



## **Objectives and Activities**

Beyond Bea is a charity focusing on raising awareness about baby loss and educating healthcare professionals in order to improve bereavement care. We are based in Stockport but offer training across the UK. Our founder and CEO is a midwife who always had a specialist interest in Bereavement Care and was aware that this was an area her generic training didn't adequately cover. Beyond Bea was created just 67 days after the loss of Bea, Steph's daughter at 23 weeks and 4 days gestation. Since then we have been developing free, accessible and high quality baby loss awareness training not only to midwives but other healthcare professionals, such as doctors, therapists, neonatal nurses and paramedics.

Our vision is to create a world where every bereaved parent whose baby has died receives the same high standard care from all health professionals and we seek to do this by making high quality bereavement care training available to as many health professionals as possible and to raise awareness of the importance of bereavement care and support to families who have had babies that have died.

Our main activities are the provision of accessible training to healthcare professionals to ensure that every family receives adequate bereavement care when their baby dies but we also raise awareness around baby loss. We are keen to develop our aftercare offer, supporting bereaved parents in their recovery.

## **Public Benefit**

All of the charity's purposes and activities are for the public benefit. The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing Beyond Bea's aims and objectives and planning future activities.

## **Achievements and performance**



Beyond Bea has continued to grow and build on our previous success; initially we were unsure how we would be able to continue to deliver effective training when the pandemic first hit but this has actually proved to be a great opportunity for growth and has allowed us to go from strength to strength and have a much bigger reach. We have taken the next step in our growth and our Founder has recently started a Fixed Term Contract as our Chief Executive Officer/ Clinical Services Manager, working 25 hours per week.

Beyond Bea has delivered 70 online training sessions in the past 12 month period, with over 2500 health care professionals and students attending our sessions. We have continued to build our excellent reputation with 98% of those who have attended a study session saying they would recommend us. We have successfully launched our 'Alternative Birth Bag' appeal, which is a resource families can use to support them to navigate the birth of a baby when it has died. We have sent out over 2500 copies of the resource to 73 hospitals across the country.

We continue to promote baby loss awareness across different communities and we are constantly exploring how we can do this. We currently run weekly Instagram live sessions, focusing on a range of topics around baby loss, averaging around 800 views for each session. We also run a parent speaker programme, giving bereaved parents the opportunity to talk about their child and what effective bereavement care means to them.

Our online shop has continued to grow with more lines being added each month, helping us build our brand and ensure our long-term financial sustainability. Due to our growth we have had to move to bigger premises twice in the past year and now have somewhere that gives us the flexibility to develop our current service offer further.

## **Financial Review**

During the period, income was £81,195 (2019: £47,281) and expenditure was £65,610 (2019: £48,633), leaving a £15,484 (2019: -£1,352) surplus to carry forward to future periods.

Reserves at the period end were £15,484 which is unrestricted and undesignated. The reserves policy is to maintain unrestricted and undesignated reserves sufficient to cover 3 months of overhead costs.



## **Structure, Governance and Management**

Beyond Bea is a Charitable Incorporated Organisation and operates under a constitution dated 4<sup>th</sup> March 2019. It became a registered charity in England and Wales on 3<sup>rd</sup> January 2019.

The strategy and areas of activity of the charity are determined by the Trustees at board meetings, held at least quarterly. We have recently recruited to the post of Chief Executive Officer, following consultation with the Charity Commission; the CEO is responsible for the day to day management and administration of the charity.

The charity seeks to maintain on the Board of Trustees a balance of skills, knowledge and experience needed for the effective administration. The first charity trustees are appointed indefinitely. New trustees are appointed by the existing trustees and are also appointed indefinitely. The charity must have a minimum of 3 trustees and a maximum of 12 trustees. All trustees give their time freely and no trustee remuneration was paid in the period.

The members of the CIO are solely the trustees and all trustees are members.

# **Independent examiners report to the trustees of Beyond Bea Charity**

## **Independent examiner's report to the trustees of the Beyond Bea Charity**

I report to the trustees on my examination of the accounts of the Beyond Bea Charity for the year ending 31<sup>st</sup> December 2020.

### **Responsibilities and basis of report**

As the charity trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (the Act)

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5) (b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect.

1. Accounting records were kept in respect of the Trust as required by section 130 of the Act

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed



Name:

MAUREEN HACKETT.

Qualification

MAAT

Date

15/9/2021.



# BEYOND BEA CHARITY

## INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31 DECEMBER 2020

Event or Activity	2020
	£

### Income

Donations	9213.28
Fundraising	17047.51
Crowd Funding	3269.71
Gift Aid	996.82
Stripe Online Donations	
Merchandise sales	38675.34
Grants	11892.00

PayPal Payments

**81,094.66**

### Expenditure

Training	9499.55
Expenses	6208.40
Stationery	67.92
Office Equipment	2668.96
Postage & Packing	4749.64
Events	1585.55
Merchandise	32213.12
Marketing	
Subscriptions	1488.30
Printing	730.48
Rent	4288.47
Insurance	414.00
Fees and Charges	1695.77

**65,610.16**

**Deficit for the year**

**15,484.50**

### MOVEMENT IN BANK BALANCES

	2020
	£
Opening balance as at 1 January 2020	461.51
Surplus for the year	15484.50
Closing balance as at 31 December 2020	<b>15,946.01</b>

### Represented by:

Current Bank Account 31/12/2020	14726.96
Less: unpresented cheques	16.57
Add: uncredited income	1235.62

**15,946.01**

Cash Account

73.56

**AUDITORS STATEMENT**

I have examined the Income and Expenditure Account for the financial year to 31 December 2020  
I certify that these accounts are in accordance with the books and records and with the  
information and explanations given to me.

**M Hackett MAAT**

M Hackett

15/9/2021.

STATEMENT OF ASSETS AND LIABILITIES		2020	2019
<b>Cash Funds</b>		73.56	67.48
<b>Beyond Bea Bank account</b>		<b>14726.96</b>	<b>1262.91</b>
<b>Euros</b>		183	
<b>Other monetary assets</b>	Nil	Nil	
<b>Investments assets</b>	Nil	Nil	
<b>Assets retained for Charity's own use</b>			
IT equipment		2795	1321
Merchandise		11,633	14,268
<b>Liabilities</b>		Nil	
<b>Total</b>	<b>assets and liabilities</b>	<b>29,228.52</b>	<b>16,919.39</b>





# BEYOND BEA CHARITY

## INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDING 31 DECEMBER 2020

Event or Activity	2020	2019
	£	£

### Income

Donations	9213.28	12,099.74
Fundraising	17047.51	9,684.05
Crowd Funding	3269.71	5,027.86
Gift Aid	996.82	
Stripe Online Donations		20,373.32
Merchandise sales	38675.34	
Grants	11892.00	

PayPal Payments		96.41
	<b>81,094.66</b>	<b>47,281.38</b>

### Expenditure

Training	9499.55	6,517.59
Expenses	6208.40	5,732.84
Stationery	67.92	922.97
Office Equipment	2668.96	2,359.49
Postage & Packing	4749.64	946.29
Events	1585.55	11,921.60
Merchandise	32213.12	16,016.08
Marketing		497.55
Subscriptions	1488.30	1,358.79
Printing	730.48	308.24
Rent	4288.47	1,484.71
Insurance	414.00	
Fees and Charges	1695.77	567.38

<b>65,610.16</b>	<b>48,633.53</b>
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<b>Deficit for the year</b>	<b>15,484.50</b>	<b>-1,352.15</b>
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### MOVEMENT IN BANK BALANCES

	2020	2019
	£	£
Opening balance as at 1 January 2020	461.51	1,813.66
Surplus for the year	15484.50	-1,352.15
<b>Closing balance as at 31 December 2020</b>	<b>15,946.01</b>	<b>461.51</b>

### Represented by:

Current Bank Account 31/12/2020	14726.96	1,262.91
Less: unrepresented cheques	16.57	901.40
Add: uncredited income	1235.62	100.00

15,946.01	461.51
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Cash Account

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# AUDITORS STATEMENT

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M Hackett MAAT

Date:

*M Hackett*

*15/9/2021*

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