

**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

Contents of the Financial Statements for the Year Ended 31 December 2020

| | Page |
|--|----------------|
| Report of the Trustees | 1 to 4 |
| Independent Examiner's Report | 5 |
| Statement of Financial Activities | 6 |
| Balance Sheet | 7 |
| Notes to the Financial Statements | 8 to 12 |

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

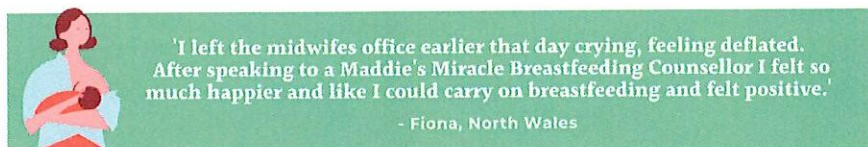
We received great feedback from surveys conducted with beneficiaries who received support via Zoom sessions. 100% of beneficiaries said that support from Maddie's Miracle has boosted their confidence as a mother. 69% said that their mental health has improved; 85% said that they have seen an improvement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



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**

| | | | | Year Ended 31.12.20 Total funds £ | Period 16.1.19 to 31.12.19 Total funds £ |
|------------------------------------|-------|---------------------------|-------------------------|---|--|
| | Notes | Unrestricted fund £ | Restricted fund £ | | |
| 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 | | | | - | 10,000 |
| 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 | - | 2,386 |
| | <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 | 400 | - |
| | <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 |
| | <hr/> | <hr/> | <hr/> |
| Total | 1,021 | - | 1,021 |
| | <hr/> | <hr/> | <hr/> |
| NET INCOME | 1,973 | 10,000 | 11,973 |
| | <hr/> | <hr/> | <hr/> |
| TOTAL FUNDS CARRIED FORWARD | <u>1,973</u> | <u>10,000</u> | <u>11,973</u> |

8. TANGIBLE FIXED ASSETS

| | Motor vehicles £ |
|--|------------------------|
| COST | |
| 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 |
| | <hr/> | <hr/> | <hr/> |
| TOTAL FUNDS | <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.