

LOVE, AMELIA

England & Wales · Charity number 1182062

Details

Status Registered

Legal form CIO

Registered 2019-02-15

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

Contact

Address 3 Glaholm Road
Hendon
Sunderland
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Activities

Objects: The objects of the CIO are: The prevention or relief of poverty in North East of England by: -1) The provision of items and services to individuals with children who are in need and / or charities, or other organisations working to prevent or relieve poverty

Activities: Love, Amelia provides essential and practical support to babies, children and those who look after them within Tyne and Wear and County Durham. We provide new and excellent quality pre-loved items, equipment and support to partner organisations and families experiencing poverty and hardship.

Classification

- **How:** Provides Services
- **What:** Disability, The Prevention Or Relief Of Poverty
- **Who:** Children/young People

Geography

- Durham
- Gateshead
- Newcastle Upon Tyne City
- North Tyneside
- South Tyneside
- Sunderland

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£349,757	£351,517	-	-
2024-03-31	£268,935	£230,933	-	-
2023-03-31	£171,736	£159,703	-	-
2022-03-31	£75,097	£85,590	-	-
2021-03-31	£50,090	£28,232	-	-

Trustees

Name	Role	Appointed
Craig Bankhead	Chair	2020-10-06
Carly Holliday		2023-07-26
Folasade Jael Fasoyiro		2025-02-19
Jennifer Ann Archbold		2019-01-23
Phillip Leslie Capewell		2019-01-23
Zoe Jennifer Hull		2021-03-25

LOVE, AMELIA

England & Wales - Charity number 1182062

Accounts



LOVE, AMELIA

REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2025

Charity No 1182062

LOVE, AMELIA

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LOVE, AMELIA
Legal and administration information
Year ended 31 March 2025

1

Board of Trustees:

J A Archbold
P L Capewell
C Bankhead
Z J Hull
C Holliday
F J Fasoyiro

Registered Office:

3 Glaholm Road
Hendon
Sunderland
SR1 2NX

Accountants:

TIG Accountants
Metropolitan House
Longrigg Road
Swalwell
Gateshead
NE16 3AS

Bankers:

The Co-operative Bank
5-6 Fawcett Street
Sunderland
SR1 1SB

The trustees present their report and the financial statements of the charity for the year ended 31 March 2025.

Structure, governance and management

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

Public benefit statement

The Trustees have fulfilled their obligation to consider the guidance on public benefit provided by the Charity Commission for England and Wales. When establishing our goals and designing our initiatives, the Trustees have taken into account the public benefit, with a specific focus on the prevention and relief of poverty.

Objectives and activities

The charitable objects of the CIO were amended and approved by the Charity Commission for England and Wales on 27 February 2025. This amendment related solely to the geographical scope of the charity's work and did not alter the nature of the activities delivered. Prior to this change, Love, Amelia operated across Tyne & Wear and County Durham. The updated objects now reflect our work across the wider North East of England.

The trustees are satisfied that this amendment is in the best interests of the charity and supports our commitment to public benefit. Expanding our service area allows us to align more closely with the footprint of the newly established North East Combined Authority and its regional aspirations to tackle child poverty. This change enables Love, Amelia to reach more families in need and to work more effectively in partnership with local authorities and organisations across the region.

The object of the CIO is:

The prevention or relief of poverty in the North East of England by:

1) The provision of items and services to individuals with children who are in need and/or to charities or other organisations working to prevent or relieve poverty.

Our geographical area of focus now comprises Sunderland, South Tyneside, North Tyneside, Gateshead, Newcastle, Northumberland, and County Durham.

Love, Amelia strives to ensure every child aged from birth to sixteen years has the opportunity to be safe, happy, and to thrive. Our mission is to relieve poverty and hardship in babies, children, and those who care for them by providing essential items, equipment, and support to partner organisations.

We strongly believe every child deserves to have the best start in life and equal access to resources and opportunities. The trustees and management have established four objectives to shape our services to benefit the families we serve:

1. To help give children the best start in life and the opportunity to thrive.
2. To help keep babies and children safe in the community.
3. To help improve the physical health, mental health, and wellbeing of children and those who care for them.
4. To help reduce waste by recycling good quality essential items and equipment.

Love, Amelia accomplishes our objectives by providing vital support to families in need through various measures, always with compassion and respect at the heart of everything we do. Sustainability is central to our ethos. We actively promote waste reduction and contribute to a circular economy by accepting donations of pre-loved items, including toys, clothing, and equipment. Every donated item is carefully cleaned, inspected, and assessed against UK safety standards to ensure it is safe, appropriate, and suitable for reuse. By giving these items a second life, we not only provide essential support to families in need but also help reduce waste and encourage environmentally responsible practices within our community.

We ensure that infants and children have a safe and secure sleeping environment by supplying essential items such as Moses baskets, cots, beds to those without. Each is thoughtfully supplied with a brand-new mattress in line with Lullaby Trust safe sleep guidelines, as well as age-appropriate bedding, and comfort items including blankets and teddies, offering more than just practicality, but a sense of warmth and care. These provisions not only guarantee a safe place for children to rest and grow but also bring families much-needed relief from the financial and emotional burdens they may face.

To support the hygiene and wellbeing of babies and children, Love, Amelia provides essential consumables such as nappies, wipes, toiletries, and oral hygiene products. These seemingly small but indispensable items play a vital role in safeguarding children's health and wellbeing. Recognising the interconnected needs of families, we also offer toiletries and hygiene products for parents and carers where appropriate, including basic toiletries, sanitary products, and maternity and postpartum essentials. Additionally, Love, Amelia distributes thoughtfully prepared labour bags to birthing people, containing the essential items needed for the birthing process. These bags provide practical support but also convey a message of care, value, and dignity to those embarking on this significant life experience, striving to uplift families and ensure they feel supported during challenging times.

We also provide high-quality clothing, coats, and shoes carefully matched to each child's age, size, and the current season. This ensures that children not only have the essentials they need but also feel warm, comfortable, and dignified in their appearance.

Recognising the importance of play in a child's development and understanding of the world around them, we enhance the growth and happiness of children by providing age-appropriate toys and books. These items not only bring joy but also support learning, imagination, and bonding within families. Beyond this, we supply essential equipment such as pushchairs, prams, highchairs, and bouncers, ensuring that families have the practical tools needed to care for their children effectively and safely.

Home safety is a critical focus of our work. We provide families with safety equipment designed to minimise the risk of accidents and injuries, helping to create environments where children can thrive without unnecessary hazards.

Through these actions, Love, Amelia continues to provide essential support with kindness and dignity, always striving to make a meaningful difference in the lives of children and families in Tyne and Wear and County Durham.

Why our work is needed

The North East is simultaneously a region of opportunity and significant challenge. Despite ongoing development initiatives aimed at enhancing opportunities for its youth, the North East ranks second highest for child poverty in the UK. The urgency of this issue is emphasised by the recent 'No Time to Wait' report from the North East Child Poverty Commission, alongside findings from 'UK Poverty 2024' and Office for National Statistics data. These sources collectively highlight the profound impact of poverty on children in our region, requiring a critical need for targeted intervention.

The UK has not experienced a consistent decrease in poverty for two decades. The Joseph Rowntree Foundation¹ recently reported that more than 1 in 5 people in the UK (22%) were in poverty in 2021/22, affecting 14.4 million people. This included, 8.1 million (or around 2 in 10) working age adults, 4.2 million (or nearly 3 in 10) children and 2.1 million (or around 1 in 6) pension age individuals.

From 2014/15 to 2021/22, the North East experienced the steepest increase in child poverty across the UK, with rates climbing from 26% to 35% after housing costs². Currently, the region has the second highest rate of child poverty in England, with one in four experiencing deprivation – higher than the national average of 22%. Alarming, over the last decade, there is a growing percentage of children living below the poverty line with at least one working parent/carer, rising to 67%. Almost half (47%) of in families with at least one child under five years old are experiencing poverty. Single parent families are most affected, with 55% of single parent families living in poverty as the high costs of childcare and lack of a secondary caregiver makes it more difficult to work.

Love, Amelia reaches those in greatest need, supporting families facing material deprivation, a critical aspect of poverty highlighted by Action for Children³. The UK Government annually assesses material deprivation and recent data (2019-22) reveals North East England has the highest rate of children living in material deprivation in the UK, at 27%, higher than national average of 18%.

Our warehouse unit is our base of operations and is located in Hendon, Sunderland, an area characterised by high levels of deprivation. According to the 2019 Index of Multiple Deprivation⁴, Sunderland ranks among the top 10% of authorities for its levels of deprivation. Furthermore, Hendon stands out with nearly half (42%) of its children living in poverty, surpassing the national average and placing it within the top 1% of deprived areas in the UK.

Considering the challenges with poverty across the region, we believe providing children with a strong foundation is central to them achieving their potential and breaking free of poverty. We do this through the provision of essential items and equipment, giving the best start in life and providing a foundation from which they can thrive. Child poverty is an intractable problem; it is complex, multi-faceted, and lacks a straight-forward solution to addressing it. Not one single organisation or entity can tackle child poverty in isolation, this requires cross-sectoral collaboration which is why we believe the best way to support families is working in collaboration with local professionals (health visitors, midwives, schools, social workers, community groups) who make referrals to us on behalf of the families, which ensures we reach families in greatest need. We provide and tailor our support to meet the individual needs of the child referred. Immediate provision can vary from clothing, footwear, toiletries, nappies, to cots/beds for safe sleeping, prams to access the community and reduce isolation, to toys and books to aid play, learning and development, promoting the bond between the child and caregiver. Based on Maslow's hierarchy of needs, for a child to reach their potential, their basic needs must first be met.

Achievements and performance:

The Board of Trustees is proud to report another year of significant progress and meaningful community impact. Guided by our commitment to our charitable purposes, Love, Amelia continues to provide vital support to families facing challenging circumstances, ensuring children have access to the resources necessary for their growth, well-being, safety, and happiness.

This year, we achieved a remarkable milestone in our journey, responding to our 20,000th support request. Despite the ongoing challenges posed by the cost-of-living crisis, we exceeded our annual targets, highlighting the essential role Love, Amelia plays in supporting vulnerable families during times of need.

The charity's main activities, which focus on providing essential items and practical support to families, are undertaken to further its charitable purposes for the public benefit. At the heart of our mission is the belief that all children deserve the same opportunities as their peers, regardless of the circumstances they face.

By addressing the barriers created by poverty, we aim to give children the strong and equal start in life they deserve, ensuring every activity we deliver is guided by this purpose and contributes directly to the public benefit.

¹ [UK Poverty 2024: The essential guide to understanding poverty in the UK | Joseph Rowntree Foundation \(jrf.org.uk\)](#)

² [North East Child Poverty Commission: No Time to Wait \(nechildpoverty.org.uk\)](#)

³ [Action for Children: Policy Reports – Going without.](#)

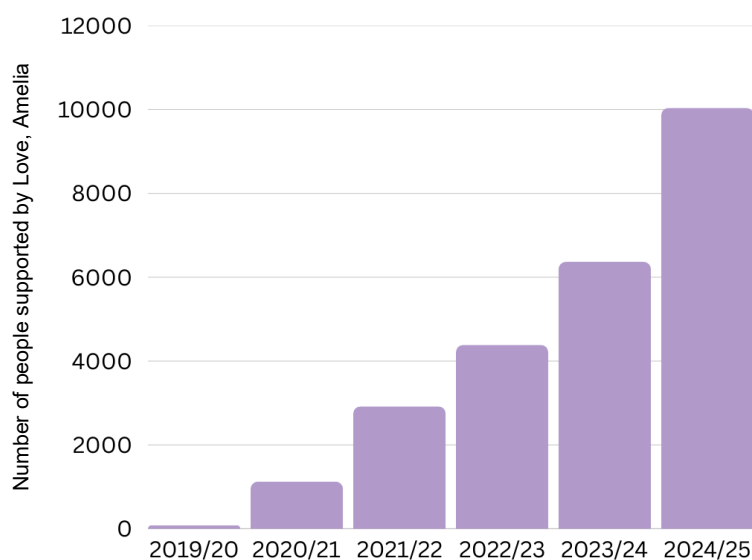
⁴ [Index of Multiple Deprivation](#)

"Love, Amelia provides a level of support I trust completely. Families receive high-quality essentials that are appropriate, timely and delivered with dignity. I know they'll receive practical support that's been carefully matched to what they need. For the families I refer, that support makes a genuine difference at a critical time."

– Referral Partner

Between April 2024 and March 2025, Love, Amelia provided critical support to 10,037 beneficiaries - a remarkable 57.6% increase from the previous year. Every item we distribute undergoes thorough safety checks and cleaning to ensure it meets the highest standards. Our dedicated team takes great care to package bundles thoughtfully, tailoring them to meet the specific needs of each family referred to us.

	April 2019 – March 2020	April 2020 – March 2021	April 2021 – March 2022	April 2022 – March 2023	April 2023 – March 2024	April 2024 – March 2025
Total People Supported	82	1125	2920	4384	6367	10037



In line with our commitment to providing holistic support, we ensure that key items are accompanied by essential accessories. For instance, every cot or Moses basket includes a brand-new mattress, weaning kits and bibs are offered with highchairs, and prams / strollers are equipped with rain covers and footmuffs during colder months. Our aim is to minimise any additional costs for families, ensuring they receive comprehensive support without financial burden. Above all, we strive to deliver these items as meaningful gifts, imbued with care and dignity, rather than as handouts. This approach reflects our belief in offering families not only practical assistance but also the respect and compassion they deserve.

As Love, Amelia's reputation and impact continue to grow, so too does the generosity and interest we receive from companies and brands. These valued partners kindly donate in-kind stock, including new clothing, toys, essential equipment, toiletries, and even thoughtful treats for the families we support. These contributions not only enhance the quality and breadth of the help we can provide but also enable us to add extra touches of care and comfort, making families feel truly valued and supported.

Referrals to Love, Amelia are submitted by professionals working across healthcare, social care, and the voluntary sectors, all of whom engage directly with and provide support to our beneficiaries in an official capacity. We are proud to collaborate with over 600 referral partners from more than 150 organisations, including health visitors, social workers, family support workers, midwives, mental health services, and schools.

In addition to these professional networks, we work closely with local charities and community organisations, including Pallion Action Group, Bernicia Supported Housing, West End Refugee Service, Wearside Women in Need, Places for People, Action Foundation, ICOS, and regional branches of Citizens Advice. These partnerships are essential in ensuring we can reach families most in need and provide tailored, meaningful support. Love, Amelia is a service that is not only necessary but deeply valued within the community.

The majority of items we distribute are generously donated pre-loved items from members of our community. In the current financial year, a total of 40,672.4 kilograms of items have been distributed to families through core referral requests, an increase of 57.8% from the previous year. The distribution of pre-loved and donated items not only benefits families in need but also contributes to waste reduction and landfill diversion. By reusing and recycling these items, we actively promote environmental sustainability by minimising waste and reducing the burden on landfills.

Pre-loved items	New Items	Total amount
38,252.8kg	2,419.6kg	40,672.4kg

Donated goods are received and distributed to the charity at no monetary value. Both donated goods income and stock are not measured at fair value in the financial statements. The charity has undertaken a robust review of the impact of including the income and stock value on donated goods in the financial statements. The trustees have prepared an independent cost vs benefit analysis on the inclusions of the goods and concluded that, for reasons of practicalities and negative impacts to the charity in association with the cost of measuring the goods and inclusion, it is inappropriate to book the donated goods at fair value. This is, however, continuingly reviewed to ensure the best transparency for all stakeholders

Reasons for Referral to Love, Amelia

Families are referred to Love, Amelia for a variety of reasons, often rooted in complex and multifaceted challenges. Over the past year, we have seen a significant rise in the number of working families seeking our support, reflecting the growing pressures many experience in the current economic climate.

Economic Hardship

Economic hardship remains a significant challenge for families across the North East, even when not compounded by additional factors. In 2024-2025, almost one in four (23%) of all referrals were for working families. This reflects a nearly twofold rise in the number of children supported from working families, growing from 1,719 to 2,308.

The reasons behind economic hardship are varied and often complex. Families may face financial difficulty due to factors such as low income, unemployment, debt, unexpected expenses, or crisis. In some cases, temporary financial hardship arises from a sudden change in circumstances, such as illness or family breakdown. For families who have experienced a breakdown in their relationship, financial difficulties can be particularly acute as they adjust to their new circumstances, a challenge that is often magnified for single-parent families.

Among the families referred to Love, Amelia, 75% were identified as living in poverty with no adults in the household in work, underscoring the depth of financial strain many are experiencing. Additionally, 6% of referrals were for families where adults are students engaged in formal education, limiting their capacity to work as they invest in their skills and future opportunities.

These figures highlight the critical need for Love, Amelia's support, providing essential resources and a lifeline to families navigating financial hardship and ensuring that children are cared for with dignity and compassion during times of crisis.

Domestic Abuse

Families affected by domestic abuse often face sudden and profound financial hardship as they are forced to uproot their lives to ensure their safety. In 2024-2025, 21% of the families referred to Love, Amelia identified domestic abuse as a significant factor contributing to their hardship.

For families escaping abuse, the journey to safety frequently involves leaving behind not only their homes but also their jobs, schools, and vital support networks. This leaves them in an extremely vulnerable position, often grappling with the immediate realities of becoming a single-parent family. Many families fleeing domestic abuse are left with few belongings, and it is not uncommon for individuals to leave their homes in urgency, taking with them only the clothes on their backs.

Love, Amelia provides a lifeline for these families, offering essential items and practical support to help them rebuild their lives with dignity. Our work ensures that children and their caregivers can access the basic necessities they need to begin the process of healing and establishing a sense of security and stability in their new circumstances.

Victims of Human Trafficking and Modern Slavery

Love, Amelia supports families recovering from the trauma of human trafficking, including modern slavery and sex trafficking. In 2024-2025, 2% of our referrals, representing over 220 children, were for families working to rebuild their lives after enduring these harrowing experiences. While now living in safe environments, many of these families find themselves without the essential belongings needed to meet their everyday needs and establish a sense of stability. Through our support, Love, Amelia provides these families with vital resources such as clothing, bedding, toys, and essential equipment.

Refugees and Asylum Seekers

While this reporting year did not see the same urgent refugee response as the previous year, when we supported families affected by the war in Ukraine, Love, Amelia continued to provide substantial assistance to refugee and asylum-seeking families through our key partners. Many of these families endured long, arduous journeys to safety and arrived with very few belongings. To help them rebuild their lives, we supplied essential items including clothing, shoes, prams, stairgates, and toys.

For refugee families living in hotel or temporary accommodation, we provided additional support such as clothing, shoes, toiletries, and activities for children. Many of these families face significant challenges, including limited laundry facilities, a lack of outdoor space, and the emotional toll of isolation and boredom.

Refugees and asylum seekers made up 38% of our referrals this year. These families often arrive with minimal resources, having fled conflict and hardship in search of safety and stability. Love, Amelia remains dedicated to helping them meet their immediate needs while providing a sense of dignity and hope as they work to rebuild their lives.

Teenage parents

Love, Amelia has supported over 1,500 children of teenage parents in 2024-25, representing 15% of all requests. Among those we helped were parents as young as 13 years old, facing the profound challenges of caring for a child while still in their own formative years. These young parents often find themselves in urgent need of support to provide for their babies, lacking the resources and stability that older parents may have. Love, Amelia offers practical assistance and essential items, ensuring these young families have the foundation they need to care for their children with dignity and confidence. By supporting teenage parents, we aim to reduce the immediate pressures they face.

Safeguarding concerns

Families are frequently referred to Love, Amelia for assistance when a child is identified as being at risk, with one in four referrals highlighting safeguarding concerns. These concerns often stem from a lack of essential resources and equipment needed to ensure the child's safety, well-being, and the fulfilment of their basic needs. We work closely with referral partners to address these gaps, providing practical support to help create a safer and more stable environment for children. By supplying critical items such as cots, prams, safety equipment, and other essentials, we play a vital role in mitigating risks and supporting families in meeting their children's needs with dignity and care.

Mental health and disabilities

Living in poverty can both stem from and contribute to poor mental health. Adults in the lowest income households are more than twice as likely to experience poor mental health, while children in these households are four times as likely to be affected. Families where either an adult or a child has a physical disability or mental health need are frequently referred to Love, Amelia for support. In 2024-25, 2,208 children (22% of all referrals), were referred to Love, Amelia where mental health or disability was identified as a primary factor with many families highlighting the cost-of-living crisis and its associated challenges as major contributors to the deterioration of their health and wellbeing. Poor mental health can have far-reaching consequences, including adults being unable to work, children missing out on education, and families facing heightened isolation and vulnerability.

Love, Amelia's practical support helps to alleviate some of these pressures. By providing essential items, self-care products, and thoughtful bundles, we aim to reduce stress and show families that they are not alone.

Homelessness or families in temporary accommodation

In 2024-2025, more than one in five (22%) referrals were made for families experiencing homelessness or living in temporary accommodation, a significant rise from 9% the previous year. This represents more than 2200 children without the stability and security of a permanent home. The struggle to create a safe and functional living environment in such circumstances often leaves families unable to meet even their most basic needs.

Love, Amelia provided vital support to these families, ensuring that children receive essential items such as clothing, bedding, and equipment. By meeting these immediate needs, we enable families to allocate their limited resources toward creating a more stable and comfortable home environment.

Kindship families

In this reporting year, Love, Amelia supported over 100 children who had been removed from the care of their parents and were living with relatives. While kinship arrangements provide children with the stability of being cared for by family members, many of these families face significant challenges in meeting the children's needs.

Often unprepared for the sudden responsibility of caring for a child, kinship families may lack the necessary items and equipment required to provide a safe and nurturing environment. Love, Amelia offers practical support, supplying essential resources such as clothing, bedding, and equipment, ensuring these children feel cared for and supported during a time of transition. By easing some of the financial and practical pressures, we help kinship families focus on providing the love and stability these children deserve.

By addressing these varied and complex challenges, Love, Amelia plays a vital role in providing essential support to safeguard the wellbeing and safety of families in need. Through our tailored assistance, we

strive to alleviate pressures, strengthen resilience, and help create a stable foundation for children and their caregivers during difficult times.

Projects and Campaigns

Over the course of the year, we have continued to successfully deliver our annual projects and campaigns, which play a crucial role in supporting families during key moments throughout the year. Many families we work with have little to no support networks, leaving them excluded from seasonal holidays and unable to participate in celebrations that bring joy and connection.

Through our campaigns, we strive to create a sense of community, connection, and joy during what can often be very challenging times for families. By delivering special projects and events, we aim to ease the burden on families while fostering a sense of celebration, happiness, and belonging. These efforts reflect our belief that every child and family deserves to feel included, valued, and supported, no matter their circumstances.

Mother's Day and Father's Day

Parenting is one of the hardest jobs in the world, requiring parents to be everything to their children, often leaving little time for themselves. Mother's Day and Father's Day are special days set aside each year to celebrate and honour parents for the incredible job they do.

Once again, we ran our annual campaign to give a well-deserved boost to parents who might otherwise go unacknowledged on these important days. Through this initiative, we provided wellbeing packs to parents we support, offering a small gesture of appreciation and care. These packs typically include a variety of donated items such as toiletries, chocolates, and small gifts, along with a handwritten card. Each pack is thoughtfully designed to bring a little extra joy and recognition to parents who may not have the means to celebrate these occasions in the traditional way.

The gift packs were made possible through the generosity of people in the community, with many schools and workplaces organising collections of goods. We were also delighted to welcome local schools and volunteers who helped prepare the packs with care and attention. Our Father's Day packs were assembled as part of the Northumbria Healthcare NHS Foundation Trust Public Health team's away day, highlighting the collaborative effort and community spirit behind these campaigns.

In this reporting year, we distributed 267 gifts for Mother's Day and 216 gifts for Father's Day, ensuring parents felt valued and reminded that their hard work and dedication are deeply appreciated. These small acts of kindness make a meaningful difference, spreading joy and a sense of belonging to families we support.

"The gifts on Mother's Day come at a time when things felt especially hard. Just knowing that someone had taken the time to think of me meant more than I can put into words."

- Parent

"I'd already accepted that Mother's Day would pass quietly this year. Receiving the gift bag changed that and it meant more to me than I even realised."

- Parent

"This Father's Day gift was really special, it made me feel noticed."

- Parent

"For many of the parents I support, days like Mother's Day and Father's Day can be really isolating. Love, Amelia's approach turns those days something positive, and the impact is visible immediately."

- Referral Partner

"The response to the Mother's Day packs was striking. Parents spoke about feeling recognised, not just supported. That sense of knowing they matter made all the difference."

- Referral Partner

Back to School Bags

This year saw the introduction of Love, Amelia's School Bag Project, building on the charity's previous summer bags initiative and evolving it to better reflect current needs and gaps in local provision. Rising costs, reduced access to discretionary school support and increasing reports of children attending school without essential equipment highlighted the need for a more targeted, structured response.

The School Bag Project was designed to address both material and psychological barriers to education by ensuring children had access to the basic tools required for learning, while reducing stigma associated with financial hardship. The project aimed to support pupils' readiness for school, promote confidence and inclusion, and reduce inequalities that can negatively affect educational engagement.

The project was co-developed with families supported by Love, Amelia, alongside schools and professionals, who shared consistent concerns about the impact of missing school supplies. Parents and carers reported the financial pressure of meeting school requirements, while children spoke about anxiety, embarrassment and stigma when lacking essential items. Some described missing learning opportunities, facing sanctions, or experiencing bullying due to not having the correct equipment, with several children stating they avoided telling parents what they needed to prevent adding to existing financial strain.

Love, Amelia worked in partnership with 17 schools across Sunderland, alongside feedback from 14 families and 23 professionals, to identify priority items required for classroom learning, homework and exam preparation. This informed the development of tailored packing lists for each Key Stage (KS1–KS4), ensuring age-appropriate and locally relevant provision. These lists were shared and refined with stakeholders to ensure accuracy and responsiveness to need.

Backpacks and supplies were sourced through a combination of local suppliers, businesses and in-kind donations. Unbranded backpacks were deliberately selected to protect children's dignity, with brighter designs offered for younger pupils and neutral styles for older students. Children were able to choose their

own backpack, supporting autonomy, ownership and pride. Each bag contained essential stationery, calculators or maths sets where appropriate, revision materials, notebooks, and a reusable water bottle, alongside information on local support services and a feedback mechanism.

Coproduction and community involvement were central to delivery. Love, Amelia staff, volunteers and corporate partners worked together to assemble the backpacks, ensuring consistency and care throughout the process.

In total, 2,000 backpacks were distributed through Sunderland City Council's Holiday Activities and Food (HAF) programme, coordinated in partnership with Together for Children. Distribution took place in the two weeks prior to the Autumn term, supporting children to return to school prepared. A further 50 backpacks were distributed directly to families through Love, Amelia's referral pathways.

Evaluation data demonstrated strong impact. 99% of parents reported that the backpacks improved their child's confidence and self-esteem, while 96% said the project helped reduce financial pressure. Feedback highlighted the importance of choice and quality, with children expressing pride in their bags and increased confidence as they returned to school.

"I always shared my school stuff with my brother and would get in trouble if I didn't have what I needed or didn't do my homework but we never have what we need at home to do it. It feels good to have my own things now".

– Young Person

"Buying school supplies is very expensive and difficult for me and my family. These have been a huge help. My kids have what they need for school, and I don't have to worry about how I am going to afford everything."

– Parent

Christmas

This year marked the completion of our fifth annual Christmas campaign, dedicated to ensuring that local children experience the magic and joy of Christmas, regardless of their circumstances. During the festive season, Love, Amelia runs a gift campaign to provide presents for children who might otherwise wake up to nothing on Christmas morning. Through the generosity of our community, including donations of toys, books, and other thoughtful gifts, we strive to make Christmas a special time for every child.

A unique feature of our campaign is the care and thought put into tailoring each gift bag to the specific requests and wishes shared with us for the children. By fulfilling their Christmas wishes, we ensure that every child feels seen and valued. Each child receives around six toys or gifts, alongside additional extras such as books, craft activities, and cuddly toys or teddies, creating a truly magical and personalised experience.

Christmas often brings immense pressure for caregivers, as delivering even a simple family celebration can be a significant challenge. Many families face the risk of falling into severe debt, turning to high-risk

borrowing, or even being drawn into crime to provide gifts for their children. Our campaign aims to alleviate this burden, offering gifts for children in need while also including a small gift for each of the adults and a Christmas Eve goody bag for the family to enjoy together. This year, with the help of our community, we have been able to fulfil 2538 Christmas requests, a 52% increase in support from the previous year.

The campaign is a true community effort, bringing together individuals, schools, and workplaces to sponsor children and organise gift collections. We were delighted to welcome returning volunteers who helped prepare the gift bags and fulfil children's Christmas wishes. For the third consecutive year, Santa himself visited our unit to greet children donating gifts for others in need, assuring them that their kindness would help spread Christmas magic, with gifts being sent to the North Pole and delivered on Christmas Eve.

We also hosted a Christmas party for local families, including children living in local refuges and families we support throughout the year. The event gave children the opportunity to meet Santa, enjoy festive crafts and games, and revel in the joy of the season in a safe and welcoming environment.

By fulfilling children's Christmas wishes and easing the financial pressures on families, this campaign brings joy to the holiday season while strengthening the sense of connection and community among all those involved.

"I don't have the words to describe the relief this brought. Watching my children open their presents on Christmas morning and seeing their excitement was something I'd been worried we wouldn't have this year. Thank you for giving us that moment."

- Parent

"This Christmas could have been incredibly hard for us. Knowing the children would have something to open took away a huge amount of stress and allowed us to enjoy the day together."

- Parent

"Being part of the Christmas appeal really stayed with me. Every gift is chosen especially for that child and family and knowing that those small decisions added up to something so meaningful was genuinely uplifting."

- Volunteer

"Without this support from Love, Amelia, many of the children I work with would have had very little, if anything, on Christmas Day. Parents spoke openly about the pressure they were under and the relief this brought. The impact was immediate and significant."

- Referral Partner

“The families I referred were so thankful. Several had been dreading difficult conversations with their children about why Christmas might look different this year. Because of this support, those families were able to celebrate in a way that felt respectful and positive.”

-Referral Partner

“Sharing the experience of choosing and donating gifts with my own children was incredibly powerful. It helped them understand the difference a simple act of kindness can make, and it’s something we’ll be proud to continue.”

- Donor

Our Volunteers

Volunteers are at the heart of Love, Amelia’s work, playing a vital role in delivering support to families across our community. Their dedication, compassion, and generosity of time make it possible for us to respond effectively to the growing demand for our services.

Throughout this reporting year, we have received invaluable assistance from 775 volunteers, a remarkable increase of 99% compared to the previous year. Together, these incredible individuals contributed a total of 6,218 hours of their time. We express our sincere gratitude to each volunteer who dedicated their time consistently throughout the year, as well as to those who helped whenever they could or participated in corporate volunteer days.

Corporate volunteering has become an integral part of our work, with sessions frequently booked months in advance. These opportunities allow companies to contribute to their communities in a meaningful way while helping us manage the practical tasks required to support families in need.

We have also welcomed Duke of Edinburgh students, reflecting the powerful impact of young people helping young people. Additionally, students on placement have brought fresh ideas and enthusiasm to their roles, while volunteers with specific skills have helped us improve our operational capacity and efficiency. From helping directly in our warehouse, to raising awareness and streamlining processes and enhancing our impact, the contributions of all our volunteers have been invaluable.

The collective efforts of our volunteers ensured that practical needs were met with care, compassion, and dignity. Their commitment to the community aligns seamlessly with Love, Amelia’s mission, and we are deeply thankful for their ongoing support and dedication.

Feedback

Love, Amelia is committed to the ongoing enhancement of our services, actively seeking feedback from both beneficiaries and professionals to ensure we remain responsive to the evolving needs of our community. Our feedback collection process is carefully designed on a per-family basis, rather than per child, allowing us to consolidate the experiences of each family into a single, comprehensive submission. This approach ensures that families of all sizes have their voices equally represented.

Throughout the reporting year, we have gathered invaluable insights from over 1800 parents and carers (representing 2643 children) and 376 professionals, using their feedback to guide and inform our continuous improvement efforts.

Feedback from families consistently highlights the profound benefits and positive impact Love, Amelia has had on their lives. Families often express their appreciation for the thoughtful and tailored support they receive, noting how the practical assistance not only meets immediate needs but also helps restore dignity, reduce stress, and brings a sense of hope during challenging times.

Professionals have also emphasised the importance of Love, Amelia's services in their work, describing how our support enables them to provide comprehensive assistance to families in need and how our thoughtful and high-quality provisions make a tangible difference in the lives of those they support.

By integrating this feedback into our service planning, Love, Amelia ensures that we continue to deliver meaningful, impactful, and compassionate support to the families who need it most.

Feedback from families

Meeting basic needs of their children - 100% of families agree that the items provided by Love, Amelia have helped meet their child's basic needs. This includes ensuring a safe place to sleep, suitable clothing to stay warm and dry, toiletries and nappies to maintain cleanliness and health, and appropriate equipment for feeding.

Helping children to be safe - 98% of families agree that the items provided by Love, Amelia have helped to keep their children safe. This includes provision of safe sleeping, home safety kits, and safety gates. Families also report the items have promoted their child's development, wellbeing and overall happiness.

Promoting child development, wellbeing and happiness - 99% of families report that the items provided by Love, Amelia have positively impacted their child's happiness, wellbeing, and development. By addressing essential needs and offering thoughtful, high-quality items, we help create an environment where children can thrive, feel supported, and experience joy in their everyday lives.

Easing Difficult Choices - 96% of families agree that the support provided by Love, Amelia has helped to ease the difficult decisions they face about how to allocate limited funds. Families have shared that this support has deterred them from resorting to high-risk alternatives, such as borrowing money they cannot afford to repay, turning to loan sharks, taking out high-interest loans, or even engaging in crime to provide for their children. By meeting essential needs, the support from Love, Amelia enables families to direct their limited resources toward other critical expenses, such as food, heating, and housing costs.

Parental mental health and wellbeing - 95% of parents report an improvement in their mental health and wellbeing after receiving support from Love, Amelia. Many highlight the reduced stress and anxiety associated with providing for their children, allowing them to focus more on nurturing their families and building a sense of stability.

Cleanliness and Quality - 100% of families agree that the items provided by Love, Amelia were clean and in excellent condition. Families agreed that the items they received were thoughtfully and beautifully presented. We take great care in preparing each bundle, ensuring it is packed with attention to detail and care. Our aim is for every family to feel as though they are receiving a gift, not a handout, providing a sense of dignity and value in the support we provide.

Recommended service - 100% of families state they would recommend Love, Amelia to another family in need of support for their children.

Feedback from referral partners

We work closely with a wide range of professionals who support families in need, and their insights are invaluable in helping us continually improve our services. By collaborating with referral partners, we ensure that our support is effective, responsive, and tailored to the specific needs of the families we serve. Their feedback provides us with a broader understanding of the challenges families face and how our services can best address those needs.

Responsive and supportive - 100% of professionals agree the response time to referrals was quick and the team at Love, Amelia were friendly and helpful.

Quality, presentation and dignity – 100% of referral partners reported that the items provided to families were in excellent, safe condition and thoughtfully presented. Professionals frequently noted that the careful presentation and method of packaging helped promote a sense of dignity for the families receiving them, ensuring they felt valued and respected.

Meeting basic needs of children - 100% of referral partners agree that the items provided by Love, Amelia have helped meet the needs of the children they referred.

Increasing home safety - 97% of referral partners agree that, where applicable, Love, Amelia has significantly contributed to increasing the safety of home environments. By providing essential equipment such as safety gates, bed guards, and other items designed to reduce hazards, we help to minimise the risk of accidental injuries and create safer spaces for children to thrive.

Health and wellbeing - 96% of referral partners agree that the services provided by Love, Amelia have significantly improved the health and wellbeing of both children and their caregivers. Professionals report that children are happier as a result of receiving items and equipment, such as toys and books, which promote development and joy. Parents experience reduced stress and worry about meeting their children's needs, feeling reassured that their families are supported. Many caregivers also share a sense of relief and connection, feeling less isolated knowing that help is available when they need it most.

Report building - 93% of professionals agree that the support provided by Love, Amelia has helped them engage in positive and constructive discussions with families about the needs of their children. This collaborative approach not only addresses immediate challenges but also strengthens relationships between professionals and families, building trust and enabling better long-term outcomes for the children.

Recommended service - 100% of professionals report they would recommend Love, Amelia to a family or colleague in need of support. They expressed confidence in Love, Amelia in being able to consistently respond in a dignified and efficient manner.

Recognition and awards

This year has been another year of meaningful recognition for Love, Amelia, reflecting the continued impact of our work and the commitment of our staff and volunteers.

We were once again proud to be named a finalist in the Small Charity of the Year category at the North East Charity Awards. Being shortlisted for a second consecutive year reinforced the consistency and reach of Love, Amelia's work, and its ongoing impact on children and families across the North East. At the same awards, our Founder and Chief Executive was also recognised as a finalist in the Rising Star category. This recognition acknowledged emerging leadership within the voluntary sector and highlighted the organisation's growth, influence and contribution to addressing child poverty and inequality at a regional level.

Our volunteers were also celebrated on a regional stage, with volunteer Marie named as a finalist in the BBC Make a Difference Awards. This recognition reflected the vital role volunteers play in delivering Love,

Amelia's services and the commitment and time they give to supporting families in need.

In November 2024, Love, Amelia was awarded The King's Award for Voluntary Service, the highest honour given to volunteer groups in the UK and referred to as the MBE for volunteer groups. Presented on His Majesty The King's birthday, this prestigious award recognised the outstanding contribution of Love, Amelia's volunteers and their dedication to supporting babies, children and families across the region. Receiving this honour marked a significant milestone in the charity's journey and placed Love, Amelia alongside an esteemed group of voluntary organisations nationally.

To mark this achievement, Love, Amelia hosted a special celebration event for our volunteers, bringing together those who give their time and energy to support the charity's work. The event included the presentation of awards to individual volunteers and partner organisations who had gone above and beyond in their commitment and support, recognising the vital role they play in helping us deliver our services to families in need.

At the time of reporting, we are awaiting the official presentation of the award and the opportunity for representatives to attend a Royal Garden Party at Buckingham Palace in recognition of this achievement.

These recognitions collectively reflect the strength of Love, Amelia's mission, the dedication of its volunteers and staff, and the positive difference made to the lives of children and families throughout the year.

Trustees

The trustees who served during the year were as follows:

J A Archbold
P L Capewell
C Bankhead
Z J Hull
R McGurrell (resigned 6 November 2025)
C Holliday
F J Fasoyiro (appointed 19 February 2025)

Love, Amelia wishes to pass its sincerest thanks to all individuals, businesses and funding sources that have supported us during the year. We also wish to thank the volunteers who generously donate their time to support families in need across Sunderland.

Reserves policy and going concern

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to at three months of charitable expenditure. The trustees consider that this level will provide sufficiently for any contingency planning should the need arise.

The trustees consider the charity is currently in a financially stable position and have no concerns about the charity's continuing existence and success.

Risk management

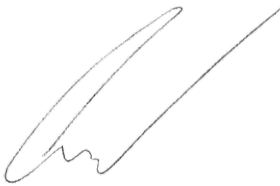
An annual assessment is made to ensure that the charity's funds are secure and available to meet current and future operational needs. Other risks to the charity have been identified and reviewed on an on-going basis, and appropriate action taken. This has included ensuring appropriate insurance cover and ensuring general health and safety risk assessment has been undertaken at any premises used by our volunteers or staff.

Financial review

The financial statements show a deficit of £1,760. Restricted surplus was £22,545. This is carried forward into the next accounting period.

Restricted funding is the main type of income and expenditure. Monies are received for running costs of the office and salaries

Signed on behalf of the management committee, on 28 January 2026.



C Bankhead

Report of the Independent Examiner to the trustees of Love, Amelia

I report on the financial statements of Love, Amelia for the year ended 31 March 2025 which are set out on pages 22 to 28.

Respective responsibility of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

Examine the accounts under section 145 of the 2011 Act

To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act) and

To state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 386 of the Companies Act 2006; and

to prepare financial statements which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities, have not been met; or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

J Hart FCCA

Metropolitan House

Longrigg Road

Swalwell

Gateshead

NE16 3AS

Date: 28 January 2026



LOVE, AMELIA
Statement of Financial Activities
Year ended 31 March 2025

22

	Notes	Unrestricted	Restricted	Total 2025	Total 2024
		£	£	£	£
Income					
Donations		52,510	-	52,510	38,120
Other income		435	-	435	153
Grants and legacies	2	<u>106,628</u>	<u>190,184</u>	<u>296,812</u>	<u>230,662</u>
Total income		<u>159,573</u>	<u>190,184</u>	<u>349,757</u>	<u>268,935</u>
Expenditure					
Charitable activities	3	<u>183,878</u>	<u>167,639</u>	<u>351,517</u>	<u>230,933</u>
Total expenditure		<u>183,878</u>	<u>167,639</u>	<u>351,517</u>	<u>230,933</u>
Net income		(24,305)	22,545	(1,760)	38,002
Transfers		<u>52,964</u>	<u>(52,964)</u>	<u>-</u>	<u>-</u>
Net movement in funds		28,659	(30,419)	(1,760)	38,002
Total funds brought forward		<u>14,889</u>	<u>52,964</u>	<u>67,853</u>	<u>29,851</u>
Total funds carried forward		<u>43,548</u>	<u>22,545</u>	<u>66,093</u>	<u>67,853</u>

LOVE, AMELIA
Balance Sheet as at 31 March 2025

23

	Notes	Unrestricted £	Restricted £	2025 £	2024 £
Fixed assets					
Tangible assets	8	-	2,457	2,457	2,891
Current assets					
Cash at bank and in hand		43,548	21,078	64,626	61,904
Other debtors	9	-	4,150	4,150	4,150
		43,548	25,228	68,776	66,054
Creditors – amount due within one year	10	-	5,140	5,140	1,092
Net current assets		43,548	20,088	63,636	64,692
Net assets		43,548	22,545	66,093	67,853
Funds of the charity	11				
Total		43,548	22,545	66,093	67,853

The financial statements were approved by the trustees on 28 January 2026 and signed on the trustees behalf by:



P L Capewell
Trustee

1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

Basis of accounting

The charity has adopted the accruals basis of accounting as required by the regulations.

Income

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Expenditure

Costs are recognised as and when there becomes a legal or constructive obligation committing the charity to pay out the resources.

Funds accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the funder, donor or through the terms of an appeal.

Depreciation

Depreciation is charged at 15% reducing balance per year.

Notes to the accounts

Year ended 31 March 2025

2 Grants and legacies

	Unrestricted Funds £	Restricted Funds £	Total 2025 £	Total 2024 £
Nissan	2,000	-	2,000	4,000
Sir James Knott Trust	-	-	-	15,000
Community Foundation Tyne & Wear and Northumberland	-	-	-	10,000
Karbon Homes	-	-	-	1,500
The National Lottery Community Fund Reaching Communities NE and Cumbria	-	37,411	37,411	48,540
The Elsie Davis Trust	-	-	-	5,000
The National Lottery Community Fund Reaching Communities NE and Cumbria	-	24,226	24,226	7,685
Roseline Foundation – Rent	-	-	-	20,000
Sabrina Sutherland Trust	-	-	-	1,000
Bentleys Advancing Life Changes	-	-	-	500
Cash 4 Kids	-	-	-	950
Roseline Foundation	40,000	-	40,000	5,500
Barbour Foundation	-	-	-	1,000
Masonic Charitable Foundation	-	4,173	4,173	4,173
Bernicia Foundation	-	-	-	9,420
Gentoo	10,928	-	10,928	500
Archer Trust	-	3,000	3,000	-
Greggs Foundation	-	20,000	20,000	20,000
The National Lottery - Cost of Living	-	-	-	47,744
Community Foundation – Pea Green Boat	-	5,000	5,000	5,000
NatWest	-	-	-	2,000
Postcode Lottery	-	-	-	20,000
Sunderland Music City	50,000	-	50,000	-
North East Combined Authority	-	30,000	30,000	-
Arnold Clark	-	750	750	-
LNER	-	8,000	8,000	-
Garfield Watson	-	20,000	20,000	-
Rathbones Group Foundation	-	13,680	13,680	-
The Shears Foundation	-	5,500	5,500	-
Greatham Hospital	-	2,000	2,000	-
Save the children	1,200	-	1,200	-
Pears Foundation	-	5,000	5,000	-
Community Foundation TWN - Reeds Grassroots	-	1,000	1,000	-
Community Foundation TWN - Ward Haddaway	-	1,750	1,750	-
Kans and Kandy	2,500	-	2,500	-
Others	-	8,694	8,694	1,150
	<u>106,628</u>	<u>190,184</u>	<u>296,812</u>	<u>230,662</u>

3 Charitable Expenses

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Charitable activities				
Direct costs	51,325	17,296	68,621	25,230
Capital equipment	-	-	-	2,259
Hire costs	1,949	-	1,949	-
Wages	68,174	132,160	200,334	136,228
Pension	3,563	6,908	10,471	4,034
Rent	18,244	5,130	23,374	16,268
Light and heat	2,630	655	3,285	4,028
Insurance	868	216	1,084	1,494
Subscriptions	2,039	507	2,546	2,076
Equipment and computer	1,153	-	1,153	3,139
Printing, postage and stationery	1,884	469	2,353	1,473
Telephone	1,080	269	1,349	933
Marketing and communications	3,433	855	4,288	1,646
Motor and travel	2,754	685	3,439	2,159
Volunteer expenses	-	-	-	371
Training	2,442	608	3,050	1,569
Repairs	526	130	656	368
Cleaning	1,502	373	1,875	897
Other expenses	234	944	1,178	1,087
Professional fees	18,641	-	18,641	9,564
Accountancy	546	-	546	1,092
Bank Charges	14	-	14	-
Work Wear	877	-	877	-
Depreciation	-	434	434	510
	183,878	167,639	351,517	216,425

4 Trustees expenses

There were no expenses paid to trustees during the year.

5 Fees for examination of the accounts

	2025	2024
	£	£
Fee for reporting on the accounts	840	1,092

6 Wages

	2025	2024
	£	£
Gross wages	199,392	135,563
Social security cost	942	665
Pensions	10,471	4,034
	<u>210,805</u>	<u>140,262</u>
Total staff costs	210,805	140,262

7 Staff numbers

Staff numbers during the year were as follows

	Part time	Full time	Total
Management and administration	<u>1</u>	<u>7</u>	<u>8</u>

8 Fixed assets

	Plant and machinery etc £
At valuation	
As at 1 April 2024	5,132
Additions	<u>-</u>
As at 31 March 2025	<u>5,132</u>
Depreciation	
As at 1 April 2024	2,241
Depreciation for year	<u>434</u>
As at 31 March 2025	<u>2,675</u>
Net book value	
As at 31 March 2024	<u>2,891</u>
As at 31 March 2025	<u>2,457</u>

9 Other debtors

	2025	2024
	£	£
Rent deposit	<u>4,150</u>	<u>4,150</u>

10 Creditors – amount falling due within one year

	2025	2024
	£	£
Accruals	840	1,092
Other taxes and social security	<u>4,300</u>	<u>-</u>
	<u>5,140</u>	<u>1,092</u>

11 Net movement on funds

	As at 1 April 2024	Income	Expenditure	Transfer	As at 31 March 2025
	£	£	£	£	£
Unrestricted					
General	14,889	159,573	183,878	52,964	43,548
Restricted					
Other Funds	<u>52,964</u>	<u>190,184</u>	<u>167,639</u>	<u>(52,964)</u>	<u>22,545</u>
	<u>67,853</u>	<u>349,757</u>	<u>351,517</u>	<u>-</u>	<u>66,093</u>

LOVE, AMELIA

England & Wales - Charity number 1182062

Accounts



LOVE, AMELIA
REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2024

Charity No 1182062

LOVE, AMELIA

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 March 2024

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LOVE, AMELIA
Report of the Trustees
Year ended 31 March 2024

Legal and administrative information

Board of Trustees:

Craig Bankhead
Phillip L Capewell
Jennifer A Archbold
Zoe J Hull
Robert McGurrell
Carly Holliday (*appointed 26 July 2023*)

Key Management Personnel

Steph Capewell	Chief Executive Officer
Elliott Fowle	Operations Manager

Registered Office:

3 Glaholm Road
Hendon
Sunderland
SR1 2NX

Independent Examiner:

Doug Maltman FMAAT
Connected Voice Business Services
One Strawberry Lane
Newcastle upon Tyne
NE1 4BX

Bankers:

The Co-operative Bank
5-6 Fawcett Street
Sunderland
SR1 1SB

LOVE, AMELIA
Report of the Trustees
Year ended 31 March 2024

The trustees present their report and the financial statements of the charity for the year ended 31 March 2024.

Structure, governance and management

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

Public benefit statement

The Trustees have fulfilled their obligation to consider the guidance on public benefit provided by the Charity Commission for England and Wales. When establishing our goals and designing our initiatives, the Trustees have taken into account the public benefit, with a specific focus on the prevention and relief of poverty.

Objectives and activities

The objects of the CIO are the prevention or relief of poverty in Tyne and Wear and County Durham by:-

1. the provision of items and services to individuals with children who are in need and / or charities, or other organisations working to prevent or relieve poverty; and
2. the provision of items following the birth of a child so as not to prevent a delay in hospital discharge.

Our geographical focus of Tyne & Wear and County Durham comprises of Sunderland, South Tyneside, North Tyneside, Gateshead, Newcastle, and County Durham.

Love, Amelia strives to ensure every child aged from birth to sixteen years has the opportunity to be safe, happy, and to thrive. Our mission is to relieve poverty and hardship in babies, children, and those who care for them by providing essential items, equipment, and support to partner organisations.

We strongly believe every child deserves to have the best start in life and equal access to resources and opportunities. The trustees and management have established four objectives to shape our services to benefit the families we serve:

1. To help give children the best start in life and the opportunity to thrive.
2. To help keep babies and children safe in the community.
3. To help improve the physical health, mental health, and wellbeing of children and those who care for them.
4. To help reduce waste by recycling good quality essential items and equipment.

LOVE, AMELIA
Report of the Trustees
Year ended 31 March 2024

Love, Amelia accomplishes our objectives by providing vital support to families in need through various measures, always with compassion and respect at the heart of everything we do. Sustainability is central to our ethos. We actively promote waste reduction and contribute to a circular economy by accepting donations of pre-loved items, including toys, clothing, and equipment. Every donated item is carefully cleaned, inspected, and assessed against UK safety standards to ensure it is safe, appropriate, and suitable for reuse. By giving these items a second life, we not only provide essential support to families in need but also help reduce waste and encourage environmentally responsible practices within our community.

We ensure that infants and children have a safe and secure sleeping environment by supplying essential items such as Moses baskets, cots, beds to those without. Each is thoughtfully supplied with a brand-new mattress in line with Lullaby Trust safe sleep guidelines, as well as age-appropriate bedding, and comfort items including blankets and teddies, offering more than just practicality, but a sense of warmth and care. These provisions not only guarantee a safe place for children to rest and grow but also bring families much-needed relief from the financial and emotional burdens they may face.

To support the hygiene and wellbeing of babies and children, Love, Amelia provides essential consumables such as nappies, wipes, toiletries, and oral hygiene products. These seemingly small but indispensable items play a vital role in safeguarding children's health and wellbeing. Recognising the interconnected needs of families, we also offer toiletries and hygiene products for parents and carers where appropriate, including basic toiletries, sanitary products, and maternity and postpartum essentials. Additionally, Love, Amelia distributes thoughtfully prepared labour bags to birthing people, containing the essential items needed for the birthing process. These bags provide practical support but also convey a message of care, value, and dignity to those embarking on this significant life experience, striving to uplift families and ensure they feel supported during challenging times.

We also provide high-quality clothing, coats, and shoes carefully matched to each child's age, size, and the current season. This ensures that children not only have the essentials they need but also feel warm, comfortable, and dignified in their appearance.

Recognising the importance of play in a child's development and understanding of the world around them, we enhance the growth and happiness of children by providing age-appropriate toys and books. These items not only bring joy but also support learning, imagination, and bonding within families. Beyond this, we supply essential equipment such as pushchairs, prams, highchairs, and bouncers, ensuring that families have the practical tools needed to care for their children effectively and safely.

Home safety is a critical focus of our work. We provide families with safety equipment designed to minimise the risk of accidents and injuries, helping to create environments where children can thrive without unnecessary hazards.

Through these actions, Love, Amelia continues to provide essential support with kindness and dignity, always striving to make a meaningful difference in the lives of children and families in Tyne and Wear and County Durham.

Why our work is needed

The North East is simultaneously a region of opportunity and significant challenge. Despite ongoing development initiatives aimed at enhancing opportunities for its youth, the North East ranks second highest for child poverty in the UK. The urgency of this issue is emphasised by the recent 'No Time to Wait' report from the North East Child Poverty Commission, alongside findings from 'UK Poverty 2024' and Office for National Statistics data. These sources collectively highlight the profound impact of poverty on children in our region, requiring a critical need for targeted intervention.

The UK has not experienced a consistent decrease in poverty for two decades. The Joseph Rowntree Foundation¹ recently reported that more than 1 in 5 people in the UK (22%) were in poverty in 2021/22, affecting 14.4 million people. This included, 8.1 million (or around 2 in 10) working age adults, 4.2 million (or nearly 3 in 10) children and 2.1 million (or around 1 in 6) pension age individuals.

From 2014/15 to 2021/22, the North East experienced the steepest increase in child poverty across the UK, with rates climbing from 26% to 35% after housing costs². Currently, the region has the second highest rate of child poverty in England, with one in four experiencing deprivation – higher than the national average of 22%. Alarming, over the last decade, there is a growing percentage of children living below the poverty line with at least one working parent/carer, rising to 67%. Almost half (47%) of in families with at least one child under five years old are experiencing poverty. Single parent families are most affected, with 55% of single parent families living in poverty as the high costs of childcare and lack of a secondary caregiver makes it more difficult to work.

Love, Amelia reaches those in greatest need, supporting families facing material deprivation, a critical aspect of poverty highlighted by Action for Children³. The UK Government annually assesses material deprivation and recent data (2019-22) reveals North East England has the highest rate of children living in material deprivation in the UK, at 27%, higher than national average of 18%.

Our warehouse unit is our base of operations and is located in Hendon, Sunderland, an area characterised by high levels of deprivation. According to the 2019 Index of Multiple Deprivation⁴, Sunderland ranks among the top 10% of authorities for its levels of deprivation. Furthermore, Hendon stands out with nearly half (42%) of its children living in poverty, surpassing the national average and placing it within the top 1% of deprived areas in the UK.

Considering the challenges with poverty across the region, we believe providing children with a strong foundation is central to them achieving their potential and breaking free of poverty. We do this through the provision of essential items and equipment, giving the best start in life and providing a foundation from which they can thrive. Child poverty is an intractable problem; it is complex, multi-faceted, and lacks a straight-forward solution to addressing it. Not one single organisation or entity can tackle child poverty in isolation, this requires cross-sectoral collaboration which is why we believe the best way to support families is working in collaboration with local professionals (health visitors, midwives, schools, social workers, community groups) who make referrals to us on behalf of the families, which ensures we reach families in greatest need.

¹ [UK Poverty 2024: The essential guide to understanding poverty in the UK | Joseph Rowntree Foundation \(jrf.org.uk\)](https://www.jrf.org.uk/uk-poverty-2024)

² [North East Child Poverty Commission: No Time to Wait \(necchildpoverty.org.uk\)](https://www.necchildpoverty.org.uk/)

³ [Action for Children: Policy Reports – Going without.](https://www.actionforchildren.org.uk/policy-reports)

⁴ [Index of Multiple Deprivation](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/414144/2019-Index-of-Multiple-Deprivation-IMD-2019.pdf)

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We provide and tailor our support to meet the individual needs of the child referred. Immediate provision can vary from clothing, footwear, toiletries, nappies, to cots/beds for safe sleeping, prams to access the community and reduce isolation, to toys and books to aid play, learning and development, promoting the bond between the child and caregiver. Based on Maslow’s hierarchy of needs, for a child to reach their potential, their basic needs must first be met.

Achievements and performance:

The Board of Trustees is proud to report another year of significant progress and meaningful community impact. Guided by our commitment to our charitable purposes, Love, Amelia continues to provide vital support to families facing challenging circumstances, ensuring children have access to the resources necessary for their growth, well-being, safety, and happiness.

This year, we achieved a remarkable milestone in our journey, responding to our 10,000th support request. Despite the ongoing challenges posed by the cost-of-living crisis, we exceeded our annual targets, highlighting the essential role Love, Amelia plays in supporting vulnerable families during times of need.

The charity’s main activities, which focus on providing essential items and practical support to families, are undertaken to further its charitable purposes for the public benefit. At the heart of our mission is the belief that all children deserve the same opportunities as their peers, regardless of the circumstances they face. By addressing the barriers created by poverty, we aim to give children the strong and equal start in life they deserve, ensuring every activity we deliver is guided by this purpose and contributes directly to the public benefit.

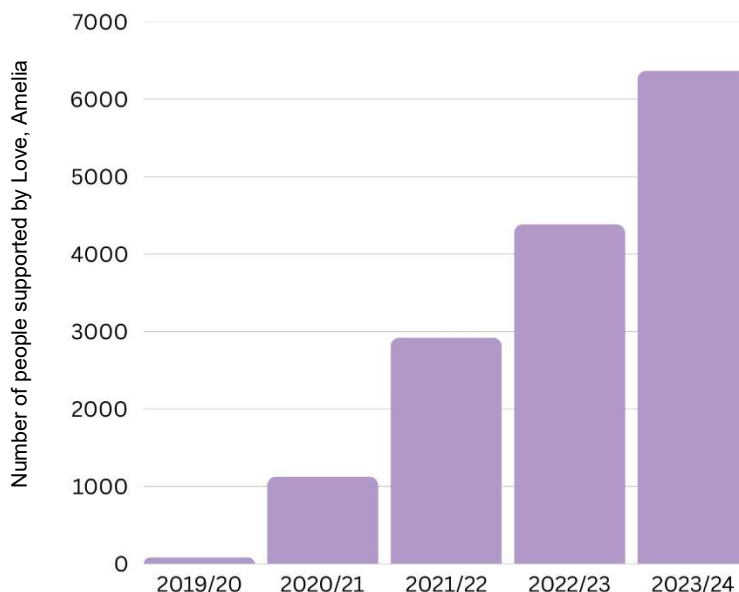
"When I refer a family to Love, Amelia, I can confidently tell them we can help. I know that the items provided will be of exceptional quality and thoughtfully considered to meet their needs. It's a lifeline for so many families, and their support makes an immeasurable difference."

– Referral Partner

Between April 2023 and March 2024, Love, Amelia provided critical support to 6,367 beneficiaries - a remarkable 45% increase from the previous year. Every item we distribute undergoes thorough safety checks and cleaning to ensure it meets the highest standards. Our dedicated team takes great care to package bundles thoughtfully, tailoring them to meet the specific needs of each family referred to us.

	April 2019 – March 2020	April 2020 – March 2021	April 2021 – March 2022	April 2022 – March 2023	April 2023 – March 2024
Total People Supported	82	1125	2920	4384	6367

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In line with our commitment to providing holistic support, we ensure that key items are accompanied by essential accessories. For instance, every cot or Moses basket includes a brand-new mattress, weaning kits and bibs are offered with highchairs, and prams / strollers are equipped with rain covers and footmuffs during colder months. Our aim is to minimise any additional costs for families, ensuring they receive comprehensive support without financial burden. Above all, we strive to deliver these items as meaningful gifts, imbued with care and dignity, rather than as handouts. This approach reflects our belief in offering families not only practical assistance but also the respect and compassion they deserve.

As Love, Amelia's reputation and impact continue to grow, so too does the generosity and interest we receive from companies and brands. These valued partners kindly donate in-kind stock, including new clothing, toys, essential equipment, toiletries, and even thoughtful treats for the families we support. These contributions not only enhance the quality and breadth of the help we can provide but also enable us to add extra touches of care and comfort, making families feel truly valued and supported.

Referrals to Love, Amelia are submitted by professionals working across healthcare, social care, and the voluntary sectors, all of whom engage directly with and provide support to our beneficiaries in an official capacity. We are proud to collaborate with over 600 referral partners from more than 150 organisations, including health visitors, social workers, family support workers, midwives, mental health services, and schools.

In addition to these professional networks, we work closely with local charities and community organisations, including Pallion Action Group, Bernicia Supporting Housing, West End Refugee Service, Wearside Women in Need, Places for People, Action Foundation, ICOS, and regional branches of Citizens Advice. These partnerships are essential in ensuring we can reach families most in need and provide tailored, meaningful support. Love, Amelia is a service that is not only necessary but deeply valued within the community.

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The majority of items we distribute are generously donated pre-loved items from members of our community. In the current financial year, a total of 25,769 kilograms of items have been distributed to families through core referral requests. The distribution of pre-loved and donated items not only benefits families in need but also contributes to waste reduction and landfill diversion. By reusing and recycling these items, we actively promote environmental sustainability by minimising waste and reducing the burden on landfills.

Pre-loved items	New Items	Total amount
21,098kg (+92% from previous year)	4,671kg (+14% from previous year)	25,769kg (+71% from previous year)

Donated goods are received and distributed to the charity at no monetary value. Both donated goods income and stock are not measured at fair value in the financial statements. The charity has undertaken a robust review of the impact of including the income and stock value on donated goods in the financial statements. The trustees have prepared an independent cost vs benefit analysis on the inclusions of the goods and concluded that, for reasons of practicalities and negative impacts to the charity in association with the cost of measuring the goods and inclusion, it is inappropriate to book the donated goods at fair value. This is, however, continually reviewed to ensure the best transparency for all stakeholders

Reasons for Referral to Love, Amelia

Families are referred to Love, Amelia for a variety of reasons, often rooted in complex and multifaceted challenges. Over the past year, we have seen a significant rise in the number of working families seeking our support, reflecting the growing pressures many experience in the current economic climate.

Economic Hardship

Economic hardship remains a significant challenge for families across Tyne & Wear and County Durham, even when not compounded by additional factors. In 2023-2024, 27% of all referrals were for working families, a notable increase from 21% in the previous year. This reflects a nearly twofold rise in the number of children supported from working families, growing from 921 to 1,719.

The reasons behind economic hardship are varied and often complex. Families may face financial difficulty due to factors such as low income, unemployment, debt, unexpected expenses, or crisis. In some cases, temporary financial hardship arises from a sudden change in circumstances, such as illness or family breakdown. For families who have experienced a breakdown in their relationship, financial difficulties can be particularly acute as they adjust to their new circumstances, a challenge that is often magnified for single-parent families.

Among the families referred to Love, Amelia, 62% were identified as living in poverty with no adults in the household in work, underscoring the depth of financial strain many are experiencing. Additionally, 9% of referrals were for families where adults are students engaged in formal education, limiting their capacity to work as they invest in their skills and future opportunities.

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Nearly half (49%) of the families supported during the year were claiming Universal Credit, reflecting the prevalence of financial insecurity among those we assist.

These figures highlight the critical need for Love, Amelia's support, providing essential resources and a lifeline to families navigating financial hardship and ensuring that children are cared for with dignity and compassion during times of crisis.

Domestic Abuse

Families affected by domestic abuse often face sudden and profound financial hardship as they are forced to uproot their lives to ensure their safety. In 2023-2024, 15% of the families referred to Love, Amelia identified domestic abuse as a significant factor contributing to their hardship.

For families escaping abuse, the journey to safety frequently involves leaving behind not only their homes but also their jobs, schools, and vital support networks. This leaves them in an extremely vulnerable position, often grappling with the immediate realities of becoming a single-parent family. Many families fleeing domestic abuse are left with few belongings, and it is not uncommon for individuals to leave their homes in urgency, taking with them only the clothes on their backs.

Love, Amelia provides a lifeline for these families, offering essential items and practical support to help them rebuild their lives with dignity. Our work ensures that children and their caregivers can access the basic necessities they need to begin the process of healing and establishing a sense of security and stability in their new circumstances.

Victims of Human Trafficking and Modern Slavery

Love, Amelia supports families recovering from the trauma of human trafficking, including modern slavery and sex trafficking. In 2023-2024, 7% of our referrals-representing over 440 children -were for families working to rebuild their lives after enduring these harrowing experiences. While now living in safe environments, many of these families find themselves without the essential belongings needed to meet their everyday needs and establish a sense of stability. Through our support, Love, Amelia provides these families with vital resources such as clothing, bedding, toys, and essential equipment.

Refugees and Asylum Seekers

While this reporting year did not see the same urgent refugee response as the previous year, when we supported families affected by the war in Ukraine, Love, Amelia continued to provide substantial assistance to refugee and asylum-seeking families through our key partners. Many of these families endured long, arduous journeys to safety and arrived with very few belongings. To help them rebuild their lives, we supplied essential items including clothing, shoes, prams, stairgates, and toys.

For refugee families living in hotel or temporary accommodation, we provided additional support such as clothing, shoes, toiletries, and activities for children. Many of these families face significant challenges, including limited laundry facilities, a lack of outdoor space, and the emotional toll of isolation and boredom.

Refugees and asylum seekers made up one-third (33%) of our referrals this year. These families often arrive with minimal resources, having fled conflict and hardship in search of safety and stability. Love, Amelia remains dedicated to helping them meet their immediate needs while providing a sense of dignity and hope as they work to rebuild their lives.

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Teenage parents

Love, Amelia has supported over 1,000 children of teenage parents in 2023-24, representing 16% of all requests. Among those we helped were parents as young as 13 years old, facing the profound challenges of caring for a child while still in their own formative years. These young parents often find themselves in urgent need of support to provide for their babies, lacking the resources and stability that older parents may have. Love, Amelia offers practical assistance and essential items, ensuring these young families have the foundation they need to care for their children with dignity and confidence. By supporting teenage parents, we aim to reduce the immediate pressures they face.

Safeguarding concerns

Families are frequently referred to Love, Amelia for assistance when a child is identified as being at risk, with one in four referrals highlighting safeguarding concerns. These concerns often stem from a lack of essential resources and equipment needed to ensure the child's safety, well-being, and the fulfilment of their basic needs. We work closely with referral partners to address these gaps, providing practical support to help create a safer and more stable environment for children. By supplying critical items such as cots, prams, safety equipment, and other essentials, we play a vital role in mitigating risks and supporting families in meeting their children's needs with dignity and care.

Mental health and disabilities

Living in poverty can both stem from and contribute to poor mental health. Adults in the lowest income households are more than twice as likely to experience poor mental health, while children in these households are four times as likely to be affected. Families where either an adult or a child has a physical disability or mental health need are frequently referred to Love, Amelia for support. In 2023-24, 1,271 children (20% of all referrals), were referred to Love, Amelia where mental health or disability was identified as a primary factor with many families highlighting the cost-of-living crisis and its associated challenges as major contributors to the deterioration of their health and wellbeing. Poor mental health can have far-reaching consequences, including adults being unable to work, children missing out on education, and families facing heightened isolation and vulnerability.

Love, Amelia's practical support helps to alleviate some of these pressures. By providing essential items, self-care products, and thoughtful bundles, we aim to reduce stress and show families that they are not alone.

Homelessness or families in temporary accommodation

In 2023-2024, over 570 children (9% of those referred to Love, Amelia) were facing homelessness or living in temporary accommodation, without the stability and security of a permanent home. The struggle to create a safe and functional living environment in such circumstances often leaves families unable to meet even their most basic needs.

Love, Amelia provided vital support to these families, ensuring that children receive essential items such as clothing, bedding, and equipment. By meeting these immediate needs, we enable families to allocate their limited resources toward creating a more stable and comfortable home environment.

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Kindship families

In this reporting year, Love, Amelia supported 126 children (2% of all referrals) who had been removed from the care of their parents and were living with relatives. While kinship arrangements provide children with the stability of being cared for by family members, many of these families face significant challenges in meeting the children's needs.

Often unprepared for the sudden responsibility of caring for a child, kinship families may lack the necessary items and equipment required to provide a safe and nurturing environment. Love, Amelia offers practical support, supplying essential resources such as clothing, bedding, and equipment, ensuring these children feel cared for and supported during a time of transition. By easing some of the financial and practical pressures, we help kinship families focus on providing the love and stability these children deserve.

By addressing these varied and complex challenges, Love, Amelia plays a vital role in providing essential support to safeguard the wellbeing and safety of families in need. Through our tailored assistance, we strive to alleviate pressures, strengthen resilience, and help create a stable foundation for children and their caregivers during difficult times.

Projects and Campaigns

Over the course of the year, we have continued to successfully deliver our annual projects and campaigns, which play a crucial role in supporting families during key moments throughout the year. Many families we work with have little to no support networks, leaving them excluded from seasonal holidays and unable to participate in celebrations that bring joy and connection.

Through our campaigns, we strive to create a sense of community, connection, and joy during what can often be very challenging times for families. By delivering special projects and events, we aim to ease the burden on families while fostering a sense of celebration, happiness, and belonging. These efforts reflect our belief that every child and family deserves to feel included, valued, and supported, no matter their circumstances.

Mother's Day and Father's Day

Parenting is one of the hardest jobs in the world, requiring parents to be everything to their children, often leaving little time for themselves. Mother's Day and Father's Day are special days set aside each year to celebrate and honour parents for the incredible job they do.

Once again, we ran our annual campaign to give a well-deserved boost to parents who might otherwise go unacknowledged on these important days. Through this initiative, we provided wellbeing packs to parents we support, offering a small gesture of appreciation and care. These packs typically include a variety of donated items such as toiletries, chocolates, and small gifts, along with a handwritten card. Each pack is thoughtfully designed to bring a little extra joy and recognition to parents who may not have the means to celebrate these occasions in the traditional way.

The gift packs were made possible through the generosity of people in the community, with many schools and workplaces organising collections of goods. We were also delighted to welcome local schools and volunteers who helped prepare the packs with care and attention.

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Our Father's Day packs were assembled as part of the Northumbria Healthcare NHS Foundation Trust Public Health team's away day, highlighting the collaborative effort and community spirit behind these campaigns.

In this reporting year, we distributed 445 gifts for Mother's Day and 180 gifts for Father's Day, ensuring parents felt valued and reminded that their hard work and dedication are deeply appreciated. These small acts of kindness make a meaningful difference, spreading joy and a sense of belonging to families we support.

"I wasn't expecting anything for Mother's Day this year, so receiving this beautiful pack really lifted my spirits. It's been a tough time, but this made me feel seen and appreciated."
- Parent

"This Father's Day gift came at just the right time. It's been hard, but knowing someone thought about me means a lot."
- Parent

"Parents who usually feel invisible on days like these were truly uplifted. I've seen firsthand how these small gestures from Love, Amelia create big smiles and much-needed encouragement."
- Referral Partner

"The Mother's Day packs brought so much joy to the parents I work with. It's not just about the items—it's the thought and care that goes into them that makes such a difference."
- Referral Partner

"It was such a rewarding experience to help assemble the Father's Day packs. Knowing that these small gestures could bring a smile to someone's face and make them feel valued was incredibly meaningful. It reminded me how important it is to show care and appreciation, especially for those who might not otherwise be acknowledged on these special days."
- Volunteer

Summer Activity Packs

For many families, the summer holidays can be a source of stress rather than excitement. Without access to stimulating activities, children can spend the break feeling bored and isolated, while parents face the added financial strain of providing extra meals, snacks, and the high costs associated with days out. Holiday poverty is a very real challenge for many families.

In 2023, we delivered our fourth annual campaign to support families experiencing holiday poverty, distributing 505 summer activity packs to children in need. These thoughtfully curated packs included a variety of fun and engaging items such as craft supplies, games, puzzles, books, and more. Designed to keep children entertained and engaged, the packs were especially valuable on rainy days when outdoor activities were not an option.

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By offering these activity packs free of charge, we sought to alleviate some of the financial burden families face during the summer months. The packs were made available to families who may not have the resources to provide their children with enriching activities during the school holidays. Each bag also contained information on free local events, helping families make the most of the summer and connect with their communities.

This campaign not only helped to ease the strain on parents but also brought joy, creativity, and a sense of possibility to children, ensuring that every child had the opportunity to make happy memories during the summer break.

"Holiday poverty is a significant challenge for many families I work with. The summer packs are a lifeline, providing children with much-needed entertainment and parents with a bit of relief. They make such a difference during what can be a very difficult time."
– Referral Partner

"These packs are a fantastic resource for families who simply can't afford the luxury of days out or even basic craft supplies. It's wonderful to see the kids face light up when they receive one."
– Referral Partner

"The activity pack was a lifesaver on a rainy day. My daughter spent the whole afternoon colouring and doing crafts. It's been such a blessing to have these things to keep her busy over the holidays."
– Parent

"Thank you so much for thinking of us. It's been a tough summer, and the pack gave my boys something to smile about. It's made such a difference."
– Parent

Christmas

This year marked the completion of our fourth annual Christmas campaign, dedicated to ensuring that local children experience the magic and joy of Christmas, regardless of their circumstances. During the festive season, Love, Amelia runs a gift campaign to provide presents for children who might otherwise wake up to nothing on Christmas morning. Through the generosity of our community, including donations of toys, books, and other thoughtful gifts, we strive to make Christmas a special time for every child.

A unique feature of our campaign is the care and thought put into tailoring each gift bag to the specific requests and wishes shared with us for the children. By fulfilling their Christmas wishes, we ensure that every child feels seen and valued. Each child receives around six toys or gifts, alongside additional extras such as books, craft activities, and cuddly toys or teddies, creating a truly magical and personalised experience.

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Christmas often brings immense pressure for caregivers, as delivering even a simple family celebration can be a significant challenge. Many families face the risk of falling into severe debt, turning to high-risk borrowing, or even being drawn into crime to provide gifts for their children. Our campaign aims to alleviate this burden, offering gifts for children in need while also including a small gift for each of the adults and a Christmas Eve goody bag for the family to enjoy together. This year, with the help of our community, we have been able to fulfil 1,666 Christmas requests.

The campaign is a true community effort, bringing together individuals, schools, and workplaces to sponsor children and organise gift collections. We were delighted to welcome returning volunteers who helped prepare the gift bags and fulfil children's Christmas wishes. For the third consecutive year, Santa himself visited our unit to greet children donating gifts for others in need, assuring them that their kindness would help spread Christmas magic, with gifts being sent to the North Pole and delivered on Christmas Eve.

We also hosted a Christmas party for local families, including children living in local refuges and families we support throughout the year. The event gave children the opportunity to meet Santa, enjoy festive crafts and games, and revel in the joy of the season in a safe and welcoming environment.

By fulfilling children's Christmas wishes and easing the financial pressures on families, this campaign brings joy to the holiday season while strengthening the sense of connection and community among all those involved.

"I can't explain how much this has helped us. Seeing my children open their gifts on Christmas morning brought so much happiness—I haven't seen them smile like that in a long time. Thank you for making this possible."
- Parent

"This Christmas would have been completely different without your help. The kids were so excited, and it made me feel like I could finally breathe knowing they had something special to open."
- Parent

"Seeing how much thought and care goes into every gift bag really inspired me. It's amazing to know that we helped bring joy to so many families at such a difficult time of year."
- Volunteer

"Without your support, so many of the children I work with would have gone without this Christmas. Parents have shared their relief and gratitude—some had been pretending Christmas wasn't happening, while others were borrowing money they couldn't afford to repay. What you've done is incredible."
- Referral Partner

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"The families I referred to Love, Amelia were overwhelmed with gratitude. Many had been worrying about how to explain to their children why there might not be any presents this year. Thanks to your campaign, these families were able to celebrate Christmas with joy and dignity—it truly made all the difference."

- Referral Partner

"It was wonderful to see my own children excited about choosing and donating gifts for another child. The idea that we could bring joy to another family at Christmas really resonated with them and with me. We'll definitely be doing this again next year."

- Donor

Our Volunteers

Volunteers are at the heart of Love, Amelia's work, playing a vital role in delivering support to families across our community. Their dedication, compassion, and generosity of time make it possible for us to respond effectively to the growing demand for our services.

Throughout this reporting year, we have received invaluable assistance from 390 volunteers, a remarkable increase of 155% compared to the previous year. Together, these incredible individuals contributed a total of 2,468 hours of their time. We express our sincere gratitude to each volunteer who dedicated their time consistently throughout the year, as well as to those who helped whenever they could or participated in corporate volunteer days.

Corporate volunteering has become an integral part of our work, with sessions frequently booked months in advance. These opportunities allow companies to contribute to their communities in a meaningful way while helping us manage the practical tasks required to support families in need.

We have also welcomed Duke of Edinburgh students, reflecting the powerful impact of young people helping young people. Additionally, students on placement have brought fresh ideas and enthusiasm to their roles, while volunteers with specific skills have helped us improve our operational capacity and efficiency. From helping directly in our warehouse, to raising awareness and streamlining processes and enhancing our impact, the contributions of all our volunteers have been invaluable.

The collective efforts of our volunteers ensured that practical needs were met with care, compassion, and dignity. Their commitment to the community aligns seamlessly with Love, Amelia's mission, and we are deeply thankful for their ongoing support and dedication.

Feedback

Love, Amelia is committed to the ongoing enhancement of our services, actively seeking feedback from both beneficiaries and professionals to ensure we remain responsive to the evolving needs of our community. Our feedback collection process is carefully designed on a per-family basis, rather than per child, allowing us to consolidate the experiences of each family into a single, comprehensive submission. This approach ensures that families of all sizes have their voices equally represented.

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Throughout the reporting year, we have gathered invaluable insights from 826 beneficiaries and 361 professionals, using their feedback to guide and inform our continuous improvement efforts.

Feedback from families consistently highlights the profound benefits and positive impact Love, Amelia has had on their lives. Families often express their appreciation for the thoughtful and tailored support they receive, noting how the practical assistance not only meets immediate needs but also helps restore dignity, reduce stress, and brings a sense of hope during challenging times.

Professionals have also emphasised the importance of Love, Amelia's services in their work, describing how our support enables them to provide comprehensive assistance to families in need and how our thoughtful and high-quality provisions make a tangible difference in the lives of those they support.

By integrating this feedback into our service planning, Love, Amelia ensures that we continue to deliver meaningful, impactful, and compassionate support to the families who need it most.

Feedback from families

Meeting basic needs of their children - 100% of families agree that the items provided by Love, Amelia have helped meet their child's basic needs. This includes ensuring a safe place to sleep, suitable clothing to stay warm and dry, toiletries and nappies to maintain cleanliness and health, and appropriate equipment for feeding.

Cleanliness and Quality - 100% of families agree that the items provided by Love, Amelia were clean and in excellent condition. Families agreed that the items they received were thoughtfully and beautifully presented. We take great care in preparing each bundle, ensuring it is packed with attention to detail and care. Our aim is for every family to feel as though they are receiving a gift, not a handout, providing a sense of dignity and value in the support we provide.

Helping children to be safe - 98% of families agree that the items provided by Love, Amelia have helped to keep their children safe. This includes provision of safe sleeping, home safety kits, and safety gates. Families also report the items have promoted their child's development, wellbeing and overall happiness.

Promoting child development, wellbeing and happiness - 99% of families report that the items provided by Love, Amelia have positively impacted their child's happiness, wellbeing, and development. By addressing essential needs and offering thoughtful, high-quality items, we help create an environment where children can thrive, feel supported, and experience joy in their everyday lives.

Easing Difficult Choices - 94% of families agree that the support provided by Love, Amelia has helped to ease the difficult decisions they face about how to allocate limited funds. Families have shared that this support has deterred them from resorting to high-risk alternatives, such as borrowing money they cannot afford to repay, turning to loan sharks, taking out high-interest loans, or even engaging in crime to provide for their children. By meeting essential needs, the support from Love, Amelia enables families to direct their limited resources toward other critical expenses, such as food, heating, and housing costs.

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We work closely with a wide range of professionals who support families in need, and their insights are invaluable in helping us continually improve our services. By collaborating with referral partners, we ensure that our support is effective, responsive, and tailored to the specific needs of the families we serve. Their feedback provides us with a broader understanding of the challenges families face and how our services can best address those needs.

Responsive and supportive - 100% of professionals agree the response time to referrals was quick and the team at Love, Amelia were friendly and helpful.

Quality, presentation and dignity – 100% of referral partners reported that the items provided to families were in excellent, safe condition and thoughtfully presented. Professionals frequently noted that the careful presentation and method of packaging helped promote a sense of dignity for the families receiving them, ensuring they felt valued and respected.

Meeting basic needs of children - 100% of referral partners agree that the items provided by Love, Amelia have helped meet the needs of the children they referred.

Increasing home safety - 96% of referral partners agree that, where applicable, Love, Amelia has significantly contributed to increasing the safety of home environments. By providing essential equipment such as safety gates, bed guards, and other items designed to reduce hazards, we help to minimise the risk of accidental injuries and create safer spaces for children to thrive.

Health and wellbeing - 98% of referral partners agree that the services provided by Love, Amelia have significantly improved the health and wellbeing of both children and their caregivers. Professionals report that children are happier as a result of receiving items and equipment, such as toys and books, which promote development and joy. Parents experience reduced stress and worry about meeting their children's needs, feeling reassured that their families are supported. Many caregivers also share a sense of relief and connection, feeling less isolated knowing that help is available when they need it most.

Rapport building - 97% of professionals agree that the support provided by Love, Amelia has helped them engage in positive and constructive discussions with families about the needs of their children. This collaborative approach not only addresses immediate challenges but also strengthens relationships between professionals and families, building trust and enabling better long-term outcomes for the children.

Recommended service - 100% of professionals report they would recommend Love, Amelia to a family or colleague in need of support. They expressed confidence in Love, Amelia in being able to consistently respond in a dignified and efficient manner.

Recognition and awards

This year has been a remarkable one for Love, Amelia, marked by significant awards and recognition that celebrate the impact of our work and the dedication of our team and volunteers.

We were proud to be named a finalist in the *Small Charity of the Year* category at the prestigious North East Charity Awards. This category celebrates small charities making a significant difference in their communities, and being recognised in this way highlighted the profound impact Love, Amelia has had on the lives of families and children across the region.

In a moment of national acclaim, we were awarded *Best Health Charity* at *The Sun's Who Cares Wins Awards*. This prestigious event brought together celebrities from across the UK to celebrate individuals and organisations making a real impact in their communities. The red-carpet occasion was a significant moment for Love, Amelia, placing our work in the national spotlight. This incredible honour was further amplified when we received a letter from HRH The Princess of Wales, recognising the vital role we play in supporting children and families from tragic beginnings.

We were also honoured to be invited to attend HRH The Princess of Wales's Christmas Carol Service at Westminster Abbey. This special event celebrated the work of baby banks and other children's organisations and their crucial role in supporting families during early years, shining a light on the importance of organisations like Love, Amelia in bringing brighter futures for children.

Love, Amelia also celebrated success at the inaugural *Wear Businesswomen Awards*, where we won the *Charity/Voluntary Sector Award*. These awards were designed to recognise the leadership and achievements of women in the region, and this accolade highlighted the dedication and vision of the women leading Love, Amelia's mission.

The charity were Highly Commended in the *Partnerships Award* at the *VCAS Open Arms Awards*, celebrating the strength and effectiveness of our collaborations with other organisations. At the same event, one of our exceptional volunteers, Olivia, was named *Young Volunteer of the Year*, an award that highlighted the incredible contributions made by our volunteer team.

Love, Amelia also featured on the hugely popular [Sha**ged, Married, Annoyed podcast](#) hosted by Chris and Rosie Ramsey, as part of a segment sponsored by The National Lottery. What ensued was truly incredible, as the awareness raised through the podcast led to hundreds of donations of new items and equipment for children, worth thousands of pounds. This overwhelming support has gone directly to helping the children and families we serve, showcasing the power of community and generosity.

These accolades not only celebrate the progress and achievements of Love, Amelia but also inspire us to continue striving for excellence in supporting families and children in need.

Financial review

Review of the year

The results for the year and the charity's financial position at the end of the year are shown in the attached financial statements.

During the year the Charity had income of £268,935 (2023: £171,736) of which £169,888 was restricted (2023: £149,45) and expenditure of £230,933 (2023: £161,825) of which £134,077 was restricted (2023: £138,293). There was an operating surplus of £38,002 (2023: surplus of £12,033) of which a surplus of £35,811 was restricted (2023: a surplus of £11,164).

At 31 March 2024 the Charity had net assets of £67,853 (2023: £29,851) of which £52,964 was restricted (2023: £17,153).

Reserves policy/Going concern

The Trustees consider the level of reserves, £14,889 (2023: £12,698), prudent for the Charity at this time taking into account potential liabilities in the event that the charity ceased. Our Reserves Policy is reviewed annually.

Statement of Trustee Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity SORP requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of incoming resources and application of resources, including the receipts and payments of the charity for that year. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees on 27.01.2025 and signed on their behalf by:

C Bankhead
Chair

LOVE, AMELIA

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

For the year ended 31 March 2024

I report on the financial statements of Love, Amelia for the year ended 31 March 2024, which are set out on pages 21 to 31.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2022 ("the Charities Act") and that an independent examination is needed.

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a Fellow Member of the Association of Accountancy Technicians.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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 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.

Doug Maltman FMAAT
Fellow Member of the Association of Accountancy Technicians
Connected Voice Business Services
One Strawberry Lane
Newcastle upon Tyne
NE1 4BX
Date: 28.01.2025

LOVE, AMELIA**STATEMENT OF FINANCIAL ACTIVITIES**

For the year ended 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
<u>Income from:</u>					
Donations and legacies	6	38,120	-	38,120	22,846
Charitable activities					
Grants and contracts	7	60,774	169,888	230,662	148,890
Other trading activities	8	153	-	153	-
Total income		99,047	169,888	268,935	171,736
<u>Expenditure on:</u>					
Raising funds	9	-	14,508	14,508	-
Charitable activities					
Operation of the charity	10	96,856	119,569	216,425	159,703
Total expenditure		96,856	134,077	230,933	159,703
Net income/(expenditure) and net movement of funds		2,191	35,811	38,002	12,033
<u>Reconciliation of funds</u>					
Total funds brought forward		12,698	17,153	29,851	17,818
Total funds carried forward		14,889	52,964	67,853	29,851

The Statement of Financial Activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The notes on pages 23 to 31 form an integral part of these accounts.

BALANCE SHEET

As at 31 March 2024

	Notes	£	Total 2024 £	£	Total 2023 £
<u>Fixed assets</u>					
Tangible assets	17		2,891		3,401
Total fixed assets			2,891		3,401
<u>Current assets</u>					
Debtors	18	4,150		4,150	
Cash at bank and in hand	19	61,904		26,017	
Total current assets			66,054	30,167	
Creditors: amounts falling due within one year	20	(1,092)		(3,717)	
Net current assets			64,962		26,450
Total net assets or liabilities			67,853		29,851
<u>Funds of the charity</u>					
Unrestricted income funds			14,889		12,698
Restricted income funds			52,964		17,153
Total funds			67,853		29,851

The notes on pages 23 to 31 form an integral part of these accounts.

These financial statements were approved by the Board on: 27.01.2025

and are signed on its behalf by: Phillip Capwell
Trustee

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

1 Accounting Policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

2 Basis of accounting

2.1 Basis of preparation

These accounts 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.

The accounts have been prepared in accordance with 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 October 2019) – Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2022.

Love, Amelia meets the definition of a public benefit entity under FRS 102.

2.2 Preparation of the accounts on a going concern basis

The charity reported total unrestricted funds at the year end of £14,889 and has already secured a significant amount of funding for the current year. The trustees are of the view that the immediate future of the charity for the next 12 to 18 months is secure and that on this basis the charity is a going concern.

3 Income

3.1 Recognition of income

Income is recognised when the charity has entitlement to the resources, any performance conditions attached to the item(s) of income have been met, it is more likely than not that the resources will be received and the monetary value can be measured with sufficient reliability

3.2 Offsetting

There has been no offsetting of assets and liabilities, or income and expenses, unless required or permitted by FRS102 SORP or FRS102.

3.3 Grants and donations

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of the provision of a specified service is deferred until the criteria of income recognition are met.

3.4 Volunteer help

The value of volunteer help received is not included in the accounts but is described in the trustees' annual report.

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

3.5 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the

4 Expenditure and liabilities

4.1 Liability recognition

Liabilities are recognised when it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

4.2 Charitable activities

Expenditure on charitable activities includes the costs of work and other activities undertaken to further the purposes of the charity and their associated support costs.

4.3 Governance and support costs

Support costs have been allocated between governance cost and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources.

4.4 Irrecoverable VAT

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

4.5 Creditors

The charity has creditors which are measured at settlement amounts less any trade discounts.

4.6 Provisions for liabilities

A liability is measured on recognition at its historical cost and then subsequently measured at the best estimate of the amount required to settle the obligation at the reporting date.

5 Assets

5.1 Tangible fixed assets for use by the charity

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis, the charity does not currently have any tangible fixed

Plant and Machinery	15% Reducing balance
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LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

Analysis of income

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
6 Donations and legacies				
Donations and gifts	34,716	-	34,716	22,453
Other	3,404	-	3,404	393
	<u>38,120</u>	<u>-</u>	<u>38,120</u>	<u>22,846</u>

7 Charitable activities

Income from grants

Nissan	4,000	-	4,000	1,000
Sir John Priestman Charitable Trust	-	-	-	10,000
Government Grants	-	-	-	10,000
National Lottery Awards For All	-	-	-	10,000
Sir James Knott Trust	-	15,000	15,000	15,000
Community Foundation - Tyne and Wear and Northumberland	-	10,000	10,000	14,000
Community Opportunities	-	-	-	2,122
Hadrian Trust	-	-	-	2,000
Karbon Homes	-	1,500	1,500	1,000
The National Lottery Community Fund	-	48,540	48,540	47,768
The Elsie Davis Trust	-	5,000	5,000	5,000
Garfield Weston Foundation	-	-	-	15,000
The Shears Foundation	-	-	-	10,000
Rathbone Investment Group	-	-	-	5,000
The national Lottery Community Fund - Home Safety equipment	-	7,685	7,685	-
Roseline Foundation - Rent	20,000	-	20,000	-
Sabrina Sutherland Trust	-	1,000	1,000	-
Bentley's Advancing Life Chances	-	500	500	-
Cash 4 Kids	-	950	950	-
Roseline Foundation - Cots and Beds	-	3,500	3,500	-
Barbour Foundation	-	1,000	1,000	-
Masonic Charitable Foundation	-	4,173	4,173	-
Bernicia Foundation	-	9,420	9,420	-
Gentoo Aspire	-	500	500	-
Greggs Foundation	-	20,000	20,000	-
Roseline Foundation - Christmas Project	-	2,000	2,000	-
The National Lottery - Cost of Living	13,624	34,120	47,744	-
Community Foundation - Pea Green Boat Company	-	5,000	5,000	-
Natwest	2,000	-	2,000	-
Postcode Neighbourhood Lottery	20,000	-	20,000	-
Others	1,150	-	1,150	1,000
	<u>60,774</u>	<u>169,888</u>	<u>230,662</u>	<u>148,890</u>

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

8 Other trading activities

Fundraising events	153	-	153	-
	<u>153</u>	<u>-</u>	<u>153</u>	<u>-</u>

Income was £268,935 (2023: £171,736) of which £99,047 was unrestricted or designated (2023: £22,279) and £169,888 was restricted (2023: £149,457)

Analysis of expenditure on charitable activities

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
9 Raising funds				
Staging fundraising events	-	14,508	14,508	-
	<u>-</u>	<u>14,508</u>	<u>14,508</u>	<u>-</u>

10 Charitable activities

Direct costs	5,675	19,555	25,230	27,766
Equipment	515	1,744	2,259	9,474
Wages	48,441	87,122	135,563	84,631
Employers NI	665	-	665	-
Pension	4,034	-	4,034	2,122
Rent	16,268	-	16,268	15,562
Light and heat	4,028	-	4,028	962
Insurance	1,494	-	1,494	1,296
Subscriptions	2,076	-	2,076	1,062
Office consumables	1,473	-	1,473	3,023
Office equipment costs	862	2,277	3,139	582
Telephone	933	-	933	708
Marketing and communications	1,646	-	1,646	2,745
Motor and travel	1,659	500	2,159	2,369
Volunteer expenses	371	-	371	101
Training	1,569	-	1,569	1,496
Repairs and renewals	368	-	368	3,094
Cleaning	897	-	897	547
Other expenses	914	173	1,087	276
Professional fees	1,366	8,198	9,564	447
Depreciation	510	-	510	600

Governance costs

Independent examiner's fees for reporting on the accounts	1,092	-	1,092	840
	<u>1,092</u>	<u>-</u>	<u>1,092</u>	<u>840</u>
	<u>96,856</u>	<u>119,569</u>	<u>216,425</u>	<u>159,703</u>

Expenditure on charitable activities was £230,933 (2023: £159,703) of which £96,856 was unrestricted or designated (2023: £21,410) and £134,077 was restricted (2023: £138,293)

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

11 Fees for examination of the accounts

	2024 £	2023 £
Independent examiner's fees for reporting on the accounts	1,092	840
	<u>1,092</u>	<u>840</u>

There were no other fees paid to the examiner (2023: £nil)

12 Analysis of staff costs and the cost of key management personnel

	2024 £	2023 £
Salaries and wages	135,563	84,631
Employers NI	665	-
Pension costs (defined contribution pension plan)	4,034	2,122
	<u>140,262</u>	<u>86,753</u>

No employee received remuneration above £60,000 (2023: £nil)

The key management personnel of the charity, comprise the trustees. The total employee benefits of the key management personnel of the charity were £0.

13 Staff numbers

The average monthly head count was 8 staff (2023: 5 staff).

14 Transactions with trustees

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity.

Trustees' expenses

The following detail the expenses incurred by the trustees.

	2024 £	2023 £
Other	-	101
	<u>-</u>	<u>101</u>

Transaction(s) with related parties

There have been no related party transactions in the reporting period.

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

15 Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The employer's pension costs represent contributions payable by the charity to the fund and amount to £4,034 (2023: £2,122). There was £0 outstanding as at 31 March 2024 (2023: £0)

16 Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objectives.

	Plant and Machinery £	Total £
17 Tangible fixed assets		
Cost		
Balance brought forward	5,132	5,132
Additions	-	-
Disposals	-	-
Balance carried forward	<u>5,132</u>	<u>5,132</u>
Depreciation		
Balance brought forward	1,731	1,731
Depreciation charge for year	510	510
Disposals	-	-
Balance carried forward	<u>2,241</u>	<u>2,241</u>
Net book value		
Brought forward	<u>3,401</u>	<u>3,401</u>
Carried forward	<u>2,891</u>	<u>2,891</u>

18 Debtors and prepayments (receivable within 1 year)

	2024 £	2023 £
Rent deposit	4,150	4,150
	<u>4,150</u>	<u>4,150</u>

19 Cash at bank and in hand

	2024 £	2023 £
Cash at bank	61,904	26,017
	<u>61,904</u>	<u>26,017</u>

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

20 Creditors and accruals (payable within 1 year)

	2024	2023
	£	£
Taxation and social security	-	2,877
Accruals		
Independent examination of accounts	1,092	840
	1,092	3,717

21 Events after the end of the reporting period

No events (not requiring adjustment to the accounts) have occurred after the end of the reporting period but before the accounts are authorised which relate to conditions that arose after the end of the reporting period.

22 Analysis of charitable funds

Analysis of movements in unrestricted funds

	Fund balances brought forward	Incoming resources	Resources expended	Transfers	Fund balances carried forward
	£	£	£	£	£
Unrestricted funds					
General unrestricted fund	12,698	99,047	(96,856)	-	14,889
Totals	12,698	99,047	(96,856)	-	14,889

Purpose of unrestricted funds

General unrestricted fund The 'free reserves' of the charity

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

Analysis of movement in restricted funds

Restricted funds	Fund balances brought forward £	Incoming resources £	Resources expended £	Transfers £	Fund balances carried forward £
Karbon Homes	1,000	1,500	(1,000)	-	1,500
Community Foundation - Tyne and Wear and Northumberland	3,333	10,000	(13,333)	-	-
The National Lottery - Community Fund	5,971	48,540	(42,176)	-	12,335
The Shears Foundation	3,099	-	-	-	3,099
Rathbone Investment Group	3,750	-	-	-	3,750
The National Lottery - Home Safety equipment	-	7,685	-	-	7,685
Sir James Knott trust	-	15,000	(15,000)	-	-
The Elisie Davis Trust	-	5,000	(5,000)	-	-
Sabrina Sutherland Trust	-	1,000	(1,000)	-	-
	-	500	(500)	-	-
Bentleys Advancing Life Chances Cash 4 Kids	-	950	(950)	-	-
Roseline Foundation - Cots and Beds	-	3,500	(3,500)	-	-
Barbour Foundation	-	1,000	(1,000)	-	-
Masonic Charitable Foundation	-	4,173	(1,739)	-	2,434
Bernicia Foundation	-	9,420	(3,925)	-	5,495
Gentoo Aspire	-	500	(500)	-	-
Greggs Foundation	-	20,000	(8,334)	-	11,666
Roseline Foundation - Christmas Project	-	2,000	(2,000)	-	-
The National Lottery - Cost of Living	-	34,120	(34,120)	-	-
Community Foundation - Pea Green Boat Company	-	5,000	-	-	5,000
Totals	17,153	169,888	(134,077)	-	52,964

Purpose of restricted funds

Restricted funds represent income resources used for a specific purpose within the charity as identified by the donor.

Karbon Homes	Safety equipment.
Community Foundation - Tyne and Wear and Northumberland	Restricted core costs and overheads contribution.
The National Lottery - Community Fund	Restricted core costs and overheads contribution.
The Shears Foundation	Restricted core costs and overheads contribution.
Rathbone Investment Group	Restricted core costs and overheads contribution.
The National Lottery - Home Safety equipment	Safety equipment.
Sir James Knott trust	Contribution to salary costs.

LOVE, AMELIA

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2024

Purpose of restricted funds (continued)

The Elsie Davis Trust	Restricted core costs and overheads contribution.
Sabrina Sutherland Trust	Restricted core costs and overheads contribution.
Bentleys Advancing Life Chances	Logistical and distribution costs.
Cash 4 Kids	Safety equipment.
Roseline Foundation - Cots and Beds	Cots and beds.
Barbour Foundation	Restricted core costs and overheads contribution.
Masonic Charitable Foundation	Restricted core costs and overheads contribution.
Bernicia Foundation	Logistical and distribution costs.
Gentoo Aspire	Safety equipment.
Greggs Foundation	Contribution to salary costs.
Roseline Foundation - Christmas Project	Christmas Project.
The National Lottery - Cost of Living	Restricted core costs and overheads contribution.
Community Foundation - Pea Green Boat Company	Restricted core costs and overheads contribution.

23 Capital commitments

As at 31 March 2024, the charity had no capital commitments (2023 -£nil)

24 Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total 2024 £	Total 2023 £
Tangible fixed assets	2,891	-	2,891	3,401
Cash at bank and in hand	8,940	52,964	61,904	26,017
Other net current assets/(liabilities)	3,058	-	3,058	433
	<u>14,889</u>	<u>52,964</u>	<u>67,853</u>	<u>29,851</u>

LOVE, AMELIA

England & Wales - Charity number 1182062

Accounts



LOVE, AMELIA

REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2023

Charity No 1182062

LOVE, AMELIA

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Legal and administrative information

Board of Trustees:

J A Archbold
P L Capewell
C Bankhead
Z J Hull
R McGurrell

Registered Office:

3 Glaholm Road
Hendon
Sunderland
SR1 2NX

Accountants:

TIG Accountants
Metropolitan House
Longrigg Road
Swalwell
Gateshead
NE16 3AS

Bankers:

The Co-operative Bank
5-6 Fawcett Street
Sunderland
SR1 1SB

The trustees present their report and the financial statements of the charity for the year ended 31 March 2023.

Structure, governance and management

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

Public benefit statement

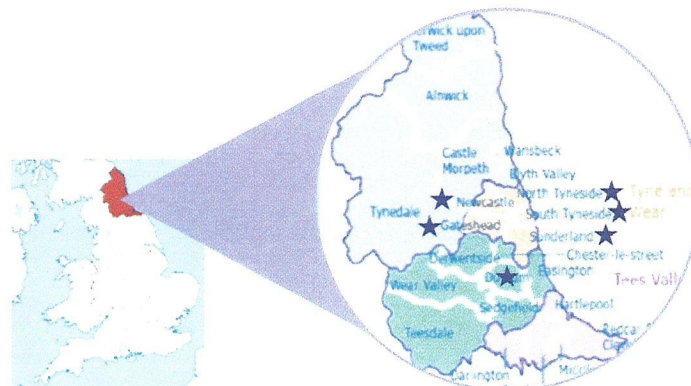
The Trustees have fulfilled their obligation to consider the guidance on public benefit provided by the Charity Commission for England and Wales. When establishing our goals and designing our initiatives, the Trustees have taken into account the public benefit, with a specific focus on the prevention and relief of poverty.

Objectives and activities

Charitable objects were amended on 03 June 2022 in relation to geographical area supported by the charity. The objects of the CIO are the prevention or relief of poverty in Tyne and Wear and County Durham by:-

1. the provision of items and services to individuals with children who are in need and / or charities, or other organisations working to prevent or relieve poverty; and
2. the provision of items following the birth of a child so as not to prevent a delay in hospital discharge.

Tyne & Wear and County Durham comprises of Sunderland, South Tyneside, North Tyneside, Gateshead, Newcastle, and County Durham. Previously, our charity had only focused on supporting families in Sunderland and South Tyneside, however, with the growing need for support in surrounding areas, Love, Amelia decided to extend our reach. Love, Amelia provides essential items such as nappies, clothes, and equipment to babies and children in need. By expanding our reach, Love, Amelia hopes to help even more families and children who are facing challenging circumstances. We aim to make a positive impact on the lives of children and families throughout the region by providing practical support and care. We continue to work closely with neighbouring services and baby bank network to collectively provide support throughout the region.



Love, Amelia strives to ensure every child has the opportunity to be safe, happy, and to thrive. Our mission is to relieve poverty and hardship in babies, children, and those who care for them by providing essential items, equipment, and support to partner organisations.

We strongly believe every child deserves to have the best start in life and equal access to resources and opportunities. The trustees and management have established four objectives to shape our services to benefit the families we serve:

1. To help give children the best start in life and the opportunity to thrive.
2. To help keep babies and children safe in the community.
3. To help improve the physical health, mental health, and wellbeing of children and those who care for them.
4. To help reduce waste by recycling good quality essential items and equipment.

Love, Amelia accomplishes our objectives through the following measures:

- Ensuring a secure sleeping environment for infants and children by providing essential items such as Moses baskets, cots, beds, along with new mattresses and age-appropriate bedding.
- Maintaining the nutrition and hygiene of babies and children by supplying essential consumable items.
- Offering high-quality clothing that is suitable for the child's age, size, and the prevailing season.
- Enhancing the development and happiness of babies and young children through the provision of age-appropriate toys and books.
- Supplying necessary equipment including pushchairs/prams, highchairs, and bouncers appropriate for the child's age.
- Equipping homes with safety equipment to minimise the risk of accidents and injuries.
- Providing information and/or training to healthcare professionals, social care providers, and voluntary organisations regarding Love, Amelia's mission and objectives.
- Maintaining an updated website and active social media platforms with accurate information about the organisation, including details about the referral process, stock requirements and impact.
- Accepting donations of gently used items, including toys, clothing, and equipment, to promote waste reduction.

Why our work is needed

The need for families to acquire crucial items for their children is increasing within our region. To understand the significance of providing access to resources and enabling optimal development during the early years, it is essential to consider the following data:

- The North-east is experiencing devastating levels of economic precarity as the rates of childhood poverty continue to rise. For the first time, the North-east has overtaken London's rates for childhood deprivation and hardship.
- In 2022 an average of 40% of children living across Tyne & Wear and County Durham were living in poverty. This is the equivalent of over 10 children in every classroom.

- Almost half (47%) of in families with at least one child under five years old are experiencing poverty. Single parent families are most affected, with 55% of single parent families living in poverty as the high costs of childcare and lack of a secondary caregiver makes it more difficult to work.
- Love, Amelia is based in Hendon, Sunderland, an area characterised by high levels of deprivation. According to the 2019 Index of Multiple Deprivation, Sunderland ranks among the top 10% of authorities. Furthermore, Hendon stands out with nearly half (42%) of its children living in poverty, surpassing the national average and placing it within the top 1% of deprived areas in the UK.
- Children who experience poverty face heightened risks of enduring poverty, which in turn hinders their ability to fully realise their potential in adulthood. The struggle faced by children growing up in poverty limits their choices, opportunities, and overall participation in society, creating obstacles as they strive for a brighter future.
- Life expectancy at birth is significantly worse in the North-east than the rest of the UK; It is 11.5 years lower for men and 8.5 years lower for women due to inequalities in the area.
- **Of the 20 UK Parliamentary constituencies which saw the highest increases in child poverty from 2014/15 to 2019/20, all six of the areas we support are within them.**

LOCAL AUTHORITY	2014/15	2019/20	INCREASE
UK	29%	31%	+2ppts
North Tyneside	23.6%	34.0%	+10.5ppts
County Durham	25.3%	35.8%	+10.5ppts
Gateshead	24.7%	36.0%	+11.2ppts
Sunderland	27.4%	37.6%	+10.3ppts
South Tyneside	27.4%	37.8%	+10.4ppts
Newcastle upon Tyne	28.4%	41.2%	+12.8ppts

(Source: [End Child Poverty](#))

Achievements and performance:

The Board of Trustees are delighted to report another year of remarkable progress and expansion for Love, Amelia. We have sustained our commitment to aiding families facing challenging circumstances, ensuring that children have access to essential resources for their growth, well-being, safety, and happiness. Notably, this year marked a significant milestone in our history as we responded to our 5000th support request, and surpassed our annual targets as we manage the impact the cost of living crisis has on families.

To accommodate the growing demand, we have expanded our team by recruiting additional staff members in the vital roles of Business Support and Donation Coordinator. This strategic expansion enables us to effectively meet the increasing needs for families across Tyne & Wear and County Durham. Love, Amelia's presence and contributions are highly regarded, making it a vital service in our community.

In the past 12 months, Love, Amelia has maintained our commitment to addressing the needs of our beneficiaries and the professionals who assist them. We recognise the pressing nature of their requests and endeavour to process all referrals within one working day. While we have successfully accomplished this for the majority of requests, we have encountered challenges due to a decline in donations of larger, more costly items such as cots and prams. Donors, facing the financial strain of the current cost of living crisis, have opted to sell these items for cash instead of being in a position to donate as they may have been previously. As a result, we have embarked on exploring alternative solutions and strengthening our partnerships to ensure our ability to consistently support families in need of our assistance.

Referrals are submitted by professionals in the healthcare, social care, and voluntary sectors who directly engage with and provide assistance to our beneficiaries. At the start of the financial year, our initial estimate was to respond to 3,500 support requests; however, we have exceeded this target by assisting a total of 4,384 individuals throughout the year, an increase of 50% compared to our previous financial year. The approximate value of items distributed to families amounts to £485,630, calculated based on the average cost of pre-loved items and equipment, as well as the expense of new items purchased or donated.

	April 2019 – March 2020	April 2020 – March 2021	April 2021 – March 2022	April 2022 – March 2023
Total People Supported	82	1125	2920	4384
Approximate value of goods distributed	£8,191	£96,465	£269,207	£485,630

The majority of items we distribute are generously donated pre-loved items from members of our community. In the current financial year, a total of 15,052 kilograms of items have been distributed to families through core referral requests. The distribution of pre-loved and donated items not only benefits families in need but also contributes to waste reduction and landfill diversion. By reusing and recycling these items, we actively promote environmental sustainability by minimising waste and reducing the burden on landfills.

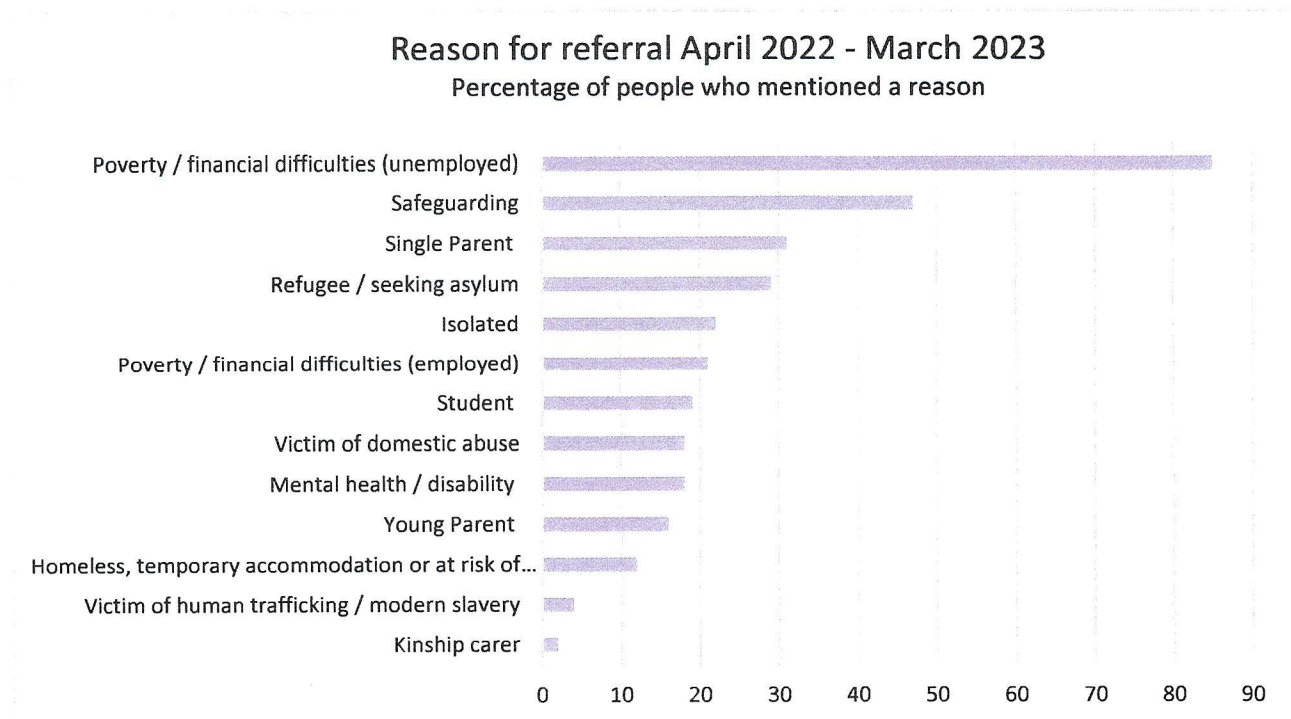
Pre-loved items	New Items	Total amount
10962kg	4090kg	15052kg

Families are referred to Love, Amelia for various reasons, and the reasons are often complex and multifaceted. One of the most common reasons is financial hardship; families who are struggling to make ends meet may struggle to afford the necessary items for their children. This can be due to a range of factors such as low income, unemployment, debt, unexpected expenses, or crisis. In some cases, families may be in temporary financial difficulty due to a change in circumstances such as illness or family breakdown. Families who have experienced a breakdown in their relationship may face financial difficulties as they adjust to their new circumstances. This can be particularly challenging for single-parent families.

Another factor that can contribute to a family's referral to Love, Amelia is social isolation. Families who are socially isolated may not have access to support from friends or family, making it harder to access essential baby items. They may also lack knowledge of other services and support available to them. Other factors include health issues, disabilities, and housing difficulties. Families who are dealing with these challenges may struggle to access essential items for their children and may need additional support to meet their needs.

We frequently support families who are displaced by conflict, and often work with refugees and asylum seekers who have experienced trauma and hardship. In 2022 we experienced an increased referral rate of 200% for these groups, meaning that more people are being connected with their services and receiving the support they need.

Our service has been crucial in providing a lifeline for families who have been impacted by the war in Ukraine and other conflicts around the world. Through our service and in collaboration with our partners, we have been able to provide hope and help to those who are facing immense challenges in their lives.



Throughout this reporting year, we have received invaluable assistance from 153 volunteers, generously contributing a total of 1478 hours of their time. We express our sincere gratitude to each volunteer who dedicated their time consistently throughout the year, as well as those who volunteered whenever they could or participated in corporate volunteer days.

Our corporate volunteer sessions have been joined by EE, Ocado, Barclays, ICOS, Healthwatch Sunderland, Sunderland Midwives, South Tyneside Midwives, and UMI. Furthermore, we were fortunate to have the ongoing support of students from the University of Sunderland and St Aidan's Catholic Academy throughout the year.

Projects and Campaigns

Over the course of the year we have continued to successfully deliver annual projects and campaigns. We know many families have little to no support networks to be able to support during seasonal holidays and would otherwise be excluded from celebrations. Our campaigns provide a sense of community, connection, and joy during what can be very challenging times. By providing special projects and events, we can help to ease the burden and bring a sense of celebration, happiness and sense of belonging to the families we support.

Summer Activity Packs

Not all families look forward to the summer holidays, as many children are at home with no access to stimulating activities to occupy them during the break. Holiday poverty is a real issue as parents worry about providing extra meals, snacks and the high cost of days out.

In 2022 we completed our third annual campaign to provide 102 activity bags to children experiencing 'holiday poverty' during the summer break from school. The summer activity packs contain a variety of fun and engaging activities such as craft supplies, games, puzzles, books, and more. These backpacks are designed to provide families with the tools they need to keep their children entertained and engaged during the summer break, especially on rainy days when outdoor activities may not be possible.

By providing these packs for free, we aim to alleviate the financial burden that many families face during the summer months. The packs are available to families who are struggling to make ends meet and may not have the resources to provide their children with activities during the school holidays. Each bag also contains information on free events taking place in their local area.

"Holiday poverty is a real issue for families and the biggest challenge can be keeping the children entertained. These packs are a fantastic resource for families to help them through the six week break"
- Teacher

"These packs are a great initiative to help families who struggle during the summer holidays. More families are becoming even more isolated as they cannot afford to take their kids out, particularly

with the high costs of soft play areas and theme parks for example. These will help keep the kids occupied and give the parents a break, even for 5 minutes!"

- Health Visitor



Mother's Day and Father's Day

Being a parent is one of the hardest jobs in the world as you have to be everything to your children, with very little time for yourself. Mother's Day and Father's Day are the only days set aside each year to celebrate and honour parents for the amazing job they do.

One again we ran our annual campaign to give a little boost to parents who would otherwise not be acknowledged on Mother's Day and Father's Day.

We provide wellbeing packs which typically include a variety of items such as toiletries, chocolates, and small gifts to parents we support with a handwritten card. These gift packs are designed to provide a little extra joy and appreciation for parents who may not have the means to celebrate these occasions in a traditional way. By offering these gift packs, we hope to bring a smile to the faces of parents and remind them that they are valued and loved.

The packs are made with donated goods from people in the community with many schools and workplaces arranging collections of goods. We were delighted to welcome local schools and volunteers who assist in preparing the gift packs. In this financial year, we distributed 366 gifts for Mother's Day and 79 gifts for Father's Day.

"We were really impressed with the quality of gifts received. The older children were able to hide them to give as a surprise. It made their day, its just what they needed right now"

- Refugee Worker

"The children ran straight upstairs to hide the gift for their Mam, they are so excited to have something to give her."

- Social Worker

"The parents I work with are going through a very difficult time and these packs are a wonderful gesture, some of them were quite emotional when they received their gift, they are very appreciated."

- Community Support Worker



Christmas

This year we completed our third annual Christmas campaign, helping to make sure local children experience the magic of Christmas.

During the Christmas season, we run a gift campaign to provide presents for children who may not receive a gift on Christmas morning. This campaign aims to bring joy and happiness to children who might otherwise go without. Through donations of toys, books, and other gifts, Love, Amelia helps to make Christmas a special time for all children in the community.

Christmas time brings a great deal of pressure to care-givers and delivering even a simple family Christmas can be challenging. Many families are at risk of being plunged into significant debt, at risk of loan sharks or other high-risk borrowing, and even crime to fund gifts for their children at Christmas. Our aim is to reduce this risk and help provide gifts to children in need. We also provided a small gift to adults as well as a Christmas Eve goody-bag for the family to enjoy over the festive period. This year, 927 Christmas requests were fulfilled.

This campaign brings our community together as individuals, schools and workplaces sponsor a child to support and arrange gift collections. We were delighted to see returning volunteers who

helped us prepare gift bags for children and fulfil their Christmas wishes. For the second year, Santa visited our unit to greet children who were donating gifts for another child in need. Santa assured gifts would be taken to the North Pole and delivered on Christmas Eve!

Once again, we hosted a Christmas party for local families to attend. We were joined by the children living in local refuges and families we support throughout the year to give the children an opportunity to meet Santa and join in Christmas crafts and games.

"Inviting the children to attend the party made their day. Parents I work with can't afford to get involved in Christmas activities and this made their day. It was amazing to be a part of it and see their faces."

- Refuge Worker

"Without your help, many of these children would have nothing at all at Christmas. Parents have been trying to pretend Christmas is not happening or borrowing money they can't afford to repay to buy gifts. Words can't describe the feeling of relieve and happiness you have given."

- Health Visitor

"Last year a child come in after the Christmas break and told me Santa forgot about him. It broke my heart and I never want a child to feel that way. Everyone should experience the magic of Christmas and you have helped make that happen."


- Teacher




Feedback

Love, Amelia is dedicated to ongoing enhancement of our services, and we actively seek feedback from both beneficiaries and professionals to ensure we remain responsive to the needs of our community. Throughout the fiscal year, we have gathered valuable feedback from 486 beneficiaries and 239 professionals to inform our continuous improvement efforts.


Feedback from the families highlights the key benefits and impact Love, Amelia has had on their life:




Meeting basic needs of their children -
100% of families agree the items provided by Love, Amelia have helped meet their child's basic needs. This includes having a safe place to sleep, suitable clothes to be warm and dry, toiletries and nappies to be clean and healthy, appropriate equipment to feed.




Helping children to be safe and happy -
96% of families agree the items provided by Love, Amelia have helped to keep their children safe. This includes provision of safe sleeping equipment, home safety kits, stair gates. Families also report the items have promoted their child's development, wellbeing and overall happiness.




Clean and good quality items-
100% of families agree the items provided by Love, Amelia were clean and in good, quality condition. All agree the items they received were well presented. Great care is taken with each bundle we prepare as we want all families to feel they are receiving a gift, not a hand out.



Improving budgeting priorities and reducing risk taking behaviour -
98% of families agree the items provided have helped to ease the difficult choices about how to spend limited funds and deterred away from risk taking behaviours (borrowing money from family or high interest loans, loan sharks, crime). Parents are able to use their limited funds on other items such as food, heating and housing.



Improving parental wellbeing -
100% of families agree the items provided by Love, Amelia have helped to reduce their stress and worries about providing for their child. Improving parental wellbeing enables them to have clear headspace to plan ahead for the future and help become more resilient.



Recommended service -
100% of families state they would recommend Love, Amelia to another family in need of support for their children.

"The items you have been able to give me for my child has made a huge difference to me. I was looking at a payday loan or borrowing money I know i cant afford to pay back. I am beyond grateful for your help"

"Really I appreciate your support, it was very helpful for me, all of the items was clean and nice, with a nice packaging, thank you so much. Please keep helping people, you make kids smile"

"I can't tell how happy we are with the clothes provided. My daughter is so happy she loves them. They will keep her so warm on these cold days. The shoes were in such good condition."

"Thank you so much!!! Two massive box's one each for my daughter and son. Both neatly and clean. Helped me in the circumstances I'm in at the moment. More warm clothes and blankets. Just fab!! Couldn't thank you enough. I hope to be able to come volunteer and give back to families and help them like you helped me."

"I have worried all through pregnancy how I will be able to provide enough for my child. When I checked pram prices my spirit was dampened but it was among the items I received from Love, Amelia and I couldn't hold back my tears. I got a pram I can't even afford it was way above what I ever planned on getting. I got hospital bag items and it was amazing. I fell in love with every piece of the clothing, they are so beautiful and I love every thing I got and I feel indebted. Love, Amelia literally took all my worries away. Thank you, "

"You have helped make my life and my children's life better. I recommend this charity in every regard. You saved us."

"No amount of words will describe how grateful I am that your charity exists. Not many people have treated me as kindly as Love, Amelia did, most treated me like a failure but they treated me like a person and I never felt judged. I will forever be grateful for that"

"A massive thank you to Love, Amelia I am overwhelmed with my parcel of clothes for my son they where packed beautifully and the quality of the clothes are brilliant and you have helped at a time I really needed it. Thank you from bottom of my heart, you are beautiful people with kind hearts"

"Being able to watch my son play with toys means the world to me. We barely have money for the basics so things like toys were out of the question. His face lights up in a way I have never seen before."

We work closely with many professionals working in the area and value their feedback to help us improve our service for the families we support.



Quick response to referrals and supportive staff -

100% of professionals agree the response time to the referral was quick and the staff from Love, Amelia were friendly and helpful



Meeting basic needs of the child-

100% of professionals agree the items provided by Love, Amelia were appropriate to the age of the child and helped to meet their basic needs.



Quality items and presented with dignity -

100% of professionals agree the items were in good, clean quality condition and well presented. Professionals commented that the packaging of bundles promoted dignity to the families receiving them.



Safe at home -

99% of professionals agree that where applicable, the items provided by Love, Amelia helped to increase safety to the child at home. Providing equipment such as safety gates and home safety packs has reduced risk of accidental injury at home.



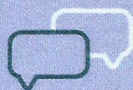
Improving child development and wellbeing -

99% of professionals agree the items provided by Love, Amelia have aided child development and improved the child's happiness and wellbeing.



Improving parental wellbeing -

100% of professionals agree the items provided by Love, Amelia have reduced parental anxiety and stress and reduced the risk of engaging in risk taking behaviour (such as borrowing money they can't pay back, loan sharks, crime).



Positive outcomes -

100% of professionals agree that Love, Amelia service has enabled them to engage in positive discussions with the family about the needs of the child.



Recommended service -

100% of professionals state they would recommend Love, Amelia to a colleague or family in need of support.

"I have accessed referral support from Love Amelia for Mothers Day, Summer Packs and Christmas presents. Items and packs are always well considered, good quality and makes a real difference to the families I work with. Christmas presents were beautiful with lovely personal touches. I can't thank you enough ."

"Our clients were totally grateful. The items came at the time families were going through a very difficult period."

"The items I received from Love Amelia brought great joy to the families when needed most. I even had tears as I dropped the big bag of gifts to them. At Christmas time when my families stressed about cost, Love Amelia took this stress away by providing gifts for all the children in the family, no one was left out. Not only at Christmas but all year round, you have filled a child's wardrobe of clothes, you have provided sensory toys of a child with disabilities, and you have brought smiles to many faces."

"You are very prompt at replying to calls and referrals, you are all very friendly and have time for those in need, your service is very generous to those that are struggling. I cannot suggest any improvements, please just keep up the great job."

"What an amazing team you are, so many families would have been so much worse off without the fantastic support from you all. I came to the warehouse to collect the Christmas donations and you could see just how much work had gone into the whole thing. The feedback from families was really positive. Thank you all so much for your continued hard work to support the most vulnerable of families in our communities."

"Love Amelia staff are absolutely amazing, they have always been very helpful and friendly when I have visited. Love Amelia is my go-to charity due to the response time and high quality items, they always go above and beyond for families and children. The Christmas referrals in particular were so beautiful and every item requested was there. The families were so happy with the gifts and this really relieved a lot of pressure for families facing the cost of living crisis. The children I have given hampers to are always so happy and grateful. On one occasion I was collecting a hamper and I asked if they had any spare books for another child, and they were so helpful and let me choose some books/art supplies. Thank you Love Amelia for everything you do, I am sure a lot of people would be lost without your amazing service!"

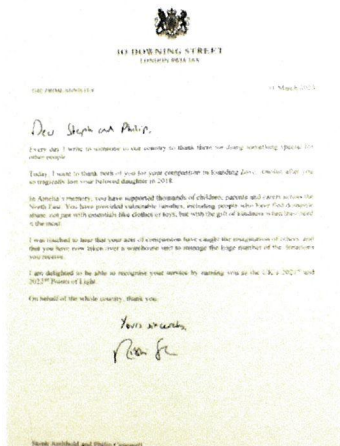
"Love Amelia, are amazing they have helped some many families across Sunderland who WWIN also support families who are fleeing Domestic abuse who otherwise may stay in harms way as they loose most of their possessions at the time they flee to safety. Without love Amelia's love and support children and women would find life that little bit harder. The impact this charity has is far reaching they are amazing hard working and the world would be a darker place without them, you are saving lives!"

Recognition and awards

We are delighted for Love, Amelia to be recognised in multiple awards this year for our contribution in supporting our community.

We attended the North East Charity Awards after being selected as a finalist in the 'Small Charity of the Year' category. The North East Charity Awards celebrate the achievements of charities and individuals who have made a positive impact in the region. Love, Amelia is honoured to be recognised for our efforts and is a testament to the hard work and dedication from the team. We hope that this recognition will help raise awareness of our work and inspire others to get involved and support those in need.

Love, Amelia was highly commended in the Partnership category in VCAS Open Arms Awards, for our collaborations with the local community, organisations, and businesses to support families in need. Additionally, the chair of our board, Craig Bankhead was recognised as 'Trustee of the Year' for his dedication and hard work in supporting Love, Amelia's mission. Furthermore, our fantastic volunteer Jill won the 'Volunteer of the Year' category, which acknowledges her commitment and contribution to Love, Amelia.



Steph, founder of Love, Amelia and her husband Phil were awarded with a 'Points of Light' award, which is a cross-party award recognising individuals who are making a change in their community. Each weekday, the Prime Minister recognises inspirational people with Points of Light award. This award reflects the amazing work of the entire Love, Amelia team and the dedication that goes on behind the scenes.

These awards reflect Love, Amelia's commitment to providing essential support to children in need and our successful collaborations with community partners to make a positive impact on the lives of children and families throughout Tyne & Wear and County Durham.

Trustees

The trustees who served during the year were as follows:

J A Archbold
P L Capewell
C Bankhead
Z J Hull
R McGurrell

Love, Amelia wishes to pass its sincerest thanks to all individuals, businesses and funding sources that have supported us during the year. We also wish to thank the volunteers who generously donate their time to support families in need across Sunderland.

Reserves policy and going concern

The trustees aim to maintain free reserves in unrestricted funds at a level which equates to at three months of charitable expenditure. The trustees consider that this level will provide sufficiently for any contingency planning should the need arise.

The trustees consider the charity is currently in a financially stable position and have no concerns about the charity's continuing existence and success.

Risk management

An annual assessment is made to ensure that the charity's funds are secure and available to meet current and future operational needs. Other risks to the charity have been identified and reviewed on an on-going basis, and appropriate action taken. This has included ensuring appropriate insurance cover and ensuring general health and safety risk assessment has been undertaken at any premises used by our volunteers or staff.

Financial review

The financial statements show a surplus of £12,033. Restricted surplus was £11,164. This is carried forward into the next accounting period.

Restricted funding is the main type of income and expenditure. Monies are received for running costs of the office and salaries

Signed on behalf of the management committee, on 1st October 2023.


C Bankhead
Chair

Report of the Independent Examiner to the trustees of Love, Amelia

I report on the financial statements of Love, Amelia for the year ended 31 March 2023 which are set out on pages 18 to 24.

Respective responsibility of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

Examine the accounts under section 145 of the 2011 Act

To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act) and

To state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with section 386 of the Companies Act 2006; and

to prepare financial statements which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities, have not been met; or to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

**B Gill FCCA**

Metropolitan House
Longrigg Road
Swalwell
Gateshead
NE16 3AS

Date: 4/10/23 2023

LOVE, AMELIA
Statement of Financial Activities
Year ended 31 March 2023

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	Notes	Unrestricted	Restricted	Total	Total
		£	£	2023	2022
Income				£	£
Donations		10,886	11,567	22,453	<i>11,850</i>
Other income		393	-	393	-
Grants	2	11,000	137,890	148,890	<i>63,247</i>
Total income		22,279	149,457	171,736	<i>75,097</i>
Expenditure					
Charitable activities	3	21,410	138,293	159,703	<i>85,590</i>
Total expenditure		21,410	138,293	159,703	<i>85,590</i>
Net income		869	11,164	12,033	<i>(10,493)</i>
Transfers		-	-	-	-
Net movement in funds		869	11,164	12,033	<i>(10,493)</i>
Total funds brought forward		11,829	5,989	17,818	<i>28,311</i>
Total funds carried forward		12,698	17,153	29,851	<i>17,818</i>

LOVE, AMELIA
Balance Sheet as at 31 March 2023

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	Notes	Unrestricted £	Restricted £	2023 £	2022 £
Fixed assets					
Tangible assets	8	-	3,401	3,401	4,001
Current assets					
Cash at bank and in hand		13,538	12,479	26,017	12,669
Other debtors	9	-	4,150	4,150	4,150
		13,538	16,629	30,167	16,819
Creditors – amount due within one year	10	840	2,877	3,717	3,002
Net current assets		12,698	13,752	26,450	13,817
Net assets		12,698	17,153	29,851	17,818
Funds of the charity	11	12,698	17,153	29,851	17,818

The financial statements were approved by the trustees on 4/10/23 2023 and signed on the trustees behalf by:



P L Capewell
Trustee

1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

Basis of accounting

The charity has adopted the accruals basis of accounting as required by the regulations.

Income

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Expenditure

Costs are recognised as and when there becomes a legal or constructive obligation committing the charity to pay out the resources.

Funds accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the funder, donor or through the terms of an appeal.

Depreciation

Depreciation is charged at 15% reducing balance per year.

LOVE, AMELIA
Notes to the accounts
Year ended 31 March 2023

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2 Grants

	2023	2022
	£	£
Unrestricted		
Government Grants	-	5,000
Nissan	1,000	-
Sir John Priestman Charitable Trust	10,000	-
Tesco Groundwork Bags of Help	-	1,000
Others	-	2,000
	<hr/> 11,000	<hr/> 8,000
Restricted		
Government Grants	10,000	-
National Lottery Awards for All	10,000	10,000
Sir James Knott Trust	15,000	-
Community Foundation	14,000	-
Community Opportunities	2,122	-
Hadrian	2,000	-
Karbon Homes	1,000	1,000
The National Lottery Community Fund	47,768	38,138
Magdalen Hospital Trust	-	1,809
Elsie Davis Trust	5,000	-
Garfield Weston	15,000	-
The Shears Foundation	10,000	-
Rathbone Investment Group	5,000	-
Others	1,000	4,300
	<hr/> 137,890	<hr/> 55,247
Total grants	<hr/> 148,890	<hr/> 63,247

3 Expenditure

	Unrestricted	Restricted	2023	2022
	£	£	£	£
Charitable activities				
Direct costs	16,436	11,330	27,766	14,811
Capital equipment	-	9,474	9,474	-
Hire costs	-	-	-	322
Wages	-	84,631	84,631	42,105
Pension	-	2,122	2,122	3,140
Rent	-	15,562	15,562	13,120
Light and heat	-	962	962	613
Insurance	-	1,296	1,296	1,213
Subscriptions	-	1,062	1,062	305
Equipment and computer	-	3,023	3,023	706
Printing, postage and stationery	582	-	582	369
Telephone	708	-	708	72
Marketing and communications	1,000	1,745	2,745	569
Motor and travel	473	1,896	2,369	-
Volunteer expenses	101	-	101	136
Training	-	1,496	1,496	1,027
Repairs	-	3,094	3,094	3,301
Cleaning	547	-	547	513
Sundries	276	-	276	156
Professional fees	447	-	447	1,646
Accountancy	840	-	840	840
Depreciation	-	600	600	626
	<u>21,410</u>	<u>138,293</u>	<u>159,703</u>	<u>85,590</u>

4 Trustees expenses

Expenses paid to trustees during the year: £101 (2022: £136)

5 Fees for examination of the accounts

	2023	2022
	£	£
Fee for reporting on the accounts	<u>840</u>	<u>840</u>

Notes to the accounts

Year ended 31 March 2023

6 Wages

	2023	2022
	£	£
Gross wages	84,845	42,105
Social security cost	-	-
Pensions	2,142	3,140
	<u>86,987</u>	<u>45,245</u>
Total staff costs	<u>86,987</u>	<u>45,245</u>

7 Staff numbers

Staff numbers during the year were as follows

	Part time	Full time	Total
Management and administration	<u>4</u>	<u>1</u>	<u>5</u>

8 Fixed assets

	Plant and machinery etc £
At valuation	
As at 1 April 2022	5,132
Additions	-
	<u>5,132</u>
As at 31 March 2023	<u>5,132</u>
Depreciation	
As at 1 April 2022	1,131
Depreciation for year	600
	<u>1,731</u>
As at 31 March 2023	<u>1,731</u>
Net book value	
As at 31 March 2023	<u>3,401</u>
<i>As at 31 March 2022</i>	<u>4,001</u>

LOVE, AMELIA
Notes to the accounts
Year ended 31 March 2023

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9 Other debtors

	2023	2022
	£	£
Rent deposit	<u>4,150</u>	<u>4,150</u>

10 Creditors – amount falling due within one year

	2023	2022
	£	£
Accruals	840	840
Other taxes and social security	<u>2,877</u>	<u>-</u>
	<u>3,717</u>	<u>840</u>

11 Net movement on funds

	As at 1 April 2022	Income	Expenditure	Transfer	As at 31 March 2023
	£	£	£	£	£
Unrestricted					
General	11,829	22,279	21,410	-	12,698
Restricted					
Other Funds	<u>5,989</u>	<u>149,457</u>	<u>138,293</u>	<u>-</u>	<u>17,153</u>
	<u>17,818</u>	<u>171,736</u>	<u>159,703</u>	<u>-</u>	<u>29,851</u>

LOVE, AMELIA

England & Wales - Charity number 1182062

Accounts



LOVE, AMELIA

REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

Charity No 1182062

LOVE, AMELIA

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Legal and administrative information

Board of Trustees:	P L Capewell J A Elliot C Bankhead Z J Hull
Registered Office:	3 Glaholm Road Hendon Sunderland SR1 2NX
Accountants:	TC Murray and Lamb Accountants A6, Kingfisher Way Team Valley Trading Estate Gateshead Tyne & Wear United Kingdom NE11 0JQ
Bankers:	The Co-operative Bank 5-6 Fawcett Street Sunderland SR1 1SB

The trustees present their report and the financial statements of the charity for the year ended 31 March 2022.

Structure, governance and management

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

Public benefit statement

The Trustees have complied with their duty to have due regard to the guidance on public benefit as published by the Charity Commission for England and Wales. In setting our objectives and planning activities our Trustees have given consideration to the public benefit and in particular to the prevention or relief of poverty.

Objectives and activities

The objects of the CIO are the prevention or relief of poverty in Sunderland and South Tyneside by:-

1. the provision of items and services to individuals with children who are in need and / or charities, or other organisations working to prevent or relieve poverty; and
2. the provision of items following the birth of a child so as not to prevent a delay in hospital discharge.

Our mission is to relieve poverty and suffering within families in Sunderland and South Tyneside by providing essential items for babies and young children.

Our vision is for no baby or young child to be without the essential items to keep them safe and happy.

At Love, Amelia we believe that every child deserves the best start and that by reusing the items children have outgrown, we can maintain a circular economy to support those who need it most. We collect donations of equipment, clothes, toys and other items for babies, children, teenagers, and distribute them to families who would otherwise be without.

We keep our warehouse well stocked by sharing a monthly wish list on our social media channels and use funds that are raised to buy essential items taking advantage of trade and bulk discounts wherever possible. We pride ourselves on distributing items which are in excellent condition and only gift items we would be happy for our own children to use. Pre-loved donations are cleaned and, where necessary, safety checked to ensure they are suitable for a child. We aim to meet each request with the items so generously donated by our community. By measuring the cost of our operations versus the value of items distributed, we are confident that we can deliver a strong social return on investment with the work that we do.

Love, Amelia operates on a referral basis, which means we only accept referrals from professionals working in an official capacity with a family. We do not accept self-referrals or requests from friends or family. This is to ensure all donations are distributed fairly and efficiently to families who need them most.

Achievements and performance:

Love, Amelia strives to ensure no baby or young child in Sunderland or South Tyneside is without the essential items to keep them safe, happy and healthy.

The trustees and management have established what Love, Amelia will primarily focus on and have developed seven strategic objectives:

1. To help give children the best start in life and the opportunity to thrive.
2. To help reduce the financial burden on having babies and young children for families in Sunderland and South Tyneside.
3. To help reduce the risk of harm to babies and young children.
4. To help improve the mental health and wellbeing in families and children.
5. To help reduce the delay in discharge from hospital following birth.
6. To help enable health and social care providers and voluntary community sector organisations to meet the needs of vulnerable families.
7. To help reduce waste by recycling clothes, toys and other equipment which are in good, quality condition.

In order to achieve the objectives, the Trustees and management have developed an action plan which sets out how Love, Amelia will achieve the strategic objects and remain on target to support families most in need.

1. To provide essential items to ensure a safe sleeping environment for the baby or young child.
2. To provide essential consumable items to maintain the nutrition and hygiene of the baby or young child.
3. To provide clothing appropriate to age, size and season.
4. To provide books and toys to aid development and joy of the baby or young child.
5. To provide pushchairs/prams, highchairs and bouncers suitable to the age of the child or baby.
6. To provide home safety equipment to help reduce the risk of accidents and injuries within the home.
7. To provide information and/or training to health and social care professionals and voluntary sector organisations about Love, Amelia and goals of the organisation.
8. To maintain a website and social media platform with factual and up to date information about the organisation including a referral process which can be accessed by public and professionals.
9. To accept donations of previously loved items including toys, clothing and equipment to help reduce waste.

The need for families to have access to essential items for the children is growing in our area. It is important to consider the following data to understand why it is important to have access to resources and to be given the best opportunity to thrive in the early years:

- Sunderland and South Tyneside both experience high levels of deprivation and are ranked within the top 10% of deprived local authorities in the UK. Sunderland is ranked 33rd for deprivation and South Tyneside ranked 26th out of 317 local authorities according to 2019 Index of Multiple Deprivation.
 - We are based in Hendon, Sunderland which currently ranks in the top 1% in the UK for deprivation.
 - There are an estimated 27,700 children living in poverty across Sunderland and South Tyneside. This is 37% of the population, which is higher than the national average of 30%.
-

- Children growing up in poverty are at greater risk of persistent poverty, increasing the risk of not reaching their full potential in adulthood. Children growing up in poverty are fighting for their future as growing up in poverty restricts choices, opportunities and ability to participate fully in society.
- Life expectancy at birth is significantly worse in Sunderland and South Tyneside than the rest of the UK; It is 11.5 years lower for men and 8.5 years lower for women due to inequalities in the area.
- Families with at least one child under the age of 3 are at the highest risk of poverty. In the North East, 42% of these families are living in poverty which is the highest rate in the UK outside of London.

Our goals

From April 2021 to March 2022 we were continuing to develop our service and set out our goals to achieve within the year. As the UK continued to manage the impact of the COVID-19 pandemic and lockdown measures, we took this in to account for an uncertain year. Our goals for the year were to:

- respond quickly to referral requests
- evaluate the impact Love, Amelia has on the lives of beneficiaries
- provide 1500 bundles to families in Sunderland and South Tyneside
- expand the staffing team in line with the growth of the charity and increased demand
- adapt to the needs of our community and beneficiary demand as the COVID-19 pandemic progresses

Progress

Over the course of the year, our team have been responsive to the needs of our beneficiaries and professionals supporting them. 100% of requests for support are ready to be collected within two working days as we understand the urgency often behind the referrals.

Referrals are submitted by professionals in the health, social care and voluntary sectors who are working with and supporting our beneficiaries. We have surpassed our goal set in April 2021 by responding to 1,767 requests for children through our core referral process. Additionally, 1,153 beneficiaries were supported through quarterly projects including summer activity packs and Christmas gift appeal. A total of 2,920 people were directly supported by Love, Amelia during this financial period, an increase of 160% from the previous financial year.

	March 2019 – April 2020	March 2020 – April 2021	March 2021 – April 2022
Total supported	82	1125	2920
Approximate cost	£8,191	£96,465	£269,207

Please note that because we do not capture specific information about the family, we are unable to identify multiple requests for the same family.

The approximated value of items distributed throughout this reporting year totals £269,207. Most items distributed within our bundles contain recycled, pre-loved items thus reducing waste in landfill.

Following the success of our projects in our previous year, and at the request of our beneficiaries and referral partners, we have continued to deliver additional support at key events throughout the year. The Christmas gift appeal is our biggest project of the year, distributing gifts to 750 beneficiaries who would otherwise be without on Christmas morning. No child should wake up on Christmas morning feeling like Santa has forgotten them. With the support of our community and local businesses, we put the magic back in to Christmas and distributed as estimated £66,765 worth of gifts to families across Sunderland and South Tyneside.

"I delivered gifts to the families and they were all overwhelmed with the generosity and the number of gifts in the bags. Many of the parents cried as without this support, their children would not have anything on Christmas morning. The Christmas eve bags and gifts for parents were a very thoughtful addition to the packs, many parents don't think about themselves but for the children to give them a gift was really special"
– Health Visitor

This year we completed our third annual Mother's Day project, distributing, 262 gift bags to Mother's across Sunderland and South Tyneside who would be without recognition. Over £5,000 worth of pamper products were distributed to promote relaxation and self-care to mother's who deserved a little boost. We launched our first Father's Day project in June 2021, distributing 72 gifts to men who would also be without acknowledgment.

"I took the gift bags to the school and she hid it in her bag so she could surprise her mam. She was beaming from ear to ear knowing she could give her something. Mam is a single parent with no positive support network and goes without recognition or support, I know she really needs this."
- Social Worker, Children's Services.

"There is very little in terms of support for dad's on Father's Day and these gifts meant so much. For many of the dad's we work with, this is the first time they have ever received a gift for Father's Day, so they were quite emotional and overwhelmingly grateful"
- Early Help Worker, Children's Services.

This year we also launched a new project in response to the emerging needs of families during the school summer break. 'Holiday poverty' is a real issue faced by many families who struggle to meet the costs of feeding and entertaining children during the long summer break from school. To support families, we created 107 activity packs which were full of games and activity ideas to help combat boredom and reduce the expense which often comes with entertaining children. Each pack contained information of free summer holiday activities, children's centres and resources for food banks.

"For too many children, the only full or hot meal they receive is at school and many go hungry during the summer holidays. We know families struggle to feed their children never mind the additional cost of keeping them entertained each day. These packs have been a great resource to assist families who are struggling during the summer break"
- Pastoral worker, school

Feedback

We are committed to continually improving our service and gather information formally and informally using various methods to evaluate our work and measure impact. This includes annual surveys, feedback cards with each bundle and case studies. We use the data to evaluate how well we have met our strategic objectives and if we are providing the best service we can for our beneficiaries. We gather feedback in relation to the quality of our service, health and wellbeing, safety and child development, risk-taking behaviours and developing positive relationships.

Beneficiaries and professionals accessing the service have reported the following:

1. Service Quality

- 100% of families and professionals agree staff understood their request for support and responded quickly to referrals
- 100% agree staff offered appropriate information/advice and were helpful and friendly
- 99% agree that the items received were clean and in good, quality condition
- 98% of families and professionals agree the items were well presented and appropriate to the age of the child.

2. Health and wellbeing

- 100% of families and professionals agree the items provided by Love, Amelia have helped meet the basic needs of the child(ren)
- 99% agree that the items provided have helped reduce parental stress and anxiety. All report to be less worried about money and less stressed about providing for their child
- 95% of families and professionals agree the child is happier and the items provided have improved child wellbeing.

3. Safety and child development

- 97% of families and professionals agree the items provided have improved the safety of the home environment
- 96% agree the items provided by Love, Amelia have helped improve the child's learning and development.

4. Risk-taking behaviours

- 96% of families and professionals feel the items provided by Love, Amelia have helped reduce risk taking behaviours such as resorting to crime, pay day loans or accumulating debt through borrowing from friends and family.

5. Building positive relationships

- 100% of professionals agree Love, Amelia has enabled them to engage in positive discussions with the family they are supporting.
 - 100% of families and professionals would recommend Love, Amelia to a colleague or family needing support.
-

Our beneficiaries share feedback with us which shows we are making a difference to their lives:

"I will be forever grateful for the help I have had from you for my little boy. I cried every night because I couldn't provide for him and didn't know how I would feed him or make sure he had nappies. I have been struggling on my own for so long and so many days I have went without food, only keeping radiators turned on in his room and keeping me warm with blankets to save on heating because I couldn't afford it. Some days we didn't leave the house because his clothes didn't fit properly and sometimes had to go without a nappy at home. I have had help from you a few times now and you have changed my life. One day I want to give back and help others like you helped me. Thank you for everything."

"During the last few months my family wouldn't have been able to get by without the support we have received from Love, Amelia. The support has given me the ability to look after and keep my daughter safe, clean, and fed, not to mention everything in between."

"Her face lights up when she sees the box knowing there is something amazing inside. To her it's a gift like some new clothes or toys, but to me its peace of mind that she has what she needs as I know I can't afford these things. Thank you for helping put that smile on her face."

Throughout the year, we work closely with professional partners and have relationships with over 160 referral partners from 48 entities including health visitors, social workers, midwives, refugees, and schools. We also work closely with local charities, community groups and local food banks. We value our relationship with our referral partners and in 2021, we won the VCAS Open Arms Awards for influence and collaboration. This award recognises the commitment and impact of organisations and individuals who, through the ability to engage with and enthuse others, have added significant and long-lasting value to the community.

Our referral partners share feedback which demonstrates the real difference Love, Amelia makes to families with whom we work.

"These items have made a huge difference to the families, eased stress and financial pressure. The items were in new condition and beautifully presented which is lovely for the dignity of the family and the children and helps them feel less stigmatised. The discreet process also helps the family maintain their dignity. The items also will help support the family and children keep safe."

- Health visitor

"Preparing for baby coming can be anxiety provoking as parents can get overwhelmed with equipment and clothing they need to purchase particularly when they are on a low income. I recently provided my client with a baby bath that Love Amelia had donated. This alleviated stress with my client. I was able to incorporate this into a safe bathing demonstration for baby. My client was delighted and also feels less stressed and more prepared for baby's arrival. You have a fantastic service making a difference to the lives of our families we work with."

- Community midwife

"This is a truly life changing organisation. The family I collected equipment for had literally nothing and not only did Love Amelia provide baby equipment but they showed human kindness by providing mum with personal items which made her feel special going in to hospital to have her baby."

- Wearside Women in Need

Our Team

Love, Amelia is underpinned by a team of passionate and committed volunteers and two employees. We have a core team of nine volunteers who volunteer regularly at our unit and a wider volunteer network of thirty-two who support on an ad-hoc basis. During the reporting period, our volunteers offered a total of 2984 hours of their time.

Supporting the organisation, we have a small team of core staff. In June 2021, we developed a second paid role and have successfully appointed a worker to oversee the incoming donations of new and pre-loved items and respond to referral requests from professionals we work closely with. The collective hours of the team equates to a full time equivalent of 1.4 members of staff.

Our board of trustees and staffing team are all parents living and working within the areas we support. Majority of our team have lived experience of the challenges of poverty or other hardship giving us an unrivalled and unique perspective and understanding of the issues our beneficiaries and the challenges they face. All share a passion for providing opportunities for children to thrive. Who better to steer an organisation centred around childhood poverty and deprivation, than parents with lived and direct working experience themselves?

Trustees

The trustees who served during the year were as follows:

S L Archbold – until 23 March 2022
P L Capewell
J A Elliot
C Bankhead
Z J Hull

Love, Amelia wishes to pass its sincerest thanks to all individuals, businesses and funding sources that have supported us during our first year. We also wish to thank the volunteers who generously donate their time to support families in need across Sunderland.

Financial review

The financial statements show a deficit of £10,493. Restricted funds were £5,989 and are carried forward into the next accounting period.

Reserves policy

The trustees aim to build free reserves in unrestricted funds at a level which equates to three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to fulfil objectives and ensure that support and governance costs are covered.

Risk Management

An annual assessment is made to ensure that the charity's funds are secure and available to meet current and future operational needs. Other risks to the charity have been identified and reviewed on an on-going basis, and appropriate action taken. This has included ensuring appropriate insurance cover and ensuring a general health and safety risk assessment has been undertaken at any premises used by our volunteers or staff.

Signed on behalf of the management committee, on 20 January 2023



C Bankhead
Trustee

Report of the Independent Examiner to the trustees of Love, Amelia

I report on the financial statements of Love, Amelia for the year ended 31 March 2022 which are set out on pages 11 to 16.

Respective responsibility of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

Examine the accounts under section 145 of the 2011 Act

To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act) and

To state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

which gives me reasonable cause to believe that in any material respect the requirements

- . to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- . to prepare financial statements which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities,

have not been met; or

to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

Rebecca Davison ACA

12 Bessemer Court

Howngill Park

Knitsley Lane

Consett

DH8 7BL

Date: 20 January 2023

LOVE, AMELIA
Statement of Financial Activities
Year ended 31 March 2022

11

	Notes	Unrestricted	Restricted	Total 2022	Total 2021
		£	£	£	£
Income					
Donations		11,850	-	11,850	1,690
Other income		-	-	-	1,822
Grants	2	8,000	55,247	63,247	46,578
Total income		<u>19,850</u>	<u>55,247</u>	<u>75,097</u>	<u>50,090</u>
Expenditure					
Charitable activities	3	23,073	62,517	85,590	28,232
Total expenditure		<u>23,073</u>	<u>62,517</u>	<u>85,590</u>	<u>28,232</u>
Net income/expenditure		<u>(3,223)</u>	<u>(7,270)</u>	<u>(10,493)</u>	<u>21,858</u>
Transfers		-	-	-	-
Net movement in funds		<u>(3,223)</u>	<u>(7,270)</u>	<u>(10,493)</u>	<u>21,858</u>
Total funds brought forward		15,052	13,259	28,311	6,453
Total funds carried forward		<u>11,829</u>	<u>5,989</u>	<u>17,818</u>	<u>28,311</u>

LOVE, AMELIA
Statement of Financial Activities
Year ended 31 March 2022

11

	Notes	Unrestricted	Restricted	Total 2022	Total 2021
		£	£	£	£
Income					
Donations		11,850	-	11,850	1,690
Other income		-	-	-	1,822
Grants	2	8,000	55,247	63,247	46,578
Total income		<u>19,850</u>	<u>55,247</u>	<u>75,097</u>	<u>50,090</u>
Expenditure					
Charitable activities	3	23,073	62,517	85,590	28,232
Total expenditure		<u>23,073</u>	<u>62,517</u>	<u>85,590</u>	<u>28,232</u>
Net income/expenditure		<u>(3,223)</u>	<u>(7,270)</u>	<u>(10,493)</u>	<u>21,858</u>
Transfers		-	-	-	-
Net movement in funds		<u>(3,223)</u>	<u>(7,270)</u>	<u>(10,493)</u>	<u>21,858</u>
Total funds brought forward		15,052	13,259	28,311	6,453
Total funds carried forward		<u>11,829</u>	<u>5,989</u>	<u>17,818</u>	<u>28,311</u>

NOTES TO THE ACCOUNTS

1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

Basis of accounting

The charity has adopted the accruals basis of accounting as required by the regulations.

Income

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Expenditure

Costs are recognised as and when there becomes a legal or constructive obligation committing the charity to pay out the resources.

Funds accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the funder, donor or through the terms of an appeal.

Depreciation

Depreciation is charged at 15% reducing balance per year.

2 Grants

	2022	2021
	£	£
Unrestricted		
Government Grants	5,000	11,000
Tesco Groundwork Bags of Help	1,000	1,166
Others	2,000	1,000
Restricted		
National Lottery Awards for All	10,000	8,000
Sir James Knott Trust	-	15,000
Community Foundation Tyne & Wear and Northumberland	-	5,750
Karbon Homes	1,000	2,462
TNL Community Fund	38,138	-
Magdalen Hospital Trust	1,809	-
Others	4,300	2,200
	<u>63,247</u>	<u>46,578</u>

NOTES TO THE ACCOUNTS

3 Expenditure

	Unrestricted	Restricted	2022	2021
	£	£	£	£
Charitable activities				
Direct costs	11,011	3,800	14,811	6,479
Hire costs	322	-	322	30
Wages	6,418	35,687	42,105	7,000
Pension	-	3,140	3,140	210
Rent	570	12,550	13,120	10,259
Heat and light	613	-	613	-
Insurance	113	1,100	1,213	509
Subscriptions	305	-	305	108
Equipment and computer	706	-	706	252
Printing, postage and stationery	369	-	369	235
Telephone	72	-	72	82
Marketing and communications	419	150	569	813
Volunteer expenses	-	136	136	88
Training	-	1,027	1,027	-
Repairs	-	3,301	3,301	74
Cleaning	513	-	513	-
Sundries	156	-	156	168
Professional fees	646	1,000	1,646	1,170
Accountancy	840	-	840	250
Depreciation	-	626	626	505
	<u>23,073</u>	<u>62,517</u>	<u>85,590</u>	<u>28,232</u>

4 Trustees expenses

Expenses paid to trustees during the year: £Nil (2021: £Nil)

5 Fees for examination of the accounts

	2022	2021
	£	£
Fee for reporting on the accounts	<u>840</u>	<u>250</u>

NOTES TO THE ACCOUNTS

6 Wages

	2022	2021
	£	£
Gross wages	42,105	7,000
Social security cost	-	-
Pensions	<u>3,140</u>	<u>210</u>
Total staff costs	<u>45,245</u>	<u>7,210</u>

7 Staff numbers

Staff numbers during the year were as follows

	Part time	Full time	Total
Management and administration	<u>1</u>	<u>1</u>	<u>2</u>

8 Fixed assets

	Furniture & equipment £
At cost	
As at 1 April 2021	3,373
Additions	<u>1,759</u>
As at 31 March 2022	<u>5,132</u>
Depreciation	
As at 1 April 2021	505
Depreciation for year	<u>626</u>
As at 31 March 2022	<u>1,131</u>
Net book value	
As at 31 March 2022	<u>4,001</u>
<i>As at 31 March 2021</i>	<u>2,868</u>

NOTES TO THE ACCOUNTS

9 Other debtors

	2022 £	2021 £
Rent deposit	<u>4,150</u>	<u>-</u>
	<u>4,150</u>	<u>-</u>

10 Creditors – amount falling due within one year

	2022 £	2021 £
Accruals	840	432
Other taxes and social security	<u>-</u>	<u>1,329</u>
	<u>840</u>	<u>1,761</u>

11 Net movement on funds

	As at				As at
	1 April 2021	Income	Expenditure	Transfer	31 March 2022
	£	£	£	£	£
Unrestricted					
General	15,052	19,850	23,073	-	11,829
Restricted					
Other Funds	<u>13,259</u>	<u>55,247</u>	<u>62,517</u>	<u>-</u>	<u>5,989</u>
	<u>28,311</u>	<u>75,097</u>	<u>85,590</u>	<u>-</u>	<u>17,818</u>

LOVE, AMELIA

England & Wales - Charity number 1182062

Accounts



LOVE, AMELIA

REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2021

Charity No 1182062

LOVE, AMELIA

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Legal and administrative information

Board of Trustees:	S L Archbold P L Capewell J A Elliot C Bankhead Z J Hull
Registered Office:	The Co-op White House Road Hendon Sunderland SR2 8AH
Accountants:	McCready Page LLP 511 Durham Road Gateshead Tyne & Wear NE9 5EY
Bankers:	The Co-operative Bank 5-6 Fawcett Street Sunderland SR1 1SB

The trustees present their report and the financial statements of the charity for the year ended 31 March 2021.

Structure, governance and management

Love, Amelia is a registered charity with the Charity Commission for England and Wales since 15 February 2019 (charity number 1182062). Love, Amelia is a Charitable Incorporated Organisation (CIO).

Public benefit statement

The Trustees have complied with their duty to have due regard to the guidance on public benefit as published by the Charity Commission for England and Wales. In setting our objectives and planning activities our Trustees have given consideration to the public benefit and in particular to the prevention or relief of poverty.

Objectives and activities

The objects of the CIO are the prevention or relief of poverty in Sunderland and South Tyneside by:-

1. the provision of items and services to individuals with children who are in need and / or charities, or other organisations working to prevent or relieve poverty; and
2. the provision of items following the birth of a child so as not to prevent a delay in hospital discharge.

Achievements and performance:

Love, Amelia strives to ensure no baby or young child in Sunderland or South Tyneside is without the essential items to keep them safe and happy.

The trustees and management have established what Love, Amelia will primarily focus on and have developed seven strategic objectives:

1. To help give children the best start in life and the opportunity to thrive.
2. To help reduce the financial burden on having babies and young children for families in Sunderland and South Tyneside.
3. To help reduce the risk of harm to babies and young children.
4. To help improve the mental health and wellbeing in families and children.
5. To help reduce the delay in discharge from hospital following birth.
6. To help enable health and social care providers and voluntary community sector organisations to meet the needs of vulnerable families.
7. To help reduce waste by recycling clothes, toys and other equipment which are in good, quality condition.

In order to achieve the objectives, the Trustees and management have developed an action plan which sets out how Love, Amelia will achieve the strategic objects and remain on target to support families most in need.

1. To provide essential items to ensure a safe sleeping environment for the baby or young child.
2. To provide essential consumable items to maintain the nutrition and hygiene of the baby or young child.
3. To provide clothing appropriate to age, size and season.
4. To provide books and toys to aid development and joy of the baby or young child.
5. To provide pushchairs/prams, highchairs and bouncers suitable to the age of the child or baby.
6. To provide home safety equipment to help reduce the risk of accidents and injuries within the home.
7. To provide information and/or training to health and social care professionals and voluntary sector organisations about Love, Amelia and goals of the organisation.
8. To maintain a website and social media platform with factual and up to date information about the organisation including a referral process which can be accessed by public and professionals.
9. To accept donations of previously loved items including toys, clothing and equipment to help reduce waste.

The need for families to have access to essential items for the children is growing in our area. It is important to consider the following data to understand why it is important to have access to resources and to be given the best opportunity to thrive in the early years:

- Sunderland and South Tyneside both experience high levels of deprivation and are ranked within the top 10% of deprived local authorities in the UK. Sunderland is ranked 35th for deprivation and South Tyneside ranked 27th out of 317 local authorities according to 2019 Index of Multiple Deprivation.
- There are an estimated 27,700 children living in poverty across Sunderland and South Tyneside. This is 35% of the population, which is higher than the national average of 30%.
- Children growing up in poverty are at greater risk of persistent poverty, increasing the risk of not reaching their full potential in adulthood
- Life expectancy at birth is significantly worse in Sunderland and South Tyneside than the rest of the UK; It is 11.5 years lower for men and 8.5 years lower for women due to inequalities in the area.
- Families with at least one child under the age of 3 are at the highest risk of poverty. In the North East, 42% of these families are living in poverty which is the highest rate in the UK outside of London.

Our goals

From April 2020 to March 2021 we were continuing to develop our service and set out our goals to achieve within the year. As the UK had just entered the first lockdown in the COVID-19 pandemic, we took this in to account for an uncertain year. Our goals for the year were to:

- respond quickly to referral requests
 - evaluate the impact Love, Amelia has on the lives of beneficiaries
 - provide 500 bundles to families in Sunderland and South Tyneside
 - employ our first staff member to oversee the daily operations of Love, Amelia
 - adapt to the needs of our community and beneficiary demand as the COVID-19 pandemic developed
-

Progress

Over the course of the year, our team have been responsive to the needs of our beneficiaries and professionals supporting them. 100% of requests for support are ready to be collected within one working day as we understand the urgency often behind the referrals.

Referrals are submitted by professionals in the health, social care and voluntary sectors who are working with and supporting our beneficiaries. We have surpassed our goal set in April 2020 by providing 658 bundles to families through standard referral requests. This is to the value of approximately £39,800 (as new), with the majority containing recycled, pre-loved items thus reducing waste in landfill.

We have engaged in informal consultations resulting in a series of projects reflecting the needs and wants of our community. At the request of our beneficiaries and referral partners, we ran successful Christmas and Mother's Day projects to provide gifts to families who would otherwise be without. A young girl had told her teacher she did not believe Santa existed as he never visited her. No child should wake up on Christmas morning feeling like Santa has forgotten about them. With the support of our community, we put some magic back in to Christmas and launched our first Christmas project. We planned the project from September, surpassing our own expectations as 223 gift bags were distributed to families across Sunderland and South Tyneside of a value of approximately £18,210.

"Love, Amelia are amazing. The children and families that received gifts were so thankful. As was I. The gifts were beautiful, and wrapped beautifully. I was so impressed with the Christmas Eve boxes too. One woman said how amazing and how personalised they were. She and others were so grateful. I have spoken to many of the families and they had an amazing Christmas. All thanks to Love Amelia. The women were so stressed and upset as many couldn't afford gifts due to fleeing from violence and abusive partners. Many had no money and the money they had, was spent on new homes, clothing, gas, electric and heating to keep the children warm. I honestly don't know what we would do without this service. Love, Amelia has not only helped with Christmas but many items women need to start again after fleeing. Thank you so much."

– Domestic Abuse Outreach Worker

This year we completed our second Mother's Day project. In 2020, 28 gift bags were distributed to Mother's across Sunderland who would be without recognition. In 2021, 142 gift bags were distributed. An increase of 134% from the previous year. Over £2100 worth of pamper products were distributed to promote relaxation and self-care to mother's who deserved a little boost.

"Being able to deliver the gift packs to the mam's has definitely been one of my favourite days at work. They were so grateful that someone had thought about them and wanted to do something nice for them. Many of the families we work with have had a really rough start so being able to see the joy in their eyes is something I will not forget."

- Social Worker, Children's Services.

From January 2021, we have taken an important and exciting step for our charity and employed our first member of staff in the role of Charity Manager. Stephanie Archbold, founder of Love, Amelia, has been successful in this appointment and is responsible for the day-to-day operations of Love, Amelia. Steph will ensure the organisation complies with its duties and responsibilities, promotes our mission, vision and values and achieves our goals to benefit the families we support.

Feedback

Love, Amelia strives to continuously improve the service offered and we regularly seek feedback from beneficiaries and professionals to ensure we continue to respond to the needs of our community. We have collected feedback throughout 2019 and 2020, from an end of year survey and our impact report completed 2020 in relation to the quality of our service, health and wellbeing, safety and child development, risk-taking behaviours and developing positive relationships.

Beneficiaries and professionals accessing the service have reported the following:

1. Service Quality

- 100% of families and professionals strongly agree staff understood their request for support and responded quickly to referrals
- 100% strongly agree staff offered appropriate information/advice and were helpful and friendly
- 97% strongly agree that the items received were clean and in good, quality condition
- 93% of families and professionals strongly agree the items were well presented and appropriate to the age of the child.

2. Health and wellbeing

- 100% of families and professionals strongly agree the items provided by Love, Amelia have helped meet the basic needs of the child(ren)
- 100% strongly agree that the items provided have helped reduce parental stress and anxiety. All report to be less worried about money and less stressed about providing for their child
- 100% of families and professionals strongly agree the child is happier and the items provided have improved child wellbeing.

3. Safety and child development

- 96% of families and professionals strongly agree the items provided have improved the safety of the home environment
- 95% strongly agree the items provided by Love, Amelia have helped improve the child's learning and development.

4. Risk-taking behaviours

- 86% of families and professionals feel the items provided by Love, Amelia have helped reduce risk taking behaviours such as resorting to crime, pay day loans or accumulating debt through borrowing from friends and family.

5. Building positive relationships

- 100% of professionals agree or strongly agree Love, Amelia has enabled them to engage in positive discussions with the family they are supporting.
- 100% of families and professionals would recommend Love, Amelia to a colleague or family needing support.

COVID-19 pandemic

Due to the COVID-19 pandemic, we made the decision to suspend additional volunteer activity within our office and ceased to accept donations of pre-loved items from 23 March 2020 throughout the national and

local lockdowns. This decision was made to help reduce transmission of the virus and prevent non-essential journeys in line with government guidelines.

Love, Amelia has remained operational throughout the pandemic to provide a critical service to families most in need. The COVID-19 crisis has amplified a situation that was already bad. Many families have been struggling for years as there have been no real increases in wages for families with the lowest income and benefits have not kept up with the rising cost of living. This crisis has impacted the lowest earning households the most as figures show 38% of families with babies and young children have seen a reduction in income as a result of COVID. Over half of families with an already low income have borrowed money to cover basic costs such as food and rent and are turning to services for support with items for their children. This reflects the increase in demand we have seen in Love, Amelia with more families needing support for their children.

We have continued to fulfil all referral requests with the help of our community. New items have been bought online and sent to us from families and businesses have donated goods for families in need. Monetary donations through community fundraising and grants have enabled us to purchase essential and consumable items needed for our bundles. We held surplus stock in our unit in anticipation of additional lockdowns which sustained us until we could re-open to donations.

As restrictions eased throughout our region, we implemented safety measures to enable us to accept pre-loved items safely; including an appointment-based donation system and isolating donations for a seven-day period before being organised and gifted to families. COVID response grants received from The National Lottery Community Fund Awards for All and Community Foundation Tyne & Wear and Northumberland enabled us to implement safety measures and continue to work throughout the pandemic.

"I have found myself seeking help for families that were financially stable prior to COVID and I would never have thought they would be needing help from a baby bank, but when all your income stops overnight it has a huge impact. Families are worried about how they are going to provide for their children. Not knowing if they have enough nappies or milk to make it through the week is a stark reality for many I work with. Love, Amelia has been a lifeline and I don't know what we would do without them.

- Health Visitor, Sunderland

We look forward to sharing our progress and our plans for COVID recovery in our next annual report.

Trustees

The trustees who served during the year were as follows:

S L Archbold
P L Capewell
J A Elliot
C Bankhead – appointed 6 October 2020
Z J Hull – appointed 25 March 2021

Love, Amelia wishes to pass its sincerest thanks to all individuals, businesses and funding sources that have supported us during our first year. We also wish to thank the volunteers who generously donate their time to support families in need across Sunderland.

Financial review

The financial statements show a surplus of £21,858. Restricted surplus was £9,135. This is carried forward into the next accounting period.

Reserves policy

The trustees aim to build free reserves in unrestricted funds at a level which equates to three months of unrestricted charitable expenditure. The trustees consider that this level will provide sufficient funds to fulfil objectives and ensure that support and governance costs are covered.

Risk Management

An annual assessment is made to ensure that the charity's funds are secure and available to meet current and future operational needs. Other risks to the charity have been identified and reviewed on an on-going basis, and appropriate action taken. This has included ensuring appropriate insurance cover and ensuring a general health and safety risk assessment has been undertaken at any premises used by our volunteers or staff.

Signed on behalf of the management committee, on 14 June 2021



C Bankhead
Trustee

Report of the Independent Examiner to the trustees of Love, Amelia

I report on the financial statements of Love, Amelia for the year ended 31 March 2021 which are set out on pages 9 to 14.

Respective responsibility of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to

Examine the accounts under section 145 of the 2011 Act

To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act) and

To state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

which gives me reasonable cause to believe that in any material respect the requirements

- . to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- . to prepare financial statements which accord with the accounting records and to comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities,

have not been met; or

to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

R A Page FCCA
511 Durham Road
Low Fell
Gateshead
Tyne & Wear
NE9 5EY



Date: 14 June 2021

LOVE, AMELIA
Statement of Financial Activities
Year ended 31 March 2021

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	Notes	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Income					
Donations		1,690	-	1,690	884
Other income		1,822	-	1,822	200
Grants	2	13,166	33,412	46,578	10,000
Total income		<u>16,678</u>	<u>33,412</u>	<u>50,090</u>	<u>11,084</u>
Expenditure					
Charitable activities	3	3,955	24,277	28,232	4,631
Total expenditure		<u>3,955</u>	<u>24,277</u>	<u>28,232</u>	<u>4,631</u>
Net income		12,723	9,135	21,858	6,453
Transfers		-	-	-	-
Net movement in funds		12,723	9,135	21,858	6,453
Total funds brought forward		2,329	4,124	6,453	-
Total funds carried forward		<u>15,052</u>	<u>13,259</u>	<u>28,311</u>	<u>6,453</u>

LOVE, AMELIA
Balance Sheet as at 31 March 2021

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	Notes	Unrestricted £	Restricted £	2021 £	2020 £
Fixed assets					
Tangible assets	8	<u>-</u>	<u>2,868</u>	<u>2,868</u>	<u>1,245</u>
Current assets					
Cash at bank and in hand		<u>15,302</u>	<u>11,902</u>	<u>27,204</u>	<u>5,208</u>
		15,302	11,902	27,204	5,208
Creditors – amount due within one year	9	<u>250</u>	<u>1,511</u>	<u>1,761</u>	<u>-</u>
Net current assets		<u>15,052</u>	<u>10,391</u>	<u>25,443</u>	<u>5,208</u>
Net assets		<u>15,052</u>	<u>13,259</u>	<u>28,311</u>	<u>6,453</u>
Funds of the charity	10	<u>15,052</u>	<u>13,259</u>	<u>28,311</u>	<u>6,453</u>

The financial statements were approved by the trustees on 14 June 2021 and signed on the trustees behalf by:



P L Capewell
Trustee

NOTES TO THE ACCOUNTS

1 **Basis of preparation of financial statements**

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP (FRS 1023)), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102).

Basis of accounting

The charity has adopted the accruals basis of accounting as required by the regulations.

Income

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

Expenditure

Costs are recognised as and when there becomes a legal or constructive obligation committing the charity to pay out the resources.

Funds accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are subjected to restrictions on their expenditure imposed by the funder, donor or through the terms of an appeal.

Depreciation

Depreciation is charged at 15% reducing balance per year

2 **Grants**

	2021 £	2020 £
Unrestricted		
Government Grants	11,000	-
Tesco Groundwork Bags of Help	1,166	-
Ecclesiastical Movement for Good	1,000	-
Restricted		
National Lottery Awards for All	8,000	10,000
Sir James Knott Trust	15,000	-
Community Foundation Tyne & Wear and Northumberland	5,750	-
Karbon Homes	2,462	-
Leeds Building Society	1,000	-
Hadrian Trust	500	-
Others	700	-
	<u>46,578</u>	<u>10,000</u>

NOTES TO THE ACCOUNTS

3 Expenditure

	Unrestricted	Restricted	2021	2020
	£	£	£	£
Charitable activities				
Direct costs	647	5,832	6,479	179
Hire costs	30	-	30	240
Wages	-	7,000	7,000	-
Pension	-	210	210	-
Rent	59	10,200	10,259	1,305
Insurance	509	-	509	-
Subscriptions	108	-	108	-
Equipment and computer	252	-	252	320
Printing, postage and stationery	235	-	235	120
Telephone	82	-	82	20
Marketing and communications	445	368	813	2,431
Volunteer expenses	-	88	88	-
Repairs	-	74	74	16
Sundries	168	-	168	-
Professional fees	1,170	-	1,170	-
Accountancy	250	-	250	-
Depreciation	-	505	505	-
	<u>3,955</u>	<u>24,277</u>	<u>28,232</u>	<u>4,631</u>

4 Trustees expenses

Expenses paid to trustees during the year: £Nil (2020: £Nil)

5 Fees for examination of the accounts

	2021	2020
	£	£
Fee for reporting on the accounts	<u>250</u>	<u>-</u>

NOTES TO THE ACCOUNTS

6 Wages

	2021 £	2020 £
Gross wages	7,000	-
Social security cost	-	-
Pensions	210	-
	<u>210</u>	<u>-</u>
Total staff costs	<u>7,210</u>	<u>-</u>

7 Staff numbers

Staff numbers during the year were as follows

	Part time	Full time	Total
Management and administration	<u>1</u>	<u>-</u>	<u>1</u>

8 Fixed assets

	Furniture & equipment £
At valuation	
As at 1 April 2020	1,245
Additions	<u>2,128</u>
As at 31 March 2021	<u>3,373</u>
Depreciation	
As at 1 April 2020	-
Depreciation for year	<u>505</u>
As at 31 March 2021	<u>505</u>
Net book value	
As at 31 March 2021	<u>2,868</u>
As at 31 March 2020	<u>1,245</u>

NOTES TO THE ACCOUNTS

9 Creditors – amount falling due within one year

	2021 £	2020 £
Other creditors and accruals	<u>1,761</u>	<u>-</u>
	<u>1,761</u>	<u>-</u>

10 Net movement on funds

	As at 1 April 2020 £	Income £	Expenditure £	Transfer £	As at 31 March 2021 £
Unrestricted					
General	2,329	16,678	3,955	-	15,052
Restricted					
Other Funds	<u>4,124</u>	<u>33,412</u>	<u>24,277</u>	<u>-</u>	<u>13,259</u>
	<u>6,453</u>	<u>50,090</u>	<u>28,232</u>	<u>-</u>	<u>28,311</u>