



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%.
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- 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
Hownsgill 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

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		£	£	£	£
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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	3,140	210
	<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>
As at 31 March 2021	<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 1 April 2021 £	Income £	Expenditure £	Transfer £	As at 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>