

**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

	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 13

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

The notes form part of these financial statements

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>4,634</u>
TOTAL FUNDS CARRIED FORWARD	<u>10,930</u>	<u>8</u>	<u>10,938</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>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>17,536</u>	<u>569</u>	<u>18,105</u>
At 31 December 2021	<u>8,800</u>	<u>1,139</u>	<u>9,939</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>900</u>	<u>1,560</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>10,938</u>	<u>21,817</u>	<u>32,755</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>60,128</u>	<u>(38,311)</u>	<u>21,817</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
	<hr/>	<hr/>	<hr/>
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
	<hr/>	<hr/>	<hr/>
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	<hr/> -	<hr/> 5,000	<hr/> 5,000
	<hr/> -	<hr/> 11,632	<hr/> 11,632
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.