

MADDIE'S MIRACLE

England & Wales · Charity number 1181584

Details

Status Registered

Legal form CIO

Registered 2019-01-16

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

Contact

Address Flat 55
Park View Court
18 Queens Park West Drive
Bournemouth
BH8 9DA

Phone 07842845546

Email office@maddiesmiracle.org.uk

Website <https://www.maddiesmiracle.org.uk/>

Activities

Objects: THE PURPOSE OF MADDIEÆS MIRACLE, AND OBJECTS FOR WHICH THE CHARITY IS ESTABLISHED, IS TO: 1. ADVANCE THE EDUCATION OF WOMEN, FAMILIES AND HEALTHCARE PROFESSIONALS IN BREASTFEEDING AND ITS RELATED FACTORS; AND 2. PRESERVE AND PROTECT THE MENTAL AND PHYSICAL HEALTH AND WELLBEING OF WOMEN THROUGH THE ANTENATAL, CHILDBIRTH, POSTNATAL AND BREASTFEEDING STAGES OF MOTHERHOOD. THIS IS DONE THROUGH THE PROVISION OF PHYSICAL, EMOTIONAL AND PRACTICAL SUPPORT; AND THROUGH EDUCATION.

Activities: Maddie's Miracle activities are to provide services of perinatal and breastfeeding education, guidance and support to women and families around the UK, particularly those who are vulnerable, isolated, disabled or in areas of deprivation where no support services exist. Maddie's Miracle also advocates to dispel stigma and discrimination surrounding breastfeeding.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£63,939	£66,615	-	-
2023-12-31	£45,585	£65,191	-	-
2022-12-31	£60,128	£38,311	-	-
2021-12-31	£26,923	£20,619	-	-
2020-12-31	£13,668	£21,007	-	-

Trustees

Name	Role	Appointed
Madelaine Louise McMahon	Chair	2019-01-01
Amelia Coutisson		2022-11-13
Amy Elizabeth Brown		2021-01-25
Camilla Lucy Morris		2025-06-01
HAYLEY SHING		2021-12-13
Laura Joanne Smith		2025-05-31
Sally-Ann Camsell		2022-10-20

MADDIE'S MIRACLE

England & Wales - Charity number 1181584

Accounts

Charity registration number: 1181584

Maddie's Miracle

Annual Report and Financial Statements

for the Year Ended 31 December 2024

Ward Goodman Audit Services Limited
4 Cedar Park, Cobham Road
Ferndown Industrial Estate, Wimborne
Dorset
BH21 7SF

Maddie's Miracle

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Maddie's Miracle

Trustees' Report

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2024.



Maddie's Miracle Breastfeeding Community Group, Bournemouth (2024)

Overview of 2024

This year marked the fifth year of operations for Maddie's Miracle, representing another year of growth, resilience, and impact. Throughout the year, the charity continued to provide essential breastfeeding and perinatal support to mothers, parents, and babies across the UK. Feedback from beneficiaries consistently demonstrated the positive, life-changing impact of our services.

The Trustees are immensely proud of the Maddie's Miracle team and volunteers, whose commitment and compassion exemplify our values of community, collaboration, and care. Together, we have continued to enhance maternal physical and mental health, as well as the health and wellbeing of babies nationwide.

In November 2024, our in-person group in Ramsey, Cambridgeshire, celebrated its second anniversary, while new groups in Bournemouth (Dorset) and Bo'ness (Falkirk, Scotland) marked their first anniversaries. We were honoured to receive a letter of recognition from Michelle Thomson MSP in appreciation of our contribution to families in Bo'ness and the surrounding area. Maddie's Miracle was celebrated in Scottish Parliament, which we are immensely proud of, with praise due to the team led by Caroline Harrower IBCLC and Alisha Walker-Cowie. Caroline was also awarded the distinguished ABM's Pam Lacey Award for her services in breastfeeding.

Objectives and activities

Objects and aims

- Advance the health and wellbeing of mothers, parents, and babies through education and support;
- Provide accessible breastfeeding support, both in-person and online;
- Promote awareness of maternal mental health and reduce isolation among new parents.

To achieve these aims the charity delivers the following services:

Local Breastfeeding Support Groups

Our in-person groups provide community-based breastfeeding support within welcoming, inclusive environments. Each group is tailored to meet the needs of its local community:

Maddie's Miracle

Trustees' Report (continued)

- Ramsey, Cambridgeshire:

Our founding group continues to grow and offer high-quality breastfeeding and emotional support for local families.

- Bournemouth, Dorset:

This group is based at the Bournemouth Foodbank in Boscombe-an area of significant deprivation-enabling us to reach some of the most vulnerable families in the region. It is uniquely led by two International Board Certified Lactation Consultants (IBCLCs).

An IBCLC is a health professional certified by the International Board of Lactation Consultant Examiners, qualified to provide expert clinical support for breastfeeding and lactation. This represents a highly specialist level of care, significantly above peer-level support (which is typically equivalent to advice from an informed friend).

The Bournemouth group therefore provides advanced, evidence-based care for complex breastfeeding challenges and early infant-feeding issues. It also receives signposting from midwives at Bournemouth and Poole Hospitals, as well as local Health Visitors. In addition, the group regularly hosts student midwives from Bournemouth University, who attend sessions to gain practical experience and understanding of breastfeeding support in the community.

- Bo'ness, Falkirk (Scotland):

Led by IBCLC Lactation Consultant Caroline Harrower, this is the only IBCLC-led group in the region. The area previously lost its NHS breastfeeding group in 2020, and our Maddie's Miracle group has filled that gap with a more specialist, consistent, and professional service.

Public benefit

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

Achievements and performance

The year saw strong growth in participation across both our in-person and online services. Feedback from surveys and testimonials demonstrated overwhelmingly positive outcomes for mothers and babies, including:

- Improved breastfeeding confidence and duration;
- Reduced feelings of isolation; and
- Enhanced maternal mental wellbeing.

Our services were described by beneficiaries as “transformative”, “lifesaving” and “essential.”

Maddie's Miracle

Trustees' Report (continued)

The Trustees are proud to have maintained service quality and reach despite continued financial and operational challenges within the voluntary sector.



Pictures from the 1-year anniversary of Maddie's Miracle Ramsey (Cambridgeshire) Breastfeeding Support Group

Developing Networks and Partnerships

Maddie's Miracle continues to build and strengthen partnerships with key organisations.

- We have ongoing relationships with HomeStart branches in Scotland and Dorset, enhancing local referral networks.
- We are active members of The Breastfeeding Alliance, contributing to the national steering group.
- We are also part of the Hearts & Minds Partnership, a network of voluntary and community organisations supporting perinatal mental health.

These partnerships ensure that our support remains integrated within broader community and healthcare frameworks.



Maddie's Miracle Bournemouth Breastfeeding Community Group

Structure, governance and management

Nature of governing document

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution and Board of Trustees, who are responsible for strategic direction, financial oversight, and ensuring compliance with regulatory requirements. The day-to-day operations are managed by a small team of dedicated staff and volunteers.

Recruitment and appointment of trustees

Trustees are selected based on specific skill set, knowledge, experience and expertise. Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

Maddie's Miracle

Trustees' Report (continued)

Organisational structure

The Board of Trustees brings together a wealth of professional and lived experience in perinatal health, breastfeeding, research, and charity governance. It includes Professor Amy Brown of Swansea University, an internationally recognised researcher and author in the field of infant feeding and maternal wellbeing. The Board also includes Sally-Ann Camsell, who works within the NHS perinatal mental health services, alongside other Trustees with significant experience in childbirth, breastfeeding support, and family health.

This strong, multidisciplinary leadership ensures that the charity's strategic decisions are grounded in clinical expertise, academic evidence, and real-world understanding of the challenges faced by parents and babies across the UK.

The charity continues to review its systems, governance policies, and operational processes to ensure efficiency, transparency, and accountability.

Financial review

The charity's income derives from grants, community fundraising, and corporate donations. We continue to diversify our income streams to build financial resilience.

In 2023, we launched an online shop selling breastfeeding-inspired gifts to generate unrestricted income. This initiative continued through 2024 and supports our goal of long-term sustainability.

Expenditure remained focused on delivering frontline support, maintaining volunteer training, and ensuring quality assurance across our services.



Maddie's Miracle Bo'ness Breastfeeding Support Group

Policy on reserves

The charity currently holds £3,000 in reserves. The trustees are aware of the importance of a robust reserves base that provides security to the charity.

The trustees are working towards more sustainable fundraising solutions to increase our income that will in turn positively impact our reserves. As our unrestricted income increases, we will prioritise the designation of a portion towards reserves.

Maddie's Miracle

Trustees' Report (continued)

Plans for future periods

Aims and key objectives for future periods

Looking ahead, the Trustees remain focused on ensuring Maddie's Miracle is sustainable, financially resilient, and inclusive. Key priorities for 2025 include:

- Expanding access to in-person and online breastfeeding support;
- Strengthening partnerships with healthcare and community organisations;
- Enhancing diversity within the charity's leadership and volunteer base;
- Developing new income streams to secure the future of our services.

The Trustees reaffirm their commitment to the charity's vision:

"That every mother, parent, and baby in the UK has access to compassionate, evidence-based support when they need it most."

Reference and Administrative Details

Charity Registration Number:

1181584

Principal Office:

Unit CE10 The Grainstore
(C/O Wellness in Being)
Shaftesbury Lane
Blandford Forum
Dorset
DT11 7EG

Independent Examiner:

Ward Goodman Audit Services Limited
4 Cedar Park, Cobham Road
Ferndown Industrial Estate, Wimborne
Dorset
BH21 7SF

Maddie's Miracle

Trustees' Report (continued)

Trustees and officers

The trustees and officers serving during the year and since the year end were as follows:

Trustees:

Ms H Shing

Mrs M L McMahon

Ms A Coutisson

Ms S Camsell

Miss A E Brown

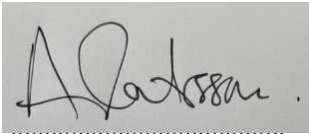
Ms V Henchy

Ms K Thomas (appointed 1 April 2025)

Ms L Smith (appointed 31 May 2025)

Ms C L Morris (appointed 1 June 2025)

The annual report was approved by the trustees of the charity on ~~30 October 2025~~ and signed on its behalf by:



Ms A Coutisson
Trustee

Maddie's Miracle

Independent Examiner's Report to the trustees of Maddie's Miracle

I report to the trustees on my examination of the accounts of Maddie's Miracle for the year ended 31 December 2024.

Responsibilities and basis of report

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

I report in respect of my examination of the Maddie's Miracle'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.

Independent examiner's statement

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

1. accounting records were not kept in respect of Maddie's Miracle as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....
T G Froud ACA
Ward Goodman Audit Services Limited

4 Cedar Park, Cobham Road
Ferndown Industrial Estate, Wimborne
Dorset
BH21 7SF

Date: 30 October 2025

Maddie's Miracle

Statement of Financial Activities for the Year Ended 31 December 2024

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £	Total 2023 £
Income and Endowments from:					
Donations and legacies	3	49,404	14,535	63,939	45,585
Total income		49,404	14,535	63,939	45,585
Expenditure on:					
Charitable activities	4	(52,080)	(14,535)	(66,615)	(65,191)
Total expenditure		(52,080)	(14,535)	(66,615)	(65,191)
Net expenditure		(2,676)	-	(2,676)	(19,606)
Net movement in funds		(2,676)	-	(2,676)	(19,606)
Reconciliation of funds					
Total funds brought forward		13,149	-	13,149	32,755
Total funds carried forward	11	10,473	-	10,473	13,149

All of the charity's activities derive from continuing operations during the above two periods.


The funds breakdown for 2023 is shown in note 11.

Maddie's Miracle

(Registration number: 1181584) Balance Sheet as at 31 December 2024

	Note	Unrestricted	Restricted	2024 £	2023 £
Fixed assets					
Tangible assets	8	7,751	-	7,751	12,717
Current assets					
Cash at bank and in hand	9	4,162	-	4,162	1,872
Creditors: Amounts falling due within one year	10	(1,440)	-	(1,440)	(1,440)
Net current assets		2,722	-	2,722	432
Total assets less current liabilities		10,473	-	10,473	13,149
Net assets		10,473	-	10,473	13,149
Funds of the charity:					
Unrestricted income funds					
Unrestricted funds				10,473	13,149
Total funds	11			10,473	13,149

The financial statements on pages 7 to 15 were approved by the trustees, and authorised for issue on 30 October 2025 and signed on their behalf by:



Ms A Coutisson
Trustee

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024

1 Legal form

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution. The principal address of the charity is as stated on page 4.

2 Accounting policies

Statement of compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Basis of preparation

Maddie's Miracle meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Income and endowments

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

Donations and legacies

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

2 Accounting policies (continued)

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Motor vehicles - Straight line over 5 years

Computer equipment - Straight line over 3 years

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

2 Accounting policies (continued)

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

3 Income from donations and legacies

	Total 2024	Total 2023
	£	£
Donations and legacies;		
Donations from individuals	26,851	30,835
Grants, including capital grants;		
Grants from other charities	37,088	14,750
	<u>63,939</u>	<u>45,585</u>

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

	Total 2024	Total 2023
	£	£
The National Lottery	19,988	-
Talbot Village Trust	7,600	-
Evelyn Trust	5,000	-
Cambridgeshire Community Foundation	4,500	-
Alice Ellen Cooper Dean Trust	-	5,000
The Big Give Trust	-	4,250
Hugh Fraser Foundation	-	2,000
Woodward Trust	-	1,500
Sovereign Housing Association	-	1,000
Stoate Charitable Trust	-	1,000
	<u>37,088</u>	<u>14,750</u>

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

4 Expenditure on charitable activities

	Total 2024	Total 2023
	£	£
Direct costs	19,487	18,681
People costs	41,083	43,545
Governance costs	6,045	2,965
	66,615	65,191

5 Analysis of governance and support costs

	Total 2024	Total 2023
	£	£
Independent examiners fee	1,440	1,440
Other governance costs	4,605	1,525
	6,045	2,965

5 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year ended 31 December 2024, nor for the year ended 31 December 2023.

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

7 Comparatives for the statement of financial activities

	Unrestricted funds	Restricted funds	Total 2023
Note	£	£	£
Income and Endowments from:			
Donations and legacies	34,135	11,450	45,585
Total income	34,135	11,450	45,585

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

7 Comparatives for the statement of financial activities (continued)

	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
Expenditure on:				
Charitable activities		(42,109)	(23,082)	(65,191)
Total expenditure		(42,109)	(23,082)	(65,191)
Net expenditure		(7,974)	(11,632)	(19,606)
Net movement in funds		(7,974)	(11,632)	(19,606)
Reconciliation of funds				
Total funds brought forward		21,123	11,632	32,755
Total funds carried forward	11	13,149	-	13,149

8 Tangible fixed assets

	Furniture and equipment £	Motor vehicles £	Total £
Cost			
At 1 January 2024	2,255	25,920	28,175
At 31 December 2024	2,255	25,920	28,175
Depreciation			
At 1 January 2024	1,890	13,568	15,458
Charge for the year	182	4,784	4,966
At 31 December 2024	2,072	18,352	20,424
Net book value			
At 31 December 2024	183	7,568	7,751
At 31 December 2023	365	12,352	12,717

9 Cash and cash equivalents

	2024 £	2023 £
Cash at bank	4,162	1,872

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

10 Creditors: amounts falling due within one year

	2024 £	2023 £
Accruals	1,440	1,440

11 Funds

	Balance at 1 January 2024 £	Incoming resources £	Resources expended £	Balance at 31 December 2024 £
Unrestricted funds				
<i>General</i>				
General fund	13,149	12,316	(52,080)	(26,615)
Restricted funds				
Bournemouth Group	-	6,460	(6,460)	-
Cambridgeshire Group	-	8,075	(8,075)	-
	-	14,535	(14,535)	-
Total funds	13,149	26,851	(66,615)	(26,615)
	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Balance at 31 December 2023 £
Unrestricted funds				
<i>General</i>				
General fund	21,123	34,135	(42,109)	13,149
Restricted funds				
Awards for All England	6,632	-	(6,632)	-
Scotland Services	5,000	2,000	(7,000)	-
Bournemouth Group	-	9,250	(9,250)	-
Cambridgeshire Group	-	200	(200)	-
	11,632	11,450	(23,082)	-
Total funds	32,755	45,585	(65,191)	13,149

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2024 (continued)

11 Funds (continued)

Purposes of Restricted Funds

Cambridgeshire Group - Restricted to service provision of breastfeeding support in Cambridgeshire.

Scotland Services - Restricted for service provision of breastfeeding & perinatal support in Scotland.

Bournemouth Group - To enable the running of Maddie's Miracle Breastfeeding Support Group - Bournemouth.

Awards for All England - Restricted to service provision of breastfeeding support in Cambridgeshire.

12 Related party transactions

One (2023: Two) trustee has been paid a total of £5,207 (2023: £8,815) for their work on the charitable activities and not for their role as trustees.

MADDIE'S MIRACLE

England & Wales - Charity number 1181584

Accounts

**Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 December 2023
for
Maddie's Miracle**

Ward Goodman Audit Services Limited
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Maddie's Miracle

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Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2023

The trustees present their report with the financial statements of the charity for the year ended 31 December 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 AND ACTIVITIES

Objectives and aims

The purpose and objectives of Maddie's Miracle are as follows:

- 1 - To advance the education of women, families and healthcare professionals in breastfeeding and its related factors: and
- 2 - To preserve and protect the mental and physical health and wellbeing of women through the antenatal, childbirth, postnatal and breastfeeding stages of motherhood. This is done through the provision of physical, emotional and practical support: and through education.

Significant activities

Local Groups: Breastfeeding Support Groups

Our local groups are in-person breastfeeding support groups that are imbedded within the heart of a community.



Maddie's Miracle Ramsey Breastfeeding Support Group

The support groups launched this year were in Bournemouth, Dorset and in Bo'ness (Falkirk), Scotland.

The Bournemouth group is located at the Bournemouth Foodbank with a view to access the most vulnerable families. This group is located in the area of Boscombe (Bournemouth) which is an area of deprivation.



Maddie's Miracle Bournemouth Breastfeeding Community Group

The Bo'ness (Falkirk) group is the only one of its kind in the region in being led by an IBCLC Lactation Consultant, Caroline Harrower. Bo'ness used to have an NHS breastfeeding support group pre-2020 which never re-opened, leaving the community struggling for support. While that previous group was at peer-support level, our Maddie's Miracle support group offers a more specialist IBCLC-level of support and is therefore an improvement on the previous service.



Maddie's Miracle Bo'ness Breastfeeding Support Group

Fundraising

We continue to fundraise via grants, community and corporate donations and trying to diversify our income streams. In 2023, we launched our online shop selling breastfeeding inspired gifts. This was an initiative taken in order to build more financial security for the charity.

Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2023

ACHIEVEMENT AND PERFORMANCE

Charitable activities

This year was our charity's fourth year of operations. It was a transitional year for Maddie's Miracle in that we grew into our next phase of development. We strengthened our existing offering and launched new services.

We have collected great feedback from beneficiaries showing the positive impact of our services.

The Trustees of Maddie's Miracle are very proud of the Maddie's Miracle team and volunteers. We have witnessed such a positive community spirit of collaboration, dedication and donations of time towards supporting mothers, parents and babies across the UK.

As always, the Trustees are immensely proud of the charity's impact in the UK in terms of enhancing maternal physical health, maternal mental health and the health of babies.

Our first Maddie's Miracle in-person group in Ramsey, Cambridgeshire celebrated its 1-year anniversary in November 2023. We have received a great deal of positive feedback from mothers, parents and families who attend this group.



Pictures from the 1-year anniversary of Maddie's Miracle Ramsey (Cambridgeshire) Breastfeeding Support Group

Outcomes & Impact

We received great feedback from surveys conducted with mothers and parents who received support from Maddie's Miracle. Mothers are calling our support "lifesaving and a "lifeline".

Online Breastfeeding Support Group (Facebook)

The group continued to grow from its launch in 2020 and we were able to support many more mothers from England, Wales and Scotland. Mothers and parents received direct professional guidance from trained Breastfeeding Counsellors.

Dedicated One-to-One Video Sessions with Breastfeeding Counsellors (Zoom)

In 2023 we continued to provide video support sessions to mothers across the UK and we create weekly scheduled sessions in addition to our ad-hoc provision. Maddie's Miracle has been the UK leader in providing free of charge Zoom video sessions with Breastfeeding Counsellors on a national scale. Mothers are still stating that this support service is 'lifesaving' to them.



Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2023

Breastfeeding Support Bus

The Breastfeeding Support Bus had great success in supporting mothers and babies in events including Cambridgeshire and Dorset.



Developing Networks

In late 2021 we developed new relationships with HomeStart across Scotland and in Dorset (England), as well as strengthened our existing relationships with breastfeeding organisations. In 2022 we became a member of The Breastfeeding Alliance and joined their national steering group. We joined the Hearts & Minds Partnership which is a community of local voluntary and community sector (VCS) perinatal mental health services. Then in 2023 we focused on developing closer relationships surrounding our local groups in Dorset, Cambridgeshire and in Falkirk (Scotland).

FINANCIAL REVIEW

Financial position

During the year the charity had total income of £45,582 (2022: £60,129), the charity has spent £59,259 (2022: £38,311) resulting in a deficit of £13,677 (2022: surplus £21,818). Resulting in the charity having £1,872.37 in the bank at the year end.

The charity has free reserves of £432 (2022: £3,018) being made up of the unrestricted funds less the fixed assets.

Maddie's Miracle
Report of the Trustees
for the Year Ended 31 December 2023

FINANCIAL REVIEW

Reserves policy

The charity would like hold £3,000 in reserves. The trustees are aware of the importance of a robust reserves base that provides security to the charity. At this time the charity have free reserves below the reserve policy they would like.

The trustees are working towards more sustainable fundraising solutions to increase our income that will in turn positively impact our reserves. As our unrestricted income increases we will prioritise the designation of a portion towards reserves.

FUTURE PLANS

The Trustees are focussed on becoming more sustainable, financially resilient, enhancing our systems and processes as well as improving our diversity.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution.

Recruitment and appointment of new trustees

Trustees are selected based on specific skill set, knowledge, experience and expertise. Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1181584

Principal address

Unit CE10 The Grainstore
(C/O Wellness in Being)
Shaftesbury Lane
Blandford Forum
Dorset
DT11 7EG

Trustees

Mrs M L McMahan
Ms S Marsden (resigned 23.7.23)
Miss J Thompson
Miss Z de Candole (resigned 30.3.23)
Miss A Brown
Ms V Henchy
Ms Z Marer (appointed 6.5.23) (resigned 31.12.23)
Ms A Coutisson
Ms S Camsell

Maddie's Miracle

**Report of the Trustees
for the Year Ended 31 December 2023**

REFERENCE AND ADMINISTRATIVE DETAILS

Independent Examiner

Ward Goodman Audit Services Limited
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Approved by order of the board of trustees on 31 October 2024 and signed on its behalf by:



.....
Mrs M L McMahon - Trustee

**Independent Examiner's Report to the Trustees of
Maddie's Miracle**

Independent examiner's report to the trustees of Maddie's Miracle

I report to the charity trustees on my examination of the accounts of Maddie's Miracle (the Trust) for the year ended 31 December 2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mr I M Rodd

Ward Goodman Audit Services Limited
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Date: 31 October 2024

Maddie's Miracle

**Statement of Financial Activities
for the Year Ended 31 December 2023**

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	<u>34,135</u>	<u>11,450</u>	<u>45,585</u>	<u>60,128</u>
 EXPENDITURE ON					
Charitable activities					
Charitable Activity		<u>42,109</u>	<u>23,082</u>	<u>65,191</u>	<u>38,311</u>
 NET INCOME/(EXPENDITURE)		(7,974)	(11,632)	(19,606)	21,817
 RECONCILIATION OF FUNDS					
Total funds brought forward		21,123	11,632	32,755	10,938
		_____	_____	_____	_____
 TOTAL FUNDS CARRIED FORWARD		<u>13,149</u>	<u>-</u>	<u>13,149</u>	<u>32,755</u>

The notes form part of these financial statements

Maddie's Miracle

**Balance Sheet
31 December 2023**

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	8	12,717	-	12,717	18,105
CURRENT ASSETS					
Cash at bank		1,872	-	1,872	15,550
CREDITORS					
Amounts falling due within one year	9	(1,440)	-	(1,440)	(900)
NET CURRENT ASSETS		<u>432</u>	<u>-</u>	<u>432</u>	<u>14,650</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>13,149</u>	<u>-</u>	<u>13,149</u>	<u>32,755</u>
NET ASSETS		<u>13,149</u>	<u>-</u>	<u>13,149</u>	<u>32,755</u>
FUNDS	10				
Unrestricted funds				13,149	21,123
Restricted funds				-	<u>11,632</u>
TOTAL FUNDS				<u>13,149</u>	<u>32,755</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 31 October 2024 and were signed on its behalf by:


 Mrs M L McMahon - Trustee

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2023

1. LEGAL FORM

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution. The principal address of the charity is as stated on page 2.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, 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 financial statements have been prepared under the historical cost convention.

These financial statements represent the first period covered by the charity following registration as a CIO and therefore there are no comparative figures to include for any figures stated.

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.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Motor vehicles	-	Straight line over 5 years
Computer Equipment	-	Straight line over 3 years

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

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.

Debtors and creditors

Debtors are recognised at the settlement amount due.

Creditors 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 are recognised at their settlement amount.

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2023**

2. ACCOUNTING POLICIES - continued

Debtors and creditors

Cash at bank and 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

3. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations	30,835	27,644
Grants	<u>14,750</u>	<u>32,484</u>
	<u>45,585</u>	<u>60,128</u>

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

	2023	2022
	£	£
Awards for All	-	20,000
The Big Give Trust	4,250	3,484
Garfield Weston Foundation	-	5,000
Woodward Trust	1,500	1,000
Rathbone Investments	-	3,000
Sovereign Housing Association	1,000	-
Alice Ellen Cooper Dean Trust	5,000	-
Stoate Charitable Trust	1,000	-
Hugh Fraser Foundation	<u>2,000</u>	-
	<u>14,750</u>	<u>32,484</u>

4. SUPPORT COSTS

		Governance costs
		£
Charitable Activity		<u>2,965</u>

5. EXAMINERS' REMUNERATION

Independent examiner fees were £1,440 for the year (2022: £900).

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2023**

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the year ended 31 December 2022.

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>40,128</u>	<u>20,000</u>	<u>60,128</u>
EXPENDITURE ON			
Charitable activities			
Charitable Activity	<u>29,935</u>	<u>8,376</u>	<u>38,311</u>
NET INCOME	10,193	11,624	21,817
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>10,930</u>	<u>8</u>	<u>10,938</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>21,123</u></u>	<u><u>11,632</u></u>	<u><u>32,755</u></u>

8. TANGIBLE FIXED ASSETS

	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 January 2023	25,920	1,708	27,628
Additions	<u>-</u>	<u>547</u>	<u>547</u>
At 31 December 2023	<u>25,920</u>	<u>2,255</u>	<u>28,175</u>
DEPRECIATION			
At 1 January 2023	8,384	1,139	9,523
Charge for year	<u>5,184</u>	<u>751</u>	<u>5,935</u>
At 31 December 2023	<u>13,568</u>	<u>1,890</u>	<u>15,458</u>
NET BOOK VALUE			
At 31 December 2023	<u><u>12,352</u></u>	<u><u>365</u></u>	<u><u>12,717</u></u>
At 31 December 2022	<u><u>17,536</u></u>	<u><u>569</u></u>	<u><u>18,105</u></u>

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2023

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Accrued expenses	<u>1,440</u>	<u>900</u>

10. MOVEMENT IN FUNDS

	At 1.1.23	Net movement in funds	At 31.12.23
	£	£	£
Unrestricted funds			
General fund	21,123	(7,974)	13,149
Restricted funds			
Awards for All England	6,632	(6,632)	-
Scotland Services	<u>5,000</u>	<u>(5,000)</u>	<u>-</u>
	<u>11,632</u>	<u>(11,632)</u>	<u>-</u>
TOTAL FUNDS	<u>32,755</u>	<u>(19,606)</u>	<u>13,149</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	34,135	(42,109)	(7,974)
Restricted funds			
Awards for All England	-	(6,632)	(6,632)
Scotland Services	2,000	(7,000)	(5,000)
Bournemouth Group	9,250	(9,250)	-
Cambridgeshire Group	<u>200</u>	<u>(200)</u>	<u>-</u>
	<u>11,450</u>	<u>(23,082)</u>	<u>(11,632)</u>
TOTAL FUNDS	<u>45,585</u>	<u>(65,191)</u>	<u>(19,606)</u>

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2023

10. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.22 £	Net movement in funds £	At 31.12.22 £
Unrestricted funds			
General fund	10,930	10,193	21,123
Restricted funds			
Awards for All England	-	6,632	6,632
Awards for All Wales	8	(8)	-
Scotland Services	-	5,000	5,000
	<u>8</u>	<u>11,624</u>	<u>11,632</u>
TOTAL FUNDS	<u>10,938</u>	<u>21,817</u>	<u>32,755</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	40,128	(29,935)	10,193
Restricted funds			
Awards for All England	10,000	(3,368)	6,632
Awards for All Wales	-	(8)	(8)
Scotland Services	10,000	(5,000)	5,000
	<u>20,000</u>	<u>(8,376)</u>	<u>11,624</u>
TOTAL FUNDS	<u>60,128</u>	<u>(38,311)</u>	<u>21,817</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.22 £	Net movement in funds £	At 31.12.23 £
Unrestricted funds			
General fund	10,930	2,219	13,149
Restricted funds			
Awards for All Wales	8	(8)	-
	<u>10,938</u>	<u>2,211</u>	<u>13,149</u>
TOTAL FUNDS	<u>10,938</u>	<u>2,211</u>	<u>13,149</u>

Maddie's Miracle

Notes to the Financial Statements - continued for the Year Ended 31 December 2023

10. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	74,263	(72,044)	2,219
Restricted funds			
Awards for All England	10,000	(10,000)	-
Awards for All Wales	-	(8)	(8)
Scotland Services	12,000	(12,000)	-
Bournemouth Group	9,250	(9,250)	-
Cambridgeshire Group	<u>200</u>	<u>(200)</u>	<u>-</u>
	<u>31,450</u>	<u>(31,458)</u>	<u>(8)</u>
TOTAL FUNDS	<u><u>105,713</u></u>	<u><u>(103,502)</u></u>	<u><u>2,211</u></u>

Purposes of Restricted Funds

Awards for All Wales - Restricted to make the vehicle owned by the charity roadworthy and provision of online support services to Welsh mothers and babies.

Awards for All England - Restricted to service provision of breastfeeding support in Cambridgeshire.

Scotland Services - Restricted for service provision of breastfeeding & perinatal support in Scotland.

Bournemouth Group - To enable the running of Maddie's Miracle Breastfeeding Support Group - Bournemouth.

11. RELATED PARTY DISCLOSURES

Overall some of the trustees have been paid a total £8,815 (2022: £840) for their work on the charitable activities and not for their roles as trustees.

One of the trustees family members donated a total of £2,000 (2022: £nil) in the year.

MADDIE'S MIRACLE

England & Wales - Charity number 1181584

Accounts

REGISTERED CHARITY NUMBER: 1181584

**Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 December 2022
for
Maddie's Miracle**

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Maddie's Miracle

Contents of the Financial Statements for the Year Ended 31 December 2022

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Balance Sheet	7
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Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2022

The trustees present their report with the financial statements of the charity for the year ended 31 December 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 AND ACTIVITIES

Objectives and aims

The purpose and objectives of Maddie's Miracle are as follows:

- 1 - To advance the education of women, families and healthcare professionals in breastfeeding and its related factors: and
- 2 - To preserve and protect the mental and physical health and wellbeing of women through the antenatal, childbirth, postnatal and breastfeeding stages of motherhood. This is done through the provision of physical, emotional and practical support: and through education.

Significant activities

In 2022 the third sector had somewhat recovered from the hardships of 2020, however there were other crises such as the Ukraine war and Cost of Living Crisis. In terms of fundraising, these crises monopolised donor loyalty thereby impacting smaller charities and causes.

The trustees have had regard to Charity Commission guidance on public benefit.

Fundraising

In terms of our charity's income, we are very grateful to an anonymous donor who supported us with a transformational donation in early 2022 thereby allowing us to finally complete the conversion of the Breastfeeding Support Bus and to hire a freelance Trust Fundraiser. We recognise the highly significant impact that this donation has had on our micro-charity in enabling us to become more sustainable and bring us closer to achieving fiscal resilience.

Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2022

ACHIEVEMENT AND PERFORMANCE

Charitable activities

This year was our charity's third year of operations. We have achieved a full three years of establishing a fantastic track record. We have collected great feedback from beneficiaries showing the positive impact of our services.

The Trustees of Maddie's Miracle are very proud of the positive impact that the charity has in terms of **maternal physical health** and **maternal mental health** and the health of babies. We, the Trustees, are proud of the lifelong impact our support services make on the health and well being of the children and families we serve.

In November 2022 we launched our first Maddie's Miracle in-person group in Ramsey, Cambridgeshire. One of our Breastfeeding Counsellors, who has local knowledge and is embedded in the community, recognised a need for a drop-in breastfeeding support group. The feedback and outcomes from mothers, fathers, parents and babies attending the group was extremely positive.



Outcomes and Impact

We received great feedback from surveys conducted with mothers and parents who received support from Maddie's Miracle.

Beneficiaries said that **support from Maddie's Miracle has boosted their confidence as a mother.**

Beneficiaries said that **their mental health has improved**; some stated that the improvement was in their long-term mental health - which is clearly a very significant positive outcome.

Beneficiaries said that **they had felt reduced loneliness** as a result of support from our charity.

Beneficiaries said that support from Maddie's Miracle **improved the health of their baby.**

Beneficiaries said that support from Maddie's Miracle **improved the wellbeing of their baby.**

Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2022

ACHIEVEMENT AND PERFORMANCE

Expanding our Reach

We launched a Scotland-dedicated campaign to support more mothers and parents from Scotland.

Online Breastfeeding Support Group (Facebook)

The group continued to grow from its launch in 2020 and we were able to support many more mothers from England, Wales and Scotland. Mothers and parents received direct professional guidance from trained Breastfeeding Counsellors.

Dedicated One-to-One Zoom Sessions with Breastfeeding Counsellors (Zoom)

In 2022 we continued to provide video support sessions to mothers across the UK. To date Maddie's Miracle is the only charity that provides free of charge Zoom video sessions with Breastfeeding Counsellors on a national scale. Mothers are still stating that this support service is 'lifesaving' to them.

Breastfeeding Support Bus

In late 2021 we were able to start work on the conversion of the Breastfeeding Support Bus. The bus was officially completed in August 2022 after almost one year of dedicated work and four years of ongoing fundraising.

Local Support Groups

In late 2022 we launched our first local group in Ramsey Cambridgeshire. The group meets every Monday at Ramsey Library and provides support to local mothers, parents and babies.

Trustees and Leadership

In 2021 We expanded our Board of Trustees by welcoming Trustees such as Professor Amy Brown of Swansea University, Wales. In 2022 we expanded our board to include people working within the NHS perinatal team and with trauma-informed training.

Developing Networks

In late 2021 we developed new relationships with **HomeStart** across Scotland and in Dorset (England), as well as strengthened our existing relationships with breastfeeding organisations. In 2022 we became a member of **The Breastfeeding Alliance** and joined their national steering group. We joined the **Hearts & Minds Partnership** which is a community of local voluntary and community sector (VCS) perinatal mental health services.

FINANCIAL REVIEW

Financial position

During the year the charity had total income of £60,129 (2021: £26,923), the charity has spent £38,311 (2021: £20,619) resulting in a surplus of £21,818 (2021: £6,304). Resulting in the charity having £15,550 in the bank account at the year end.

The charity has free reserves of £ 3,018 (2021: £991) being made up of the unrestricted funds less the fixed assets.

Reserves policy

The charity currently holds £3,000 in reserves. The trustees are aware of the importance of a robust reserves base that provides security to the charity.

The trustees are working towards more sustainable fundraising solutions to increase our income that will in turn positively impact our reserves. As our unrestricted income increases we will prioritise the designation of a portion towards reserves.

FUTURE PLANS

The Trustees are focussed on becoming more sustainable, financially resilient, enhancing our systems and processes as well as improving our diversity.

Maddie's Miracle

**Report of the Trustees
for the Year Ended 31 December 2022**

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution.

Recruitment and appointment of new trustees

We expanded our Board of Trustees by welcoming Trustees such as Professor Amy Brown of Swansea University, Wales.

Trustees are selected based on specific skill set, knowledge, experience and expertise. Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1181584

Principal address

Unit CE10 The Grainstore
(C/O Wellness in Being)
Shaftesbury Lane
Blandford Forum
Dorset
DT11 7EG

Trustees

Mrs M L McMahon
Ms R James (resigned 5.9.22)
Ms S Marsden (resigned 23.7.23)
Miss J Thompson
Miss Z de Candole
Miss A Brown
Miss L Jeffreys (resigned 2.12.22)
Ms V Henchy (appointed 13.11.22)
Ms Z Marer (appointed 6.5.23)
Ms A Coutisson (appointed 13.11.22)
Ms S Camsell (appointed 20.10.22)

Independent Examiner

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Approved by order of the board of trustees on 25 August 2023 and signed on its behalf by:



.....
Mrs M L McMahon - Trustee

**Independent Examiner's Report to the Trustees of
Maddie's Miracle**

Independent examiner's report to the trustees of Maddie's Miracle

I report to the charity trustees on my examination of the accounts of Maddie's Miracle (the Trust) for the year ended 31 December 2022.

Responsibilities and basis of report

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

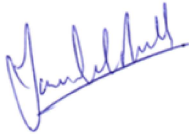
I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mr I M Rodd

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Date: 29 August 2023.....

Maddie's Miracle

**Statement of Financial Activities
for the Year Ended 31 December 2022**

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	<u>40,128</u>	<u>20,000</u>	<u>60,128</u>	<u>26,923</u>
 EXPENDITURE ON					
Charitable activities					
Charitable Activity		<u>29,935</u>	<u>8,376</u>	<u>38,311</u>	<u>20,619</u>
 NET INCOME					
		10,193	11,624	21,817	6,304
 RECONCILIATION OF FUNDS					
Total funds brought forward		10,930	8	10,938	4,634
 TOTAL FUNDS CARRIED FORWARD					
		<u>21,123</u>	<u>11,632</u>	<u>32,755</u>	<u>10,938</u>

The notes form part of these financial statements

Maddie's Miracle

**Balance Sheet
31 December 2022**

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	8	18,105	-	18,105	9,939
CURRENT ASSETS					
Cash at bank		3,918	11,632	15,550	2,559
CREDITORS					
Amounts falling due within one year	9	(900)	-	(900)	(1,560)
NET CURRENT ASSETS		<u>3,018</u>	<u>11,632</u>	<u>14,650</u>	<u>999</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>21,123</u>	<u>11,632</u>	<u>32,755</u>	<u>10,938</u>
NET ASSETS		<u><u>21,123</u></u>	<u><u>11,632</u></u>	<u><u>32,755</u></u>	<u><u>10,938</u></u>
FUNDS	10				
Unrestricted funds				21,123	10,930
Restricted funds				<u>11,632</u>	<u>8</u>
TOTAL FUNDS				<u><u>32,755</u></u>	<u><u>10,938</u></u>

The financial statements were approved by the Board of Trustees and authorised for issue on 25 August 2023
and were signed on its behalf by:



.....
M L McMahon - Trustee

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2022

1. LEGAL FORM

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution. The principal address of the charity is as stated on page 2.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, 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 financial statements have been prepared under the historical cost convention.

These financial statements represent the first period covered by the charity following registration as a CIO and therefore there are no comparative figures to include for any figures stated.

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.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Motor vehicles - Straight line over 5 years

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

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.

Debtors and creditors

Debtors are recognised at the settlement amount due.

Creditors 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 are recognised at their settlement amount.

Maddie's Miracle

Notes to the Financial Statements - continued for the Year Ended 31 December 2022

2. ACCOUNTING POLICIES - continued

Cash at bank and in hand

Cash at bank and 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

3. DONATIONS AND LEGACIES

	2022	2021
	£	£
Donations	27,644	6,923
Grants	<u>32,484</u>	<u>20,000</u>
	<u>60,128</u>	<u>26,923</u>

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

	2022	2021
	£	£
Awards for All Wales	-	10,000
Awards for All	20,000	10,000
The Big Give Trust	3,484	-
Garfield Weston Foundation	5,000	-
Woodward Trust	1,000	-
Rathbone Investments	<u>3,000</u>	<u>-</u>
	<u>32,484</u>	<u>20,000</u>

4. SUPPORT COSTS

	Governance costs
	£
Charitable Activity	<u>900</u>

5. EXAMINERS' REMUNERATION

Independent examiner fees were £900 for the year (2021: £780).

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2022**

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2022 nor for the year ended 31 December 2021.

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>16,923</u>	<u>10,000</u>	<u>26,923</u>
 EXPENDITURE ON			
Charitable activities			
Charitable Activity	<u>10,627</u>	<u>9,992</u>	<u>20,619</u>
 NET INCOME	 6,296	 8	 6,304
 RECONCILIATION OF FUNDS			
Total funds brought forward	<u>4,634</u>	<u>-</u>	<u>4,634</u>
 TOTAL FUNDS CARRIED FORWARD	 <u><u>10,930</u></u>	 <u><u>8</u></u>	 <u><u>10,938</u></u>

8. TANGIBLE FIXED ASSETS

	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 January 2022	12,000	1,708	13,708
Additions	<u>13,920</u>	<u>-</u>	<u>13,920</u>
At 31 December 2022	<u>25,920</u>	<u>1,708</u>	<u>27,628</u>
 DEPRECIATION			
At 1 January 2022	3,200	569	3,769
Charge for year	<u>5,184</u>	<u>570</u>	<u>5,754</u>
At 31 December 2022	<u>8,384</u>	<u>1,139</u>	<u>9,523</u>
 NET BOOK VALUE			
At 31 December 2022	<u><u>17,536</u></u>	<u><u>569</u></u>	<u><u>18,105</u></u>
At 31 December 2021	<u><u>8,800</u></u>	<u><u>1,139</u></u>	<u><u>9,939</u></u>

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2022**

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	-	780
Accrued expenses	<u>900</u>	<u>780</u>
	<u><u>900</u></u>	<u><u>1,560</u></u>

10. MOVEMENT IN FUNDS

	At 1.1.22	Net movement in funds	At 31.12.22
	£	£	£
Unrestricted funds			
General fund	10,930	10,193	21,123
Restricted funds			
Awards for All England	-	6,632	6,632
Awards for All Wales	8	(8)	-
Awards for All Scotland	<u>-</u>	<u>5,000</u>	<u>5,000</u>
	<u>8</u>	<u>11,624</u>	<u>11,632</u>
TOTAL FUNDS	<u><u>10,938</u></u>	<u><u>21,817</u></u>	<u><u>32,755</u></u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	40,128	(29,935)	10,193
Restricted funds			
Awards for All England	10,000	(3,368)	6,632
Awards for All Wales	-	(8)	(8)
Awards for All Scotland	<u>10,000</u>	<u>(5,000)</u>	<u>5,000</u>
	<u>20,000</u>	<u>(8,376)</u>	<u>11,624</u>
TOTAL FUNDS	<u><u>60,128</u></u>	<u><u>(38,311)</u></u>	<u><u>21,817</u></u>

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2022**

10. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	4,634	6,296	10,930
Restricted funds			
Awards for All Wales	-	8	8
	<u>4,634</u>	<u>6,304</u>	<u>10,938</u>
TOTAL FUNDS	<u>4,634</u>	<u>6,304</u>	<u>10,938</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	16,923	(10,627)	6,296
Restricted funds			
Awards for All Wales	10,000	(9,992)	8
	<u>26,923</u>	<u>(20,619)</u>	<u>6,304</u>
TOTAL FUNDS	<u>26,923</u>	<u>(20,619)</u>	<u>6,304</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.21 £	Net movement in funds £	At 31.12.22 £
Unrestricted funds			
General fund	4,634	16,489	21,123
Restricted funds			
Awards for All England	-	6,632	6,632
Awards for All Scotland	-	5,000	5,000
	<u>-</u>	<u>11,632</u>	<u>11,632</u>
TOTAL FUNDS	<u>4,634</u>	<u>28,121</u>	<u>32,755</u>

Maddie's Miracle

Notes to the Financial Statements - continued for the Year Ended 31 December 2022

10. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	57,051	(40,562)	16,489
Restricted funds			
Awards for All England	10,000	(3,368)	6,632
Awards for All Wales	10,000	(10,000)	-
Awards for All Scotland	<u>10,000</u>	<u>(5,000)</u>	<u>5,000</u>
	<u>30,000</u>	<u>(18,368)</u>	<u>11,632</u>
TOTAL FUNDS	<u>87,051</u>	<u>(58,930)</u>	<u>28,121</u>

Purposes of Restricted Funds

Awards for All Wales - Restricted to make the vehicle owned by the charity roadworthy and provision of online support services to Welsh mothers and babies.

Awards for All England - Restricted to service provision of breastfeeding support in Cambridgeshire.

Awards for All Scotland - Restricted for service provision of breastfeeding & perinatal support in Scotland.

11. RELATED PARTY DISCLOSURES

Overall some of the trustees have been paid a total £840 (2021: £650) for their work on the charitable activities and not for their roles as trustees.

MADDIE'S MIRACLE

England & Wales - Charity number 1181584

Accounts

**Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 December 2021
for
Maddie's Miracle**

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Maddie's Miracle

**Contents of the Financial Statements
for the Year Ended 31 December 2021**

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Maddie's Miracle
Report of the Trustees
for the Year Ended 31 December 2021

The trustees present their report with the financial statements of the charity for the year ended 31 December 2021. 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 AND ACTIVITIES

Objectives and aims

The purpose and objectives of Maddie's Miracle are as follows:

1 - To advance the education of women, families and healthcare professionals in breastfeeding and its related factors:
and

2 - To preserve and protect the mental and physical health and wellbeing of women through the antenatal, childbirth, postnatal and breastfeeding stages of motherhood. This is done through the provision of physical, emotional and practical support: and through education.

Significant activities

In 2021 the third sector still felt the impact of difficult times that were presented in 2020. In terms of maternal health services and breastfeeding support services around the UK, there were still closures of children centres and breastfeeding groups. The ongoing loss of these services, coupled with the existing crisis in maternity and perinatal services, left new mothers across the UK isolated and unsupported. These circumstances meant that Maddie's Miracle online support was very relevant and important.

The trustees have had regard to Charity Commission guidance on public benefit.

Volunteers

We expanded our volunteer-base and we started developing a volunteer reward programme. In late 2021 we were delighted to be able to award one of our volunteers with a Room to Reward Hotel Break as a way of acknowledging all her voluntary work supporting mothers and parents during the pandemic in 2020 and 2021.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

This year was our charity's second year of operations. We have achieved a full two years of establishing a fantastic track record. We have collected many heart-felt quotes from mothers and parents thanking us for the support that we provided to them, as well as detailing the positive impact on their health, as well as their baby's health.

The Trustees of Maddie's Miracle are very proud of the positive impact that the charity has in terms of both maternal physical health and maternal mental health.

Outcomes & Impact

We received great feedback from surveys conducted with mothers and parents who received support from Maddie's Miracle.

93% of beneficiaries said that support from Maddie's Miracle has boosted their confidence as a mother.

85% of mothers and parents said that their mental health has improved; some stated that the improvement was in their long-term mental health - which is clearly a very significant positive outcome.

59% of mothers and parents said that they had felt reduced loneliness as a result of support from our charity.

Quotes given to us by beneficiary mothers include heart-felt testimonies, with some calling Maddie's Miracle support "life saving".

Maddie's Miracle
Report of the Trustees
for the Year Ended 31 December 2021

ACHIEVEMENT AND PERFORMANCE

Expanding our Reach

We launched a Wales-dedicated project to support mothers living in Wales and following an influx of calls for support from mothers in Scotland, we started to support Scottish resident mothers for the first time.

Online Breastfeeding Support Group

The group continued to grow from its launch in 2020 and we were able to support many more mothers from England, Wales and Scotland.

Dedicated One-to-One Zoom Sessions with Breastfeeding Counsellors

In 2021 we continued to provide Zoom support sessions to mothers across the UK.

Breastfeeding Support Bus

In late 2021 we were able to start work on the conversion of the Breastfeeding Support Bus. We are expecting to launch the bus in 2022 and to begin direct face to face service delivery in England and Wales, as part of existing projects.

Developing Networks

In late 2021 we developed new relationships with HomeStart across Scotland and in Dorset (England), as well as strengthened our existing relationships with breastfeeding organisations.

FINANCIAL REVIEW

Financial position

During the year the charity had total income of £26,923 (2020: 13,668), the charity has spent £20,619 (2020: £21,007) resulting in a surplus of £6,304 (2020: deficit of £7,339).

The charity has free reserves of £991 (2020: £3,434) being made up of the unrestricted funds less the fixed assets.

Reserves policy

The charity currently holds zero reserves as a newly formed charity. The charity's current primary focus is on the upgrading of the vehicle into a mobile breastfeeding clinic in order to start delivery of pop up clinics in line with the charity's objectives. The trustees will look at building reserves in the future once charitable activities have commenced and the charity becomes more established.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution.

Recruitment and appointment of new trustees

We expanded our Board of Trustees by welcoming Trustees such as Professor Amy Brown of Swansea University, Wales.

Trustees are selected based on specific skill set, knowledge, experience and expertise. Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1181584

Principal address

6 New Street
Wareham
Dorset
BH20 4QS

Maddie's Miracle
Report of the Trustees
for the Year Ended 31 December 2021

Trustees

Mrs M L McMahon
Ms R James
Ms S Marsden
Miss J Thompson (appointed 19.9.21)
Miss Z de Candole (appointed 19.9.21)
Miss A Brown (appointed 25.1.21)
Miss L Jeffreys

Independent Examiner

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Approved by order of the board of trustees on 14 June 2022 and signed on its behalf by:



.....
Mrs M L McMahon - Trustee

**Independent Examiner's Report to the Trustees of
Maddie's Miracle**

Independent examiner's report to the trustees of Maddie's Miracle

I report to the charity trustees on my examination of the accounts of Maddie's Miracle (the Trust) for the year ended 31 December 2021.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Miss J Richardson
ACA FCCA DChA
Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Date: 15th June 2022

Maddie's Miracle

**Statement of Financial Activities
for the Year Ended 31 December 2021**

		Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	16,923	10,000	26,923	13,668
 EXPENDITURE ON					
Charitable activities					
Charitable Activity		10,627	9,992	20,619	21,007
 NET INCOME/(EXPENDITURE)		6,296	8	6,304	(7,339)
 RECONCILIATION OF FUNDS					
Total funds brought forward		4,634	-	4,634	11,973
 TOTAL FUNDS CARRIED FORWARD		10,930	8	10,938	4,634

The notes form part of these financial statements

Maddie's Miracle

Balance Sheet
31 December 2021

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	8	9,939	-	9,939	1,200
CURRENT ASSETS					
Cash at bank		2,551	8	2,559	3,974
CREDITORS					
Amounts falling due within one year	9	(1,560)	-	(1,560)	(540)
NET CURRENT ASSETS		<u>991</u>	<u>8</u>	<u>999</u>	<u>3,434</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>10,930</u>	<u>8</u>	<u>10,938</u>	<u>4,634</u>
NET ASSETS		<u>10,930</u>	<u>8</u>	<u>10,938</u>	<u>4,634</u>
FUNDS	10				
Unrestricted funds				10,930	4,634
Restricted funds				8	-
TOTAL FUNDS				<u>10,938</u>	<u>4,634</u>

The financial statements were approved by the Board of Trustees and authorised for issue on14 June 2022..... and were signed on its behalf by:



M L McMahon - Trustee

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2021

1. LEGAL FORM

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution. The principal address of the charity is as stated on page 2.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, 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 financial statements have been prepared under the historical cost convention.

These financial statements represent the first period covered by the charity following registration as a CIO and therefore there are no comparative figures to include for any figures stated.

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.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Motor vehicles - Straight line over 5 years

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

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.

Debtors and creditors

Debtors are recognised at the settlement amount due.

Creditors 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 are recognised at their settlement amount.

Cash at bank and in hand

Cash at bank and 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

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

3. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	6,923	1,051
Grants	20,000	12,617
	<u>26,923</u>	<u>13,668</u>

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

	2021	2020
	£	£
Cambridgeshire Community Foundation	-	1,000
Talbot Village Trust	-	1,000
Dorset Community Foundation	-	500
Big Lottery - Covid Response	-	9,717
Neighbourly Limited	-	400
Awards for All Wales	10,000	-
Awards for All	10,000	-
	<u>20,000</u>	<u>12,617</u>

4. SUPPORT COSTS

	Governance costs
	£
Charitable Activity	<u>1,020</u>

5. EXAMINERS' REMUNERATION

Independent examiner fees were £780 for the year (2020: £780).

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2021 nor for the year ended 31 December 2020.

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	13,668	-	13,668
EXPENDITURE ON			
Charitable activities			
Charitable Activity	11,007	10,000	21,007
NET INCOME/(EXPENDITURE)	<u>2,661</u>	<u>(10,000)</u>	<u>(7,339)</u>
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>1,973</u>	<u>10,000</u>	<u>11,973</u>
TOTAL FUNDS CARRIED FORWARD	<u><u>4,634</u></u>	<u><u>-</u></u>	<u><u>4,634</u></u>

8. TANGIBLE FIXED ASSETS

	Motor vehicles £	Computer equipment £	Totals £
COST			
At 1 January 2021	2,000	-	2,000
Additions	10,000	1,708	11,708
At 31 December 2021	<u>12,000</u>	<u>1,708</u>	<u>13,708</u>
DEPRECIATION			
At 1 January 2021	800	-	800
Charge for year	2,400	569	2,969
At 31 December 2021	<u>3,200</u>	<u>569</u>	<u>3,769</u>
NET BOOK VALUE			
At 31 December 2021	<u>8,800</u>	<u>1,139</u>	<u>9,939</u>
At 31 December 2020	<u>1,200</u>	<u>-</u>	<u>1,200</u>

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	780	-
Accrued expenses	780	540
	<u>1,560</u>	<u>540</u>

10. MOVEMENT IN FUNDS

	At 1.1.21 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	4,634	6,296	10,930
Restricted funds			
Awards for All Wales	-	8	8
	<u>4,634</u>	<u>6,304</u>	<u>10,938</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	16,923	(10,627)	6,296
Restricted funds			
Awards for All Wales	10,000	(9,992)	8
	<u>26,923</u>	<u>(20,619)</u>	<u>6,304</u>

Comparatives for movement in funds

	At 1.1.20 £	Net movement in funds £	At 31.12.20 £
Unrestricted funds			
General fund	1,973	2,661	4,634
Restricted funds			
Awards for All	10,000	(10,000)	-
	<u>11,973</u>	<u>(7,339)</u>	<u>4,634</u>

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2021

10. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	13,668	(11,007)	2,661
Restricted funds			
Awards for All	-	(10,000)	(10,000)
TOTAL FUNDS	<u>13,668</u>	<u>(21,007)</u>	<u>(7,339)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.20 £	Net movement in funds £	At 31.12.21 £
Unrestricted funds			
General fund	1,973	8,957	10,930
Restricted funds			
Awards for All	10,000	(10,000)	-
Awards for All Wales	-	8	8
	<u>10,000</u>	<u>(9,992)</u>	<u>8</u>
TOTAL FUNDS	<u>11,973</u>	<u>(1,035)</u>	<u>10,938</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	30,591	(21,634)	8,957
Restricted funds			
Awards for All	-	(10,000)	(10,000)
Awards for All Wales	10,000	(9,992)	8
	<u>10,000</u>	<u>(19,992)</u>	<u>(9,992)</u>
TOTAL FUNDS	<u>40,591</u>	<u>(41,626)</u>	<u>(1,035)</u>

Purposes of Restricted Funds

Awards for All Bus- Restricted to make the van owned by the charity roadworthy and the delivery of pop up clinics in 2020.

Awards for All Wales - Restricted to cover costs of delivering our online services to mothers in Wales, as well as delivering 3 pop up clinics in Wales with the Breastfeeding Support Bus.

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2021**

11. RELATED PARTY DISCLOSURES

Overall 3 trustees have been paid a total £650 (2020: £nil) for their work on the charitable activities and not for their roles as trustees.

MADDIE'S MIRACLE

England & Wales - Charity number 1181584

Accounts

**Report of the Trustees and
Unaudited Financial Statements
for the Year Ended 31 December 2020
for
Maddie's Miracle**

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Maddie's Miracle

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Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2020

The trustees present their report with the financial statements of the charity for the year ended 31 December 2020. 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 AND ACTIVITIES

Objectives and aims

The purpose and objectives of Maddie's Miracle are as follows:

1 - To advance the education of women, families and healthcare professionals in breastfeeding and its related factors: and

2 - To preserve and protect the mental and physical health and wellbeing of women through the antenatal, childbirth, postnatal and breastfeeding stages of motherhood. This is done through the provision of physical, emotional and practical support: and through education.

Significant activities

2020 was a complex year to navigate, with its corresponding lockdowns, restrictions and many challenges. Funding was cut across the third sector leaving charities in crisis and some charities closed down.

In terms of maternal health services and breastfeeding support services around the UK, there were overnight closures of Children Centres, Breastfeeding Groups and cessation of home visits from midwives and Health Visitors. The sudden loss of these services left new mothers across the UK isolated and unsupported. These challenging circumstances meant that online support was ever more important.

The Trustees of Maddie's Miracle are very proud of the work that Maddie's Miracle has conducted during this year. The Maddie's Miracle team responded quickly to lockdown by launching online support services, including Zoom video one-to-one sessions which connected Breastfeeding Counsellors directly to mothers in need.

The trustees have had regard to Charity Commission guidance on public benefit.

Maddie's Miracle

Report of the Trustees for the Year Ended 31 December 2020

ACHIEVEMENT AND PERFORMANCE

Charitable activities

This year was the charity's first year of operations. We learned a great deal and achieved a great deal too. In late March we launched our online support services in the form of a Breastfeeding Support Group. In early May we recruited Breastfeeding Counsellors to provide one-to-one support via Zoom video. And on 12th May 2020 we served our first beneficiary with a Zoom session. Shortly after this, we welcomed our first part-time staff member to help with the operational side of our service delivery, as well as administration, social media and volunteer management.

Breastfeeding Support Group

We launched our Breastfeeding Support Group on Facebook and closed the year with circa 400 members. The group was run and monitored by volunteers comprised of Breastfeeding Peer Supporters and Breastfeeding Counsellors.

Dedicated One-to-One Zoom Sessions with Breastfeeding Counsellors

We launched one-to-one Zoom sessions that connected mothers and their babies to trained and qualified Breastfeeding Counsellors. Throughout 2020 Maddie's Miracle was the only charity that provided free of charge Zoom video sessions with Breastfeeding Counsellors on a national scale.

Planning the Breastfeeding Support Bus

We spent the year in regular communication and consultation with professionals to create a design for the Maddie's Miracle Breastfeeding Support Bus.

Outcomes

We received great feedback from surveys conducted with beneficiaries who received support via Zoom sessions. 100% of beneficiaries said that support from Maddie's Miracle has boosted their confidence as a mother. 69% said that their mental health has improved; 85% said that they have seen an improvement in their baby's physical health and 46% said that they had a reduced loneliness.

Quotes given to us by beneficiary mothers include heart-felt testimonies, with some calling Maddie's Miracle support "life saving".

Maddie's Miracle Service User Survey 2020



...of people say the support they have received has boosted their confidence as a Mum.



'I left the midwives office earlier that day crying, feeling deflated. After speaking to a Maddie's Miracle Breastfeeding Counsellor I felt so much happier and like I could carry on breastfeeding and felt positive.'

- Fiona, North Wales

After receiving support from Maddie's Miracle ...



Have felt reduced loneliness



Have felt their mental health improve



Have an improved sense of wellbeing



Have felt an improvement in their physical health



Have seen an improvement in their baby's physical health

'I was struggling to get support during the current climate, with no home visits or clinics open. I connected with Breastfeeding Counsellor Zara and had a 1 to 1 online consultation...

my problem was solved and I am still happily breastfeeding my little boy.'

- Joessette, Hampshire



These results are based on responses given to our survey during 2020.

Maddie's Miracle
Report of the Trustees
for the Year Ended 31 December 2020

FINANCIAL REVIEW

Financial position

During the year the charity had total income of £21,007. The income came in the form of mostly grants to help run the charity during the pandemic.

The charity has made a deficit of £7,339 in the year (2019: Surplus £11,973).

The charity has total free reserves of £3,434 at the year end (2019: £373).

Principal funding sources

Due to the extremely competitive and challenging fundraising climate in 2020, we experienced many rejections from funders. Funders stated that either they weren't accepting new applications due the financial uncertainties of the year, or they favoured emergency, NHS and foodbank charities. This meant that our charity did struggle and was in a financially uncertain position. A grant from 'Awards for All' (National Lottery) enabled us to continue delivering our services.

During this year the fundraising that we managed to secure went directly to running costs and our service delivery.

Reserves policy

The charity currently holds zero reserves as a newly formed charity. The charity's current primary focus is on the upgrading of the vehicle into a mobile breastfeeding clinic in order to start delivery of pop up clinics in line with the charity's objectives. The trustees will look at building reserves in the future once charitable activities have commenced and the charity becomes more established.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution.

Recruitment and appointment of new trustees

Trustees are selected based on specific skill set, knowledge, experience and expertise. Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

Maddie's Miracle

**Report of the Trustees
for the Year Ended 31 December 2020**

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1181584

Principal address

6 New Street
Wareham
Dorset
BH20 4QS

Trustees

Mrs M L McMahon
Ms R Young
Ms S Marsden
Miss J Thompson (appointed 19.9.21)
Miss Z de Candole (appointed 19.9.21)
Miss A Brown (appointed 25.1.21)
Miss L Jeffreys (appointed 2.6.20)

Independent Examiner

Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Approved by order of the board of trustees on 26th October 2021 and signed on its behalf by:



.....
Mrs M L McMahon - Trustee

**Independent Examiner's Report to the Trustees of
Maddie's Miracle**

Independent examiner's report to the trustees of Maddie's Miracle

I report to the charity trustees on my examination of the accounts of Maddie's Miracle (the Trust) for the year ended 31 December 2020.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Miss J Richardson
ACA FCCA DChA
Ward Goodman
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Date: 27 October 2021

Maddie's Miracle

**Statement of Financial Activities
for the Year Ended 31 December 2020**

	Notes	Unrestricted fund £	Restricted fund £	Year Ended 31.12.20 Total funds £	Period 16.1.19 to 31.12.19 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	13,668	-	13,668	12,994
EXPENDITURE ON					
Raising funds		-	-	-	81
Charitable activities					
Charitable Activity		11,007	10,000	21,007	940
Total		<u>11,007</u>	<u>10,000</u>	<u>21,007</u>	<u>1,021</u>
NET INCOME/(EXPENDITURE)		2,661	(10,000)	(7,339)	11,973
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>1,973</u>	<u>10,000</u>	<u>11,973</u>	-
TOTAL FUNDS CARRIED FORWARD		<u><u>4,634</u></u>	<u><u>-</u></u>	<u><u>4,634</u></u>	<u><u>11,973</u></u>

The notes form part of these financial statements

Maddie's Miracle

**Balance Sheet
31 December 2020**

	Notes	Unrestricted fund £	Restricted fund £	2020 Total funds £	2019 Total funds £
FIXED ASSETS					
Tangible assets	8	1,200	-	1,200	1,600
CURRENT ASSETS					
Cash at bank		3,974	-	3,974	10,913
CREDITORS					
Amounts falling due within one year	9	(540)	-	(540)	(540)
NET CURRENT ASSETS		<u>3,434</u>	<u>-</u>	<u>3,434</u>	<u>10,373</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>4,634</u>	<u>-</u>	<u>4,634</u>	<u>11,973</u>
NET ASSETS		<u>4,634</u>	<u>-</u>	<u>4,634</u>	<u>11,973</u>
FUNDS	10				
Unrestricted funds				4,634	1,973
Restricted funds				-	<u>10,000</u>
TOTAL FUNDS				<u>4,634</u>	<u>11,973</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 26th October 2021 and were signed on its behalf by:



M L McMahon - Trustee

The notes form part of these financial statements

Maddie's Miracle

Notes to the Financial Statements for the Year Ended 31 December 2020

1. LEGAL FORM

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution. The principal address of the charity is as stated on page 4.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, 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 financial statements have been prepared under the historical cost convention.

These financial statements represent the first period covered by the charity following registration as a CIO and therefore there are no comparative figures to include for any figures stated.

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.

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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Motor vehicles - Straight line over 5 years

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

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.

Debtors and creditors

Debtors are recognised at the settlement amount due.

Creditors 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 are recognised at their settlement amount.

Cash at bank and in hand

Cash at bank and 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

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2020**

3. DONATIONS AND LEGACIES

	Year Ended 31.12.20	Period 16.1.19 to 31.12.19
	£	£
Donations	1,051	608
Grants	12,617	10,000
Transfer from before CIO status	<u>-</u>	<u>2,386</u>
	<u>13,668</u>	<u>12,994</u>

Maddie's Miracle operated as a community group prior to registering as a CIO. Total funds of £2,386 held by the community group at 16 January 2019 were transferred to the newly registered CIO.

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

	Year Ended 31.12.20	Period 16.1.19 to 31.12.19
	£	£
Awards for All	-	10,000
Cambridgeshire Community Foundation	1,000	-
Talbot Village Trust	1,000	-
Dorset Community Foundation	500	-
Big Lottery - Covid Response	9,717	-
Neighbourly Limited	<u>400</u>	<u>-</u>
	<u>12,617</u>	<u>10,000</u>

4. SUPPORT COSTS

	Governance costs £
Charitable Activity	<u>540</u>

5. EXAMINERS' REMUNERATION

Independent examiner fees were £540 for the year (2019: £540).

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 nor for the period ended 31 December 2019.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2020 nor for the period ended 31 December 2019.

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

7. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	2,994	10,000	12,994
EXPENDITURE ON			
Raising funds	81	-	81
Charitable activities			
Charitable Activity	940	-	940
Total	<u>1,021</u>	<u>-</u>	<u>1,021</u>
NET INCOME	<u>1,973</u>	<u>10,000</u>	<u>11,973</u>
TOTAL FUNDS CARRIED FORWARD	<u>1,973</u>	<u>10,000</u>	<u>11,973</u>

8. TANGIBLE FIXED ASSETS

COST	Motor vehicles £
At 1 January 2020 and 31 December 2020	<u>2,000</u>
DEPRECIATION	
At 1 January 2020	400
Charge for year	<u>400</u>
At 31 December 2020	<u>800</u>
NET BOOK VALUE	
At 31 December 2020	<u>1,200</u>
At 31 December 2019	<u>1,600</u>

Maddie's Miracle

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Accrued expenses	<u>540</u>	<u>540</u>

10. MOVEMENT IN FUNDS

	At 1.1.20	Net movement in funds	At 31.12.20
	£	£	£
Unrestricted funds			
General fund	1,973	2,661	4,634
Restricted funds			
Awards for All	10,000	(10,000)	-
TOTAL FUNDS	<u>11,973</u>	<u>(7,339)</u>	<u>4,634</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	13,668	(11,007)	2,661
Restricted funds			
Awards for All	-	(10,000)	(10,000)
TOTAL FUNDS	<u>13,668</u>	<u>(21,007)</u>	<u>(7,339)</u>

Comparatives for movement in funds

	Net movement in funds	At 31.12.19
	£	£
Unrestricted funds		
General fund	1,973	1,973
Restricted funds		
Awards for All	10,000	10,000
TOTAL FUNDS	<u>11,973</u>	<u>11,973</u>

Maddie's Miracle

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2020**

10. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	2,994	(1,021)	1,973
Restricted funds			
Awards for All	10,000	-	10,000
	<u>12,994</u>	<u>(1,021)</u>	<u>11,973</u>

Purposes of Restricted Funds

Awards for All - Restricted to make the van owned by the charity roadworthy and the delivery of pop up clinics in 2020.

11. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2020.