

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

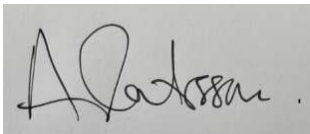
Ms V Henchy

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:

A handwritten signature in black ink, appearing to read 'A Coutisson', is shown on a light grey background.

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.

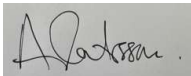
The funds breakdown for 2023 is shown in note 11.

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.

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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.

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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
	63,939	45,585

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
	37,088	14,750

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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 £
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

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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.