resources expended	Transfers	At 31.08.21
General fund	27,559	70,632	(57,350)	-	40,841
Designated fund	-	-	-	-	-
	<u>27,559</u>	<u>70,632</u>	<u>(57,350)</u>	<u>-</u>	<u>40,841</u>

Name of unrestricted fund	Description, nature and purpose of the fund
General fund	The 'free reserves' after allowing for all designated funds.

Analysis of movements in restricted funds

	At 01.09.20	Incoming resources	Resources expended	Transfers	At 31.08.21
National Lottery	-	10,000	(10,000)	-	-
Tesco Groundwork	-	1,000	(1,000)	-	-
Local Giving	-	500	(500)	-	-
Arnold Clark Community Fund	-	1,000	(1,000)	-	-
VM02 Together Fund	-	1,000	(1,000)	-	-
	<u>-</u>	<u>13,500</u>	<u>(13,500)</u>	<u>-</u>	<u>-</u>

Name of restricted fund	Description, nature and purpose of the fund
All	All restricted grants were for mental health support

15 Presentation currency

The financial statements are presented in Sterling.

16 Principal place of operation

The address of the charity's principal place of operation and registered office is:

The Piccadilly Business Centre
Aldow Enterprise Park
Blackett Street
Manchester
M12 6AE

Peeps
Detailed statement of financial activities
for the year ending 31 August 2021

	Unrestricted	Restricted	TOTAL	TOTAL
	2021	2021	2021	2020
	£	£	£	£
Income				
Donations	64,774	-	64,774	26,838
Gift Aid	3,026	-	3,026	3,520
Grants	-	13,500	13,500	7,800
Merchandise sales	1,776	-	1,776	441
Other income	1,056	-	1,056	486
Raffle tickets	-	-	-	-
Sponsorship income	-	-	-	270
Ticket sales	-	-	-	50
	70,632	13,500	84,132	39,405
Expenses				
Accountancy fees	1,332	-	1,332	1,145
Advertising and marketing	622	-	622	1,056
Branded clothes	1,360	-	1,360	368
Computer costs	-	-	-	-
Counselling	9,110	13,140	22,250	3,100
Depreciation	738	-	738	243
Donations made	250	-	250	-
Equipment for families	9,602	-	9,602	5,950
Events	610	-	610	1,740
Gifts	3,924	-	3,924	78
Insurance	304	-	304	295
Office/General Administrative Expenses	632	-	632	113
Other professional services	-	-	-	62
Printing, Postage and Stationery	3,216	-	3,216	1,369
Purchase for Little Pack of Calm	53	-	53	265
Purchases for parent packs	11,267	-	11,267	3,632
Raising funds	717	-	717	72
Subscriptions	3,457	-	3,457	216
Sundry expenses	-	-	-	156
Telephone	445	-	445	276
Training	710	360	1,070	25
Travel and Accommodation	-	-	-	222
Wages and salaries	8,912	-	8,912	2,500
Website	89	-	89	785
Wellbeing pack	-	-	-	760
	57,350	13,500	70,850	24,428
Net income				
	13,282	-	13,282	14,977