

**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

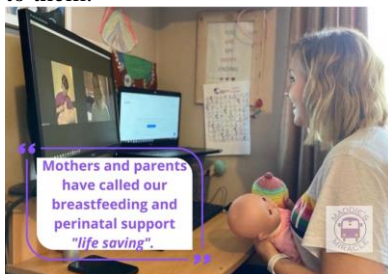
We received great feedback from surveys conducted with mothers and parents who received support from Maddie's Miracle. Mothers are calling our support "lifesaving and a "lifeline".

##### 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 McMahon  
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 £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	3	<u>34,135</u>	<u>11,450</u>	<u>45,585</u>	<u>60,128</u>
 <b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Charitable Activity		<u>42,109</u>	<u>23,082</u>	<u>65,191</u>	<u>38,311</u>
 <b>NET INCOME/(EXPENDITURE)</b>		(7,974)	(11,632)	(19,606)	21,817
 <b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		21,123	11,632	32,755	10,938
		<hr/>	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<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 £
<b>FIXED ASSETS</b>					
Tangible assets	8	12,717	-	12,717	18,105
<b>CURRENT ASSETS</b>					
Cash at bank		1,872	-	1,872	15,550
<b>CREDITORS</b>					
Amounts falling due within one year	9	(1,440)	-	(1,440)	(900)
<b>NET CURRENT ASSETS</b>		<u>432</u>	<u>-</u>	<u>432</u>	<u>14,650</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>13,149</u>	<u>-</u>	<u>13,149</u>	<u>32,755</u>
<b>NET ASSETS</b>		<u>13,149</u>	<u>-</u>	<u>13,149</u>	<u>32,755</u>
<b>FUNDS</b>	10				
Unrestricted funds				13,149	21,123
Restricted funds				-	<u>11,632</u>
<b>TOTAL FUNDS</b>				<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

The notes form part of these financial statements

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

**8. TANGIBLE FIXED ASSETS**

	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>			
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>
<b>DEPRECIATION</b>			
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>
<b>NET BOOK VALUE</b>			
At 31 December 2023	<u>12,352</u>	<u>365</u>	<u>12,717</u>
At 31 December 2022	<u>17,536</u>	<u>569</u>	<u>18,105</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 £
<b>Unrestricted funds</b>			
General fund	21,123	(7,974)	13,149
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	34,135	(42,109)	(7,974)
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	10,930	10,193	21,123
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	40,128	(29,935)	10,193
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	10,930	2,219	13,149
<b>Restricted funds</b>			
Awards for All Wales	8	(8)	-
	<u>10,938</u>	<u>2,211</u>	<u>13,149</u>
<b>TOTAL FUNDS</b>	<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 £
<b>Unrestricted funds</b>			
General fund	74,263	(72,044)	2,219
<b>Restricted funds</b>			
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>
<b>TOTAL FUNDS</b>	<u>105,713</u>	<u>(103,502)</u>	<u>2,211</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.