

ELAYOS

England & Wales · Charity number 1185455

Details

Status Registered

Legal form CIO

Registered 2019-09-23

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

Contact

Address Elayos
61 Bridge Street
Kington
HR5 3DJ

Phone 07729486642

Email info@elayos.co.uk

Website www.elayos.co.uk

Activities

Objects: TO RELIEVE THE NEEDS OF WOMEN IN PARTICULAR, BUT NOT EXCLUSIVELY, VULNERABLE AND/OR ISOLATED WOMEN BY THE PROVISION OF PHYSICAL, EMOTIONAL AND PRACTICAL SUPPORT DURING PREGNANCY, CHILDBIRTH AND THE POSTNATAL PERIOD. THE DEFINITION OF "VULNERABLE" WOMEN INCLUDES WOMEN AFFECTED BY PERINATAL MENTAL HEALTH PROBLEMS, SUBSTANCE ABUSE, DOMESTIC ABUSE VICTIMS, REFUGEES/MIGRANTS/ASYLUM SEEKERS, VICTIMS OF HUMAN TRAFFICKING, HUMAN SLAVERY AND SEXUAL EXPLOITATION OR ANY OTHER VULNERABILITY.

Activities: TO RELIEVE THE NEEDS OF WOMEN IN PARTICULAR, BUT NOT EXCLUSIVELY, VULNERABLE AND/OR ISOLATED WOMEN BY THE PROVISION OF PHYSICAL, EMOTIONAL AND PRACTICAL SUPPORT DURING PREGNANCY, CHILDBIRTH AND THE POSTNATAL PERIOD.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Other Charitable Purposes
- **Who:** Children/young People, Other Defined Groups

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-09-30	£161,014	£169,255	-	-
2024-09-30	£122,978	£91,777	-	-
2023-09-30	£93,181	£39,666	-	-
2022-09-30	£29,984	£31,821	-	-
2021-09-30	£25,654	£28,069	-	-
2020-09-30	£18,004	£14,478	-	-

Trustees

Name	Role	Appointed
Michael William Eric Horne	Chair	2026-07-29
Jenny Sadler		2024-11-06
Lorraine Stevens		2023-12-14
Margaret Coleman		2020-12-02
Tonita Whittier		2025-06-23
Wendy Ewins		2024-11-06

ELAYOS

England & Wales - Charity number 1185455

Accounts



Elayos

Trustees Annual Report

Year ended 30th September 2024

Elayos is the legal name of a Charitable Incorporated Organisation (CIO) granted charitable status on 23/09/2019

Charity Number

1185455

Charity’s Principle Address

Elayos C/O Southfields Farm
Packington Lane
Coleshill
Warwickshire
B46 3EJ

Trustees

Trustees who served during this period and up to the date of this report were as follows:

John Andrew Hart – Chair
(September 2019 – current)

Maggie Coleman
(December 2020 – current)

Abigail Vedder
(December 2020 – current)

Katharine Gauton
(July 2023 – April 2024)

Lorraine Stevens
(July 2023 – current)

Grace Wheeler
(September 2023 – current)

Financial Advisors

Frank Harper
29 Meriden Rd
Hampton in Arden
B92 0BS

Matthew Skelton-Smith
91 Chingford Road
Birmingham
B44 0BQ

Bank

Barclays Bank Plc
38 Hagley Rd
Birmingham
B16 8PE

Year ended 30th September 2024

Chair's Report

As I look back over the last year, it's inspiring to see the results of the dedication, passion and hard work our Co-Founders, Amelia and Hope, have put into the charity since it began in 2019. What they have created has positively impacted the lives of hundreds of vulnerable mothers and babies in Birmingham. With support from funders, trustees, volunteers and a small staff team, they have built a respected charity with a reputation for delivering compassionate and individualised support for families in need during the perinatal period.

This year we have increased our income to £122,000 and doubled our expenditure to £90,000. We increased our unrestricted reserves to £19,000, (2-3 months of expenditure), leaving the charity in a significantly better position than it was in at the end of the previous year.

The challenges that Birmingham has related to health inequalities, infant mortality and deprivation are being addressed by Elayos and our partner organisations. In this period, we've continued to work collaboratively with our partners including the NHS and other charities to help improve birth outcomes for our clients, and to empower our families to give their babies the best possible start in life.

I would like to thank everyone who has helped Elayos this year and look forward to seeing how the charity enhances its offering to clients in the year ahead.



John Andrew Hart, Chair of Trustees



Co-Founders report



As we close 2023–2024, we can see what a pivotal year it was for our charity. Whilst we remain a small and agile organisation, we had to expand our team to enable us to focus on the operations of the charity. We both continued delivering doula support in this period but grew the team with the addition of Doulas, Kalcey and Claire. Along with our Doula, Suzie, and Baby Bank Co-ordinator, Amy, we now have a bigger team, reducing staff pressure and enabling us to more easily provide staff cover for births.

We were also able to employ Caroline, our first part-time Fundraiser who has focused on building a portfolio of funding partners whose missions align with our work. Raising the funds we need with only one part-time Fundraiser is no easy feat but it has provided us with more sustainability and therefore confidence that we will be here, delivering change, for years to come.

We would like to thank our volunteers for their contribution which has been invaluable. Our volunteer roles include Postnatal Doulas, HR Advisors and Graphic Designers, and of course our dedicated board of Trustees who provide insight and guidance, strengthening our charity for the benefit of our clients and staff

**Hope Plumb and Ameila Sommers,
Co-Founders**

Objectives

Our team of qualified doulas and trained volunteers provides personalised, continuous care to individuals referred to us by NHS professionals, support workers, charities, and other organisations supporting displaced families.

We focus on addressing the needs of women, particularly those who are vulnerable and/or isolated. This includes one-to-one support, advocacy, distribution of essential items for mothers and babies, unbiased information sharing, referrals to partner organisations, and other activities as determined by our trustees. Our holistic approach ensures that every service user receives compassionate, tailored assistance to help them navigate their unique challenges.

How we're meeting our objectives

1

Continuity of Care

- Assigning each client a dedicated key worker to support them throughout their journey with Elayos, ensuring consistent and personalised care.
- Providing additional volunteers alongside key workers to broaden and strengthen the support available to clients.

2

Prenatal Support

- Meeting regularly with clients during pregnancy to build rapport and establish a trusting relationship.
- Attending medical appointments with clients, where possible, to ensure they are heard, understand their treatment plans, and feel supported.
- Being available from the 38th week of pregnancy on a 24/7 on-call basis to provide support during labour and birth, ensuring no client is left alone.

3

Birth Support

- Offering emotional, physical, and informational support during labour and delivery, tailored to the needs and preferences of the client.

Elayos' Key Activities during the reporting period

4

Postnatal Support

- Supporting clients in establishing breastfeeding and/or bottle feeding based on their choice, ensuring they feel confident and informed.
- Conducting post-birth debrief sessions to help clients process their experiences emotionally and promote positive mental well-being.
- Assisting with practical tasks such as laundry and general housekeeping to ease the transition into parenthood.
- Encouraging and supporting clients to explore their local community with their baby, including trips to the supermarket, park, and other community spaces.
- Providing toy packs for our clients' children when their baby arrives. We provide a luxury soft toy for comfort, craft items for entertainment and fidget toys to support those with additional needs.

5

Baby Bank Services

- Maintaining a baby bank storage unit to provide essential items for mothers and babies, including nappies, prams, Moses baskets, bottles, formula, and hospital bag items.
- Ensuring these items are distributed to clients who lack the means to purchase them themselves.

Elayos' Key Activities during the reporting period

6

Community Integration and Signposting

- Helping clients connect with local organisations, support groups, and community resources to build networks and reduce isolation.
- Facilitating integration into the local community through signposting and introductions to relevant services.

7

Advocacy and Emotional Support

- Providing one-to-one advocacy for clients to navigate healthcare and social systems, ensuring their voices are heard.
- Offering ongoing emotional support to build confidence and resilience in clients during pregnancy and parenthood.

8

Training and Development

- Training volunteers and doulas to deliver professional, culturally sensitive, and compassionate care.
- Offering ongoing education to ensure the team stays informed on best practices.

Elayos' Key Activities during the reporting period

9

Operational Management

- Managing day-to-day operations, including referrals, scheduling, and the coordination of care plans.
- Ensuring the sustainability of services through strategic planning and resource management.

10

Research and Collaboration

- Participating in research projects, such as the *NIHR grant application study on language in reproductive health communications, to advance the field and advocate for vulnerable families.

Elayos Baby Bank

The Elayos Baby Bank exists to support vulnerable families who have been referred to us for doula support, particularly those experiencing financial hardship, by providing essential items for mothers and babies. This service ensures that no family supported by Elayos goes without the basic necessities needed to care for their newborns, alleviating stress during a critical time in their lives.

Key Activities

Collection and Storage

The Baby Bank is managed through a dedicated storage unit where donations of new and pre-loved baby items are collected, sorted, and stored.

Range of Items Provided

Clients receive essentials including:

- Nappies, wipes, and toiletries for baby care.
- Prams, Moses baskets, and other baby equipment.
- Clothing for babies and postpartum mothers.
- Bottles and formula for feeding support.
- Hospital bag essentials for labour and postpartum recovery.

Distribution

Each client's needs are assessed by their Elayos key worker, ensuring tailored support. Items are provided directly to families during home visits or community meetings, ensuring accessibility and discretion.



Elayos Baby Bank



Membership in the Baby Bank Alliance

Elayos is a proud member of the Baby Bank Alliance, a national network that connects baby banks across the UK to collaboratively support families in need. Through this membership, we participate in monthly meetings that provide opportunities to exchange knowledge, share best practices, and discuss solutions to common challenges. The weekly newsletters keep us informed about policy updates, funding opportunities, and resources that strengthen our services. Being part of the Alliance enhances our capacity as a charity by fostering partnerships with like-minded organisations, equipping us with valuable insights, and aligning our work with broader national initiatives to combat child poverty.

Impact

During the reporting period, the Baby Bank supported 52 families. These contributions have significantly alleviated financial pressure for families, allowing them to focus on themselves and their babies. Feedback from beneficiaries underscores the importance of this service, with one mother sharing *"I was staying in supported accommodation and couldn't afford anything. Elayos didn't just help with labour, they helped to provide the things for the baby that I couldn't afford too."* The impact of the Baby Bank extends beyond material support, fostering a sense of dignity and security for vulnerable families.

Elayos Baby Bank

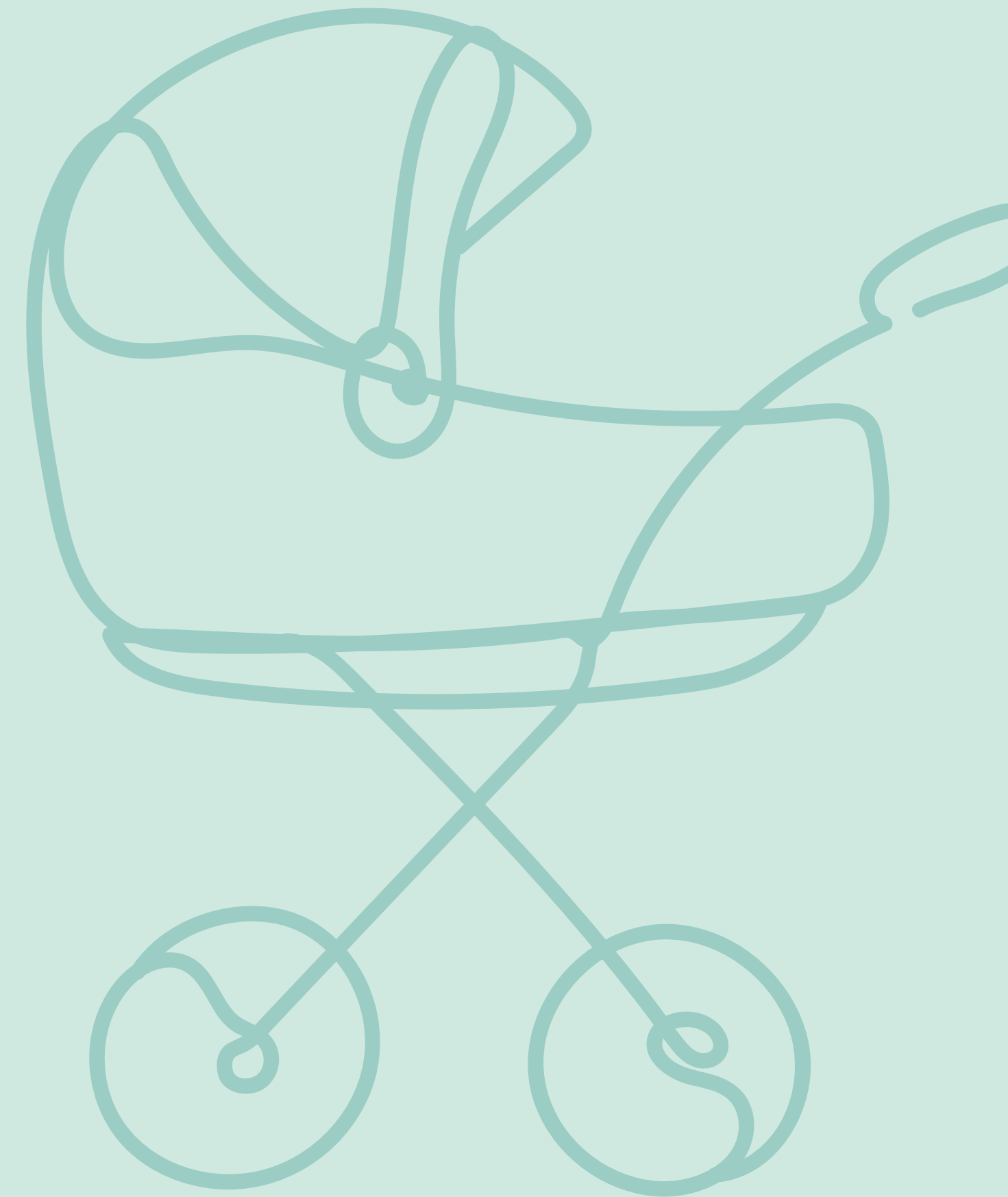
Community Engagement

The success of the Baby Bank is rooted in the generosity of community groups, and individual donors. These partnerships enable us to meet growing demand while ensuring that families receive high-quality, essential items. Volunteers play a vital role in maintaining the Baby Bank by sorting donations, preparing care packages, and assisting with deliveries. This collective effort strengthens community ties and demonstrates the power of collaboration in addressing local needs.

Challenges and Future Goals

Despite its successes, the Baby Bank faces challenges, including the limited storage capacity of our current storage container, which restricts our ability to store larger or bulkier items such as prams and other baby

equipment. This space constraint makes it difficult to meet the growing demand for support, particularly during peak periods. We have been awarded funding The 29th May 1961 Charitable Trust to expand the baby bank storage space and look forward to completing the move next year. This will allow us to expand the range of items we provide, especially for premature babies and families with multiple children by securing larger, more permanent storage facilities to accommodate these needs. Additionally, we plan to develop a formalised inventory system to improve efficiency, build stronger partnerships with businesses to ensure consistent donations, and raise awareness of the Baby Bank through targeted community campaigns. Addressing these challenges will enable us to continue growing the Baby Bank's impact and supporting more families in need.



Networking and Collaboration



Elayos actively participates in key networking and collaborative forums to enhance our services and strengthen partnerships. We are proud members of the Maternity Consortium, Pregnancy and Baby Charity Network (PBCN), Yardley Early Help, and Birmingham and Solihull Maternity and Neonatal Voices Partnership (Bsol MNVP). These networks provide valuable opportunities for collaboration with similar organisations, sharing best practices, and staying informed about developments in maternal and neonatal care.

These meetings, held weekly or monthly, have been consistently attended by Elayos representatives. By contributing to discussions, learning from others, and forging connections, we ensure that our work aligns with broader efforts to support vulnerable women and families. This engagement strengthens our ability to advocate for service users and adapt our approach to meet their evolving needs.



Training & Development

To ensure that we are well-equipped to support the families we work with, our team has undertaken a range of training programmes this year. These have focused on enhancing skills, expanding knowledge, and maintaining best practices in line with our mission. Some of the courses we attended include:

Safeguarding Children & Young People

Safeguarding Adults at Harm of Risk

Bsol ICS Healthcare and Race Summit 2023

Tools and Methods for measuring outcomes

An exploration of the baby bank concept in the UK, MBRRACE-UK 'Saving Lives

Improving Mothers' Care' Report 2023

Maternity and Neonatal Engagement

Child Exploitation

Working with Resistant Families

Identifying, Supporting and Protecting Girls and Women from FGM

Why Black Mental Maternal Health Matters.



Contribution to Research

In the final term of 2023, Elayos was approached by the Research Centre for Healthcare & Communities, part of the Institute for Health and Wellbeing at Coventry University, in collaboration with University Hospitals of Coventry & Warwickshire. The invitation was to contribute to research for a National Institute for Health and Care Research (NIHR) grant application. The study, titled “The Impact and Implications of De-sexing Language in Reproductive Health Communications in the UK,” explored the evolving language used in reproductive health and its effects on communication and inclusivity. Our participation highlights Elayos’ role as a key voice in shaping the discourse around reproductive health and supporting inclusive practices.



Fundraising

We're incredibly grateful to everyone who has supported us this year! This kindness and generosity have brought some sustainability to the charity, helping us deliver our core objectives and increase our offering to clients.

Special thanks and highlights this year include:

- Our fantastic teams of Birmingham Half Marathon runners who did us proud raising a wonderful £1,200
- Our monthly donors whose regular gifts enable us to plan for the future
- Continued support from Gas Street Church and Hexagon Financial Services
- Employing our first part-time Fundraiser who has helped increase and diversify our income



Fundraising

Grants from charitable trust and foundations continued to provide the majority of funding and without this support, we simply couldn't continue our work. Huge thanks to every trust and foundation that has donated to Elayos.

Our funders include:



**THE INCLUSIVE
COMMUNITIES FUND**

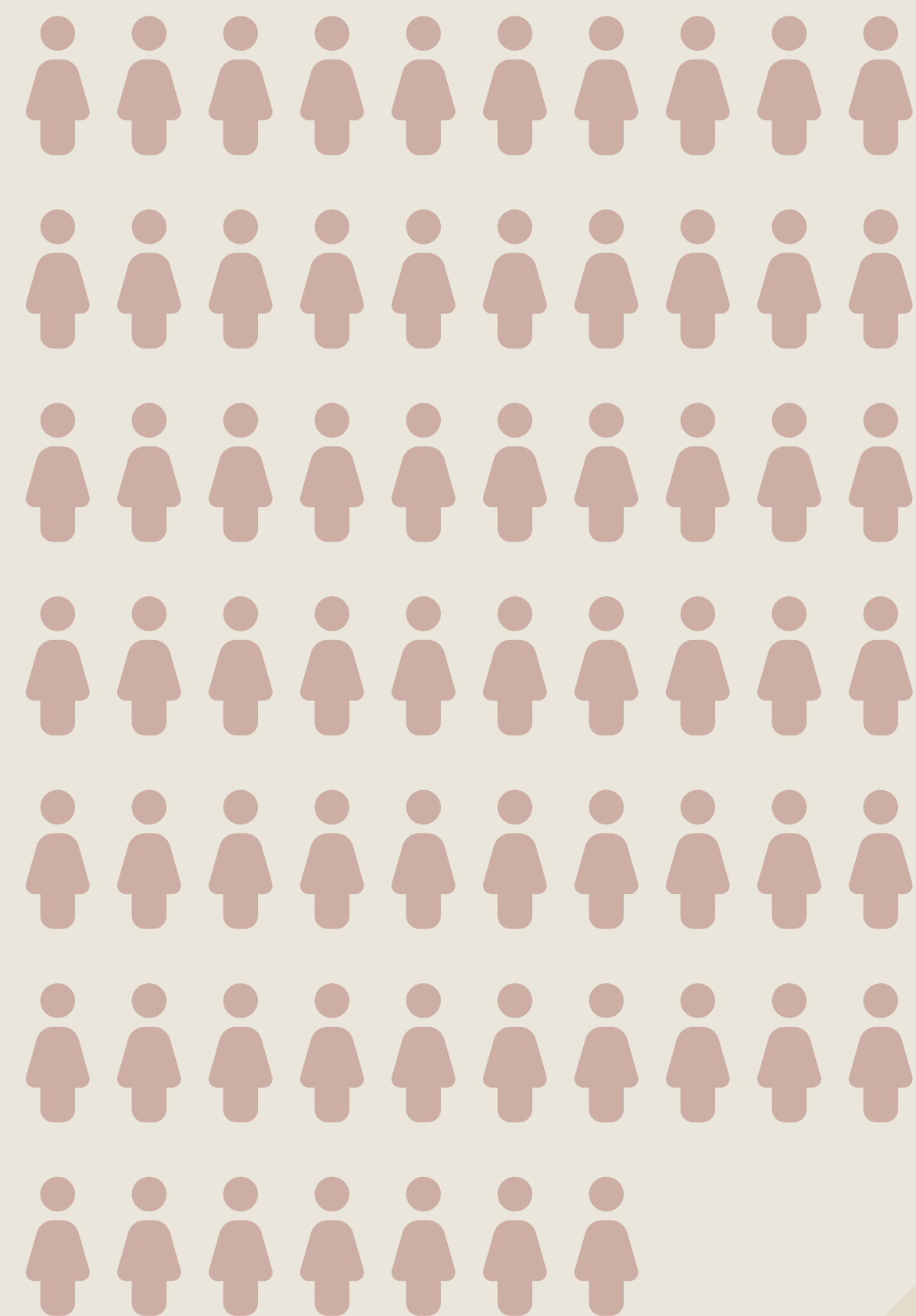


The William Dudley Trust

Impact Data

Elayos is dedicated to tackling health inequalities by supporting the communities most at risk. The majority of our clients this year were from Asian Pakistani backgrounds—a demographic with the highest maternal and neonatal mortality rates in Birmingham. By providing culturally sensitive, tailored support, we are working to improve outcomes for these families and help reduce these disparities.

Our impact data highlights the significant need for support in East Birmingham, where maternal and infant health outcomes rank among the worst in the UK. High levels of maternal deprivation, perinatal mental health challenges, and infant mortality—particularly among marginalised communities—make our work essential. Through targeted interventions, we are directly addressing these inequalities, ensuring vulnerable mothers and babies receive the care and support they need.



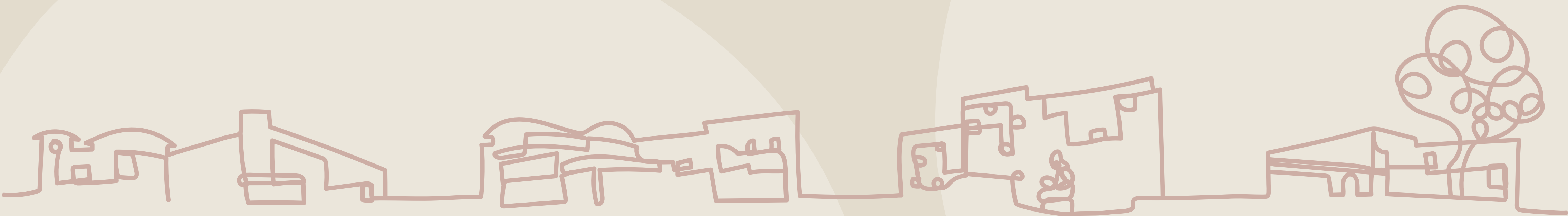
During the reporting period, we received 67 referrals, most of which came from within the NHS, with midwives referring the highest number.

Additionally, two individuals self-referred for support.



Impact Data

Client Bookings



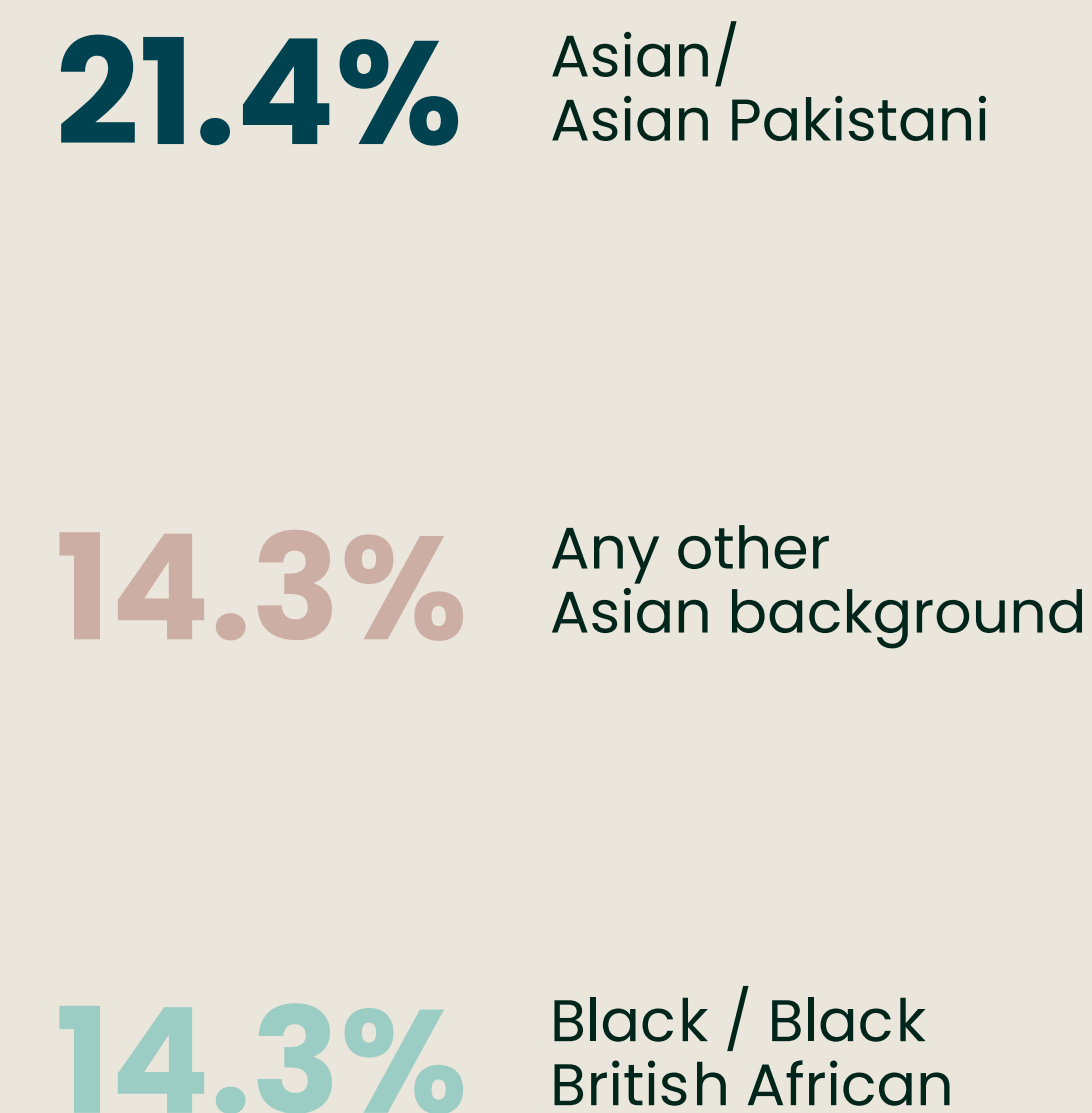
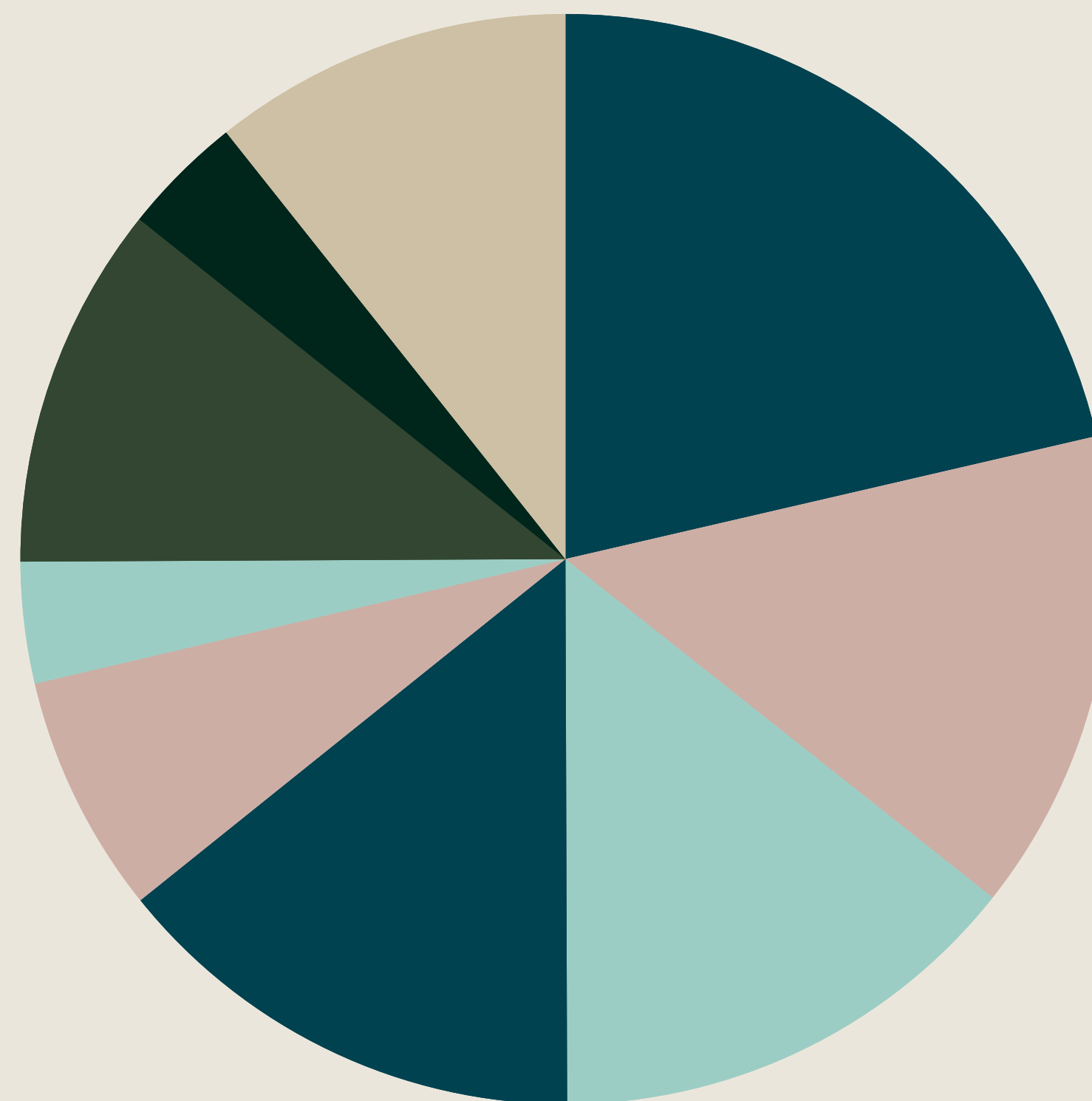
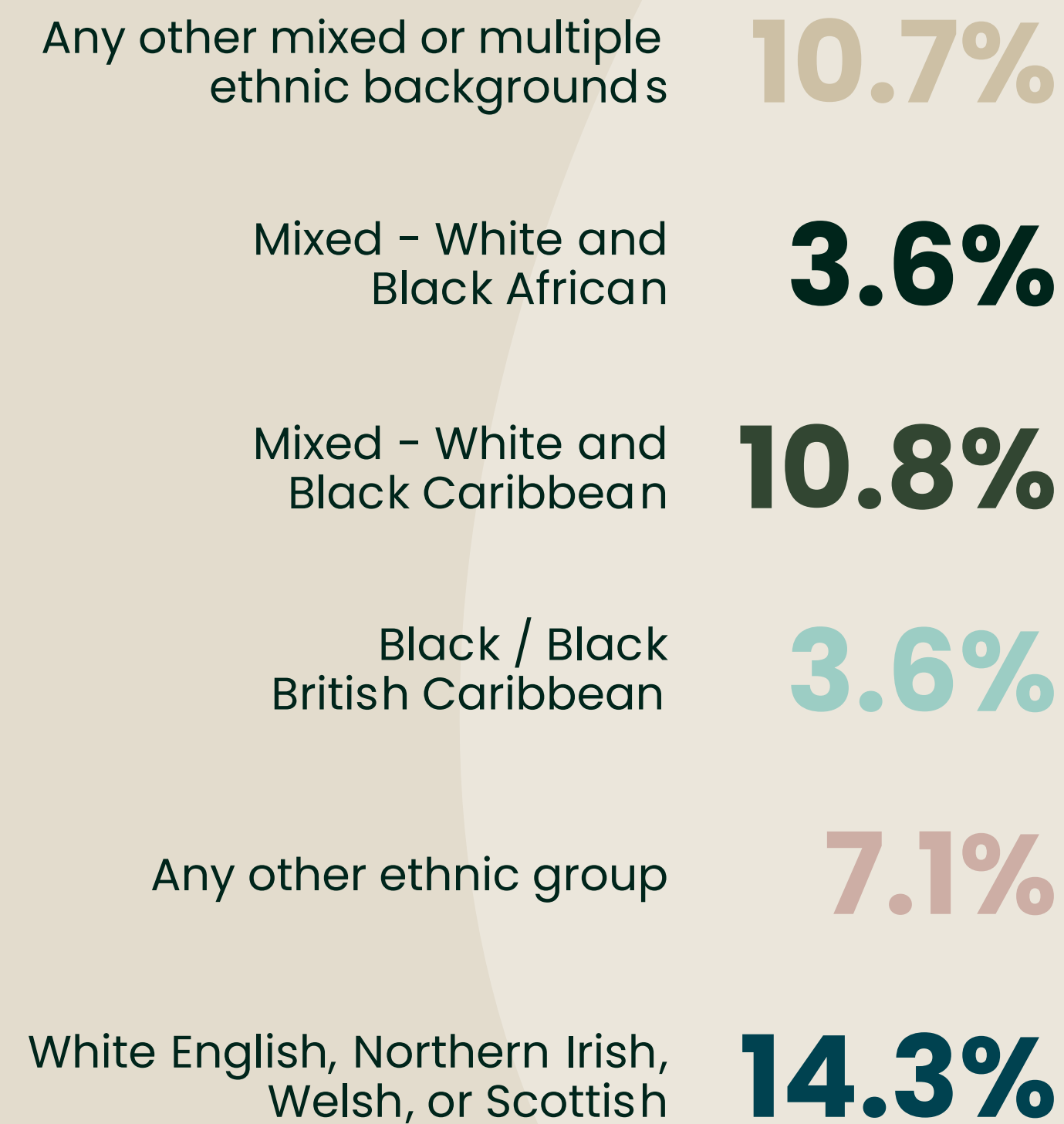
45 Heartlands
Hospital

13 Good Hope
Hospital

6 Birmingham
Women’s Hospital

3 City
Hospital

Impact Data



Reported Outcomes: Client Perspectives on Elayos' Support

71% strongly agreed that their doula helped them to feel physically prepared for their upcoming births

59% of those asked agreed that having their Doula at the birth improved their mental health during labour

24% of those who chose to breastfeed exclusively were supported by an Elayos doula

76% of our clients had a positive birth experience, with the same number strongly agreeing that having a doula contributed to this positive experience

82% said that their doula supported them emotionally during the birth

59% strongly agreed that meeting their doula before the birth helped to support their mental health

Reported Outcomes: Client Perspectives on Elayos' Support

94% of the respondents either strongly agreed or agreed that receiving continued support from their doula after birth had a positive impact on their mental health

65% either strongly agreed or agreed that working with their doula contributed to improving their family's health

71% either agreed or strongly agreed that the support provided helped them connect to their local community

88% of clients either strongly agreed or agreed that their doula provided practical support postnatally

88% either strongly agreed or agreed that receiving items from the Baby Bank alleviated their financial concerns and helped meet their babies' needs

Voices of Impact: Stories from Our Community

To illustrate the impact of our work, we have included testimonies from one of our doulas who started with us as a volunteer, a student midwife who completed her work experience with Elayos, and a thank-you message from a service user. These accounts highlight the challenges our clients face, the resilience they show, and the dedication of our team in providing vital support.

Claire Hayes – “Reflecting on my journey with Elayos”

I first heard about Elayos when Hope and Amelia shared their vision at Gas Street Church, and I immediately felt drawn to get involved. After volunteering in a postnatal role, I trained as a Doula and joined as a member of staff in May 2023.

Supporting women through birth and in the postnatal period is incredibly rewarding. Building relationships with clients during pregnancy and supporting them through contractions and birth allows me to advocate for them and ensure they feel informed. Postnatally, it's amazing to see women grow in confidence and feel more empowered in their motherhood, especially when many face financial hardship, housing issues, or isolation. I've had women tell me I feel like family when theirs can't be there.



Voices of Impact: Stories from Our Community

Our weekly doula team meetings are invaluable for support and advice, and working as part of a team is essential, especially after attending births, which can be emotionally challenging. Elayos plays an important role in bridging gaps in care due to NHS constraints. By regularly visiting women, we can pick up on safeguarding issues, identify other needs, and signpost them to additional resources. As a food bank referrer, I've also delivered food parcels to women in need.

There are challenges, especially around housing, language barriers, and finances. Many of the women we work with live in dire conditions, some struggling with housing issues such as cockroaches, bed bugs, and very limited finances or support. While these situations are heartbreaking, we do our best to support them with practical help, signposting to resources, and offering a safe, trusted presence. Our compassionate

approach also helps guide women who may not understand the healthcare system or have limited knowledge of birth.

It's rewarding to see the growth in the women we work with and to be a trusted support during their pregnancies. With the support we've received, I'm hopeful we can reach more families and continue to make a tangible difference in their lives.



Voices of Impact: Stories from Our Community

My name is Kerry and I am a final year student midwife. I am deeply passionate about enhancing the care women receive throughout pregnancy and into the postnatal period. This passion is especially focused on improving outcomes for vulnerable women. Throughout my training and whilst working in a maternity unit where many women come from disadvantaged and impoverished backgrounds, this has only strengthened my desire to positively impact their experiences.

I have observed women arriving in labour, isolated and without a birthing partner for support, lacking the financial resources to care for themselves and their babies, often feeling frightened, and uncertain about what lies ahead. Pregnancy is arguably one of the most vulnerable experiences of a woman's life and I firmly believe that no expecting, or new mother should feel alone, frightened or be unable to provide the most basic essentials for both themselves and their baby.

As a student midwife, there are often case-loading demands and time constraints that limit the support we can offer, which can lead to frustration for both midwives and women. However, working with Elayos in a non-clinical capacity gave me the opportunity to spend more quality time with the women using their services. I spent three weeks shadowing all of the Elayos doulas. I was able to help with practical tasks like helping pregnant women and new mums clean their homes, making them a cup of tea, just being there to listen to their concerns and even holding their babies while they took a well-deserved break to have a shower!

I was also able to attend a hospital appointment with a young woman who had very little support and in which her baby had a confirmed congenital heart defect. These simple yet meaningful actions helped me recognise the importance of holistic care, which goes beyond medical interventions and includes nurturing the emotional and psychological well-being of the woman and her family.



Voices of Impact: Stories from Our Community



I was able to observe firsthand how essential these services are, especially for women who face significant challenges due to poverty, social isolation, and other vulnerabilities.

One experience that particularly stands out to me during this time was spending a morning sorting and preparing parcels at the baby bank. It truly highlighted how little some women have, and it made me reflect on what they would do to access basic essentials without the support of local charities.

The team at Elayos all have a very clear passion for improving support and experiences for disadvantaged and vulnerable women. They consistently go above and beyond to ensure that the women and babies they support have the best possible experience throughout the antenatal, intrapartum, and often well into the postnatal period.

Spending time working alongside Elayos was eye-opening and provided a very real insight into just how limited support is for vulnerable women in Birmingham without services like theirs. It was also inspiring to see midwives, healthcare professionals and doulas working together harmoniously, each respecting the other's professional skills and responsibilities to provide the highest quality of care and support to birthing women. Building strong, professional relationships between midwives and doulas can only lead to better outcomes for the women and babies we care for, whether in clinical or non-clinical settings.

My time working with Elayos truly reinforced my passion for providing compassionate, woman-centered care and I am incredibly grateful for the opportunity to learn from such a dedicated and inspiring team and I will carry these lessons with me throughout my career as a midwife.

An email used with permission from an Elayos Service User

"I just wanna say thank you to the Elayos doula organisation. Because without this free doula I would definitely have had time during my labour.

When my support worker told me that she found a free doula I was so happy because every time I searched on google the cost to hire a doula was really expensive and I was staying in supported accommodation and I couldn't afford anything. Elayos will not just help you with your labour, they help you too with things you need especially if you are a first time mum or can't afford to buy stuff for your baby.

Kalcey (Elayos Doula) is one of the nicest and understanding people I've met and I felt that I'm safe when she is around. Having Kalcey around everything seems easy and calm, everything is still fresh in my mind about what happened during labour and Kalcey is my voice there, and she followed what I wanted. She was with me when I had stitches and she even helped me to take a shower.

And I thought that's it! But no, my first few weeks she always visited me and even came with me to our follow up check up. She always replies to all my messages because as a first time mum (I feel) I don't know anything.

My Baby is 4 months now and healthy, and because of this team I have a wonderful birth that I will never forget and I will always tell to everyone about it, thank you again

Lot of love, Alicia"

Independent Examiner's Report

ELAYOS

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ELAYOS

We report to the trustees on our examination of the financial statements of Elayos (the Charity) for the year ended 30 September 2024.

Responsibilities and basis of report

As the trustees of the Charity (and its directors for the purposes of Company Law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 (the 2006 Act).

Having satisfied ourselves that the financial statements of the Charity are not required to be audited under Part 16 of the act 2006 Act and are eligible for independent examination, we report in respect of our examination of the Charity's financial statements carried out under section 145 of the Charities Act 2011 (the 2011 Act). In carrying out our examination we have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

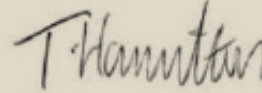
Independent examiner's statement

Since the Charity's gross income exceeded £25,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. We confirm that we are qualified to undertake the examination because we are a member of the Association of Accounting Technicians (AAT), which is one of the listed bodies.

We have completed our examination. We confirm that no matters have come to our attention in connection with the examination giving us cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with these records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the Act 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; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Ireland (FRS 102).

We 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 financial statements to be reached.



Erdingsworth Business & Tax Advisors Ltd
Unit 3 Cuckoo Wharf
427 Lichfield Road
Birmingham
B6 7SS

Financial Activites

ELAYOS

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
		2024	2024	2024	2023	2023	2023
	Notes	£	£	£	£	£	£
Income from							
Donations and legacies	3	21,268	-	21,268	368	-	368
Income from charitable activities	4	23,374	78,336	101,710	-	66,380	66,380
Total Income		<u>44,642</u>	<u>78,336</u>	<u>122,978</u>	<u>368</u>	<u>66,380</u>	<u>66,748</u>
Expenditure on:							
Charitable activities	5	<u>29,021</u>	<u>62,755</u>	<u>91,777</u>	<u>-</u>	<u>13,300</u>	<u>13,300</u>
Gross Transfers between funds		-	-	-	-	-	-
Net income for the year/ Net movement in funds		<u>15,621</u>	<u>15,581</u>	<u>31,202</u>	<u>368</u>	<u>53,080</u>	<u>53,448</u>
Fund balances at 1 October 2023		<u>368</u>	<u>53,080</u>	<u>53,448</u>	<u>-</u>	<u>-</u>	<u>-</u>
Fund balances at 30 September 2024		<u>15,990</u>	<u>68,660</u>	<u>84,650</u>	<u>368</u>	<u>53,080</u>	<u>53,448</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

ELAYOS

BALANCE SHEET
AS AT 30TH SEPTEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Debtors	8	2,279		73	
Cash at bank and in hand		<u>84,206</u>		<u>53,922</u>	
		86,485		53,995	
Creditors: amounts falling due within one year					
	9	<u>1,835</u>		<u>547</u>	
Net current assets		84,650		53,448	
Total assets less current liabilities		<u>84,650</u>		<u>53,448</u>	
Income funds					
Restricted funds	10	68,660		53,080	
<u>Unrestricted funds</u>					
General unrestricted funds		<u>15,990</u>		<u>368</u>	
		15,990		368	
		<u>84,650</u>		<u>53,448</u>	

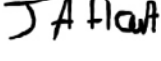
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2024.

The directors acknowledge their responsibilities for complying with the requirements of the Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 16th June 2025


.....
John Andrew Hart
Chair

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

1 Accounting policies
Charity information
Elayos is a private company limited by guarantee incorporated in England and Wales. The registered office is Southfields Farm, Packington Lane, Coleshill, Birmingham.

1.1 Accounting convention
The financial statements have been prepared in accordance with the Charity's (governing document), the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102) and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

1.2 Going concern
At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the near future. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds
Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the unrestricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the Charity must maintain the capital.

1.4 Income
Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Financial Activites

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

- 1

Accounting policies (continued)
- 1.5

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated based on time spent, and depreciation charges are allocated on the portion of the assets use.
- 1.6

Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held with banks, other short-term liquid investments with original maturities of three months or less and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.
- 1.7

Trade debtors

Trade debtors are amounts due from customers for services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.
- 1.8

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operation from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities.

Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

- 1.9

Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employees' services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of any employee or to provide termination benefits.
- 1.10

Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.
- 2

Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the trustees are required to make judgments, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that, or in the period of the revision and future periods where the revision affects both current and future periods.

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

3	Donations and legacies	Unrestricted funds	Unrestricted funds
		2024	2023
		£	£
	Donations and gifts	42,170	368
	Gift Aid	2,473	-
		44,642	368
	Donations and gifts	(Continued)	
	Contracts	-	-
	Donations	21,268	368
	Grants	23,374	-
		44,642	368
4	Income from charitable activities	Restricted	Restricted
		2024	2023
		£	£
	Grants	78,336	66,380
	Analysis by fund		
	Unrestricted funds	44,642	368
	Restricted funds	78,336	66,380
		122,978	66,748

Financial Activites

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

5 Charitable activities

	Charitable Activities	Total	Charitable Activities	Total
	2024	2024	2023	2023
	£	£	£	£
Staff costs	74,047	74,047	11,143	11,143
Depreciation and impairment	-	-	-	-
Office premises and other costs	16,514	16,514	-	-
Governance costs	960	960	-	-
Staff and training	256	256	-	-
	91,777	91,777	11,143	11,143
Analysis by fund				
Unrestricted funds	29,021	29,021	5,692	5,692
Restricted funds	62,755	62,755	2,757	2,757
	91,777	91,777	8,449	8,449

6 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

7 Employees

The average monthly number of employees during the year was 2 (2023: 2)

Employment costs	2024	2023
	£	£
Wages and salaries	73,646	11,143
Social security costs	-	-
Other pension costs	402	-
	74,047	11,143

There were no employees whose annual remuneration was more than £80,000.

8 Debtors

Amounts falling due within one year:	2024	2023
	£	£
Trade debtors	2,007	73
Prepayments and accrued income	272	-
	2,279	73

9 Creditors: amounts falling due within one year

	2024	2023
	£	£
Other taxation and social security	268	-
Trade creditors	305	547
Other creditors	302	-
Accruals and deferred income	960	-
	1,835	547

ELAYOS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 30TH SEPTEMBER 2024

10 Operating lease commitments

At the reporting end date, the Charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases which fall due as follows:

	2025	2024
	£	£
Within 1 year	994	994
Between two and five years	0	1,987
	994	2,981

11 Related party transactions

There were no disclosable related party transactions during the year (2024: £nil).

12 Independent examination

The remuneration paid to the independent examiner was £960 (2023: nil).

Elayos

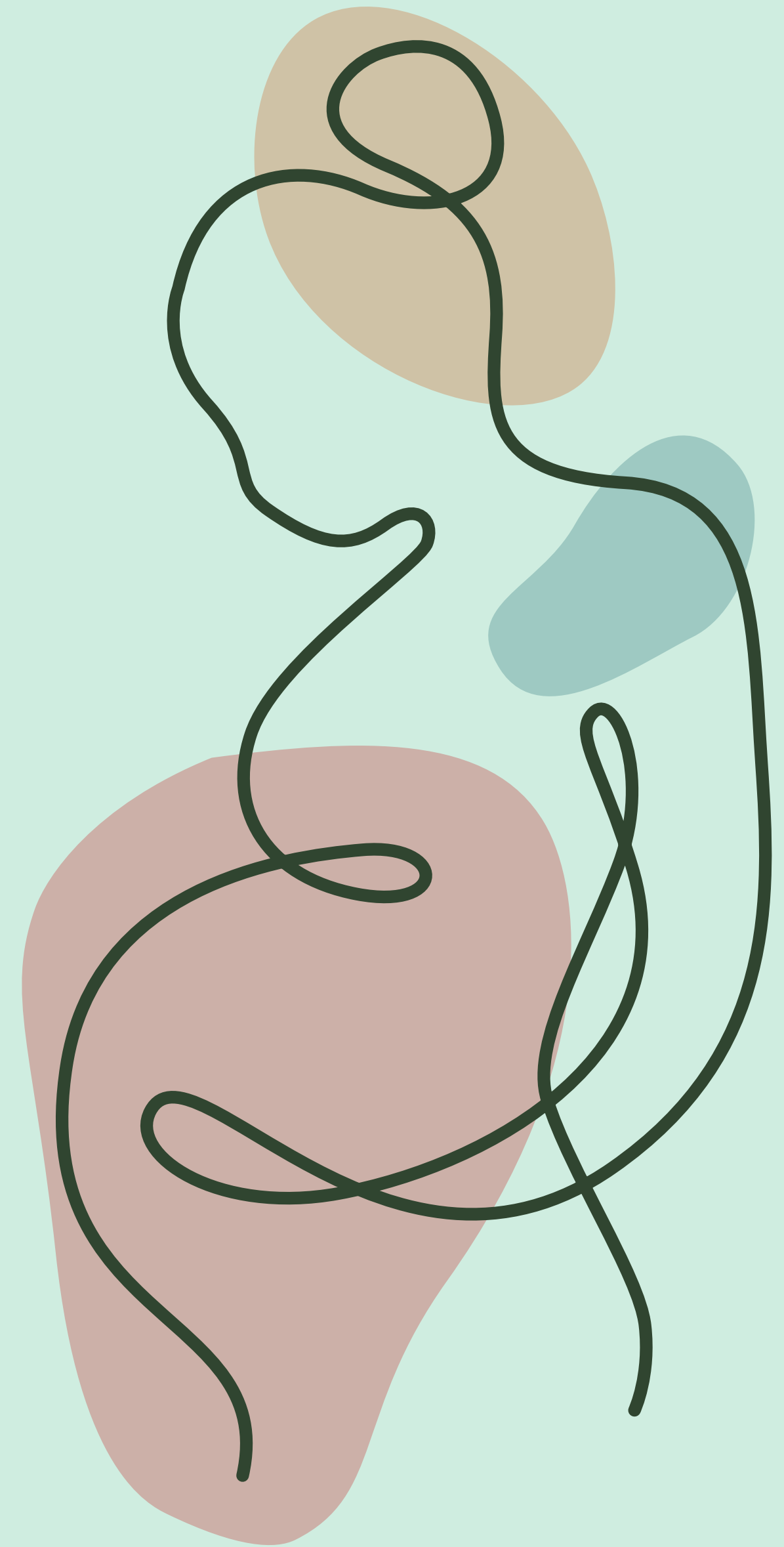
ELAYOS

England & Wales - Charity number 1185455

Accounts

Trustees' Annual Report '22-23

Elayos



Welcome to our annual report.

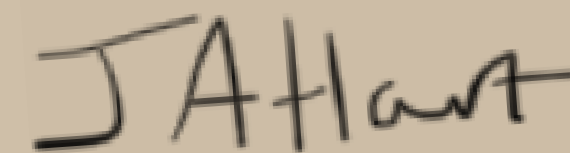
Welcome to our annual report. 2022/23 was a challenging but exciting year for Elayos. Moving further away from the pandemic eased the delivery of our services, but it was clear from the referrals we received that the impact of covid was still felt widely by our clients. The vulnerable women and birthing people we support are at crisis point, pregnant, usually alone, and living in poverty. Their need for support is great, and our doulas are privileged to offer unique support.

This year our clients continued to face extremely challenging circumstances. Some were victims of domestic abuse who have moved to Birmingham to find safety from violence. Others were working diligently to turn their lives around following drug and alcohol addiction. Many were refugees without family or friends close by. Some were teenagers, alone and afraid about their pregnancy and the birth ahead. Many clients were homeless and living in temporary accommodation, having to relocate regularly with little stability. All of our clients are bringing a child into the world with little or no support. We are extremely proud of the work done by our Doulas, Baby Bank Co-ordinator and Volunteers during this period, to support and empower our clients, improving their birth outcomes, supporting their mental wellbeing and helping them to connect to their local communities.

Funding continued to be challenging for the charity. As a young charity with a small staff team all involved in delivering our services, we could find only small pockets of time to apply to funders. However, this resulted in some successes,

most notably winning a big proportion of the public vote in the ITV / People's Project. This was a real lifeline for the charity, helping us sustain our services and put us in a position where we could look to the next financial year with a Fundraiser in post. Whilst this funding enabled us to produce healthy accounts, it's important to note that these reserves will be used going into the next financial year whilst we begin implementing a fundraising strategy and recruit a Fundraiser.

As we look ahead, we can feel proud of all we've achieved and the relationships we've built with our community of clients and healthcare professionals. The next financial year will continue to be challenging for our small charity but with our fantastic team of trustees, staff and volunteers, I'm certain we will continue to strengthen our services whilst putting our clients at the centre of all we do.



John Andrew Hart, Chair of Trustees



Elayos is the legal name of a Charitable Incorporated Organisation (CIO) granted charitable status on 23/09/19.

Charity Number

1185455

Charity’s Principle Address

Elayos, Southfields Farm, Packington Lane,
Coleshill, Warwickshire, B46 3EJ

Trustees

Trustees who served during this period and up
to the date of this report were as follows:

- John Andrew Hart – Chair (Sept 2019 – current)
- Lorraine Harper (Sept 2019 – June 2023)
- Rachel Hughes (Sept 2019 – June 2023)
- Emily Cooke (Sept 2019 – June 2023)
- Maggie Coleman (Dec 2020 – current)
- Abigail Vedder (Dec 2020 – current)
- Lorraine Stevens (July 2023 – current)
- Grace Wheeler (September 2023 – current)
- Katharine Gauton (July 2023 – current)

Financial Advisor

Frank Harper,
29 Meriden Rd, Hampton in Arden, B92 0BS

Bank

Barclays Bank Plc,
38 Hagley Rd, Birmingham B16 8PE

Year ended 30th September 2023

Mission Statement

Elayos exists to bring compassion, support and advocacy to vulnerable and isolated birthing people in Birmingham. As doulas, we come alongside, build relationships, listen and equip with the information we needed to empower our clients to have a positive and informed pregnancy, birth and postnatal period.

Our staff and volunteers offer continuity of care as we assist with emotional, practical and physical needs. Where appropriate, we signpost and collaborate with other organisations to ensure that the greatest range of support is given.

Aims

- To come alongside and meet clients where they are at
- To support them through pregnancy, birth and the postnatal period
- To provide practical and emotional support
- Promote self care and good wellbeing
- Build community by signposting to local groups and organisations
- Boost self worth, self confidence, self esteem through the empowerment of unbiased information
- To advocate
- Provide a listening ear
- Continuity of care

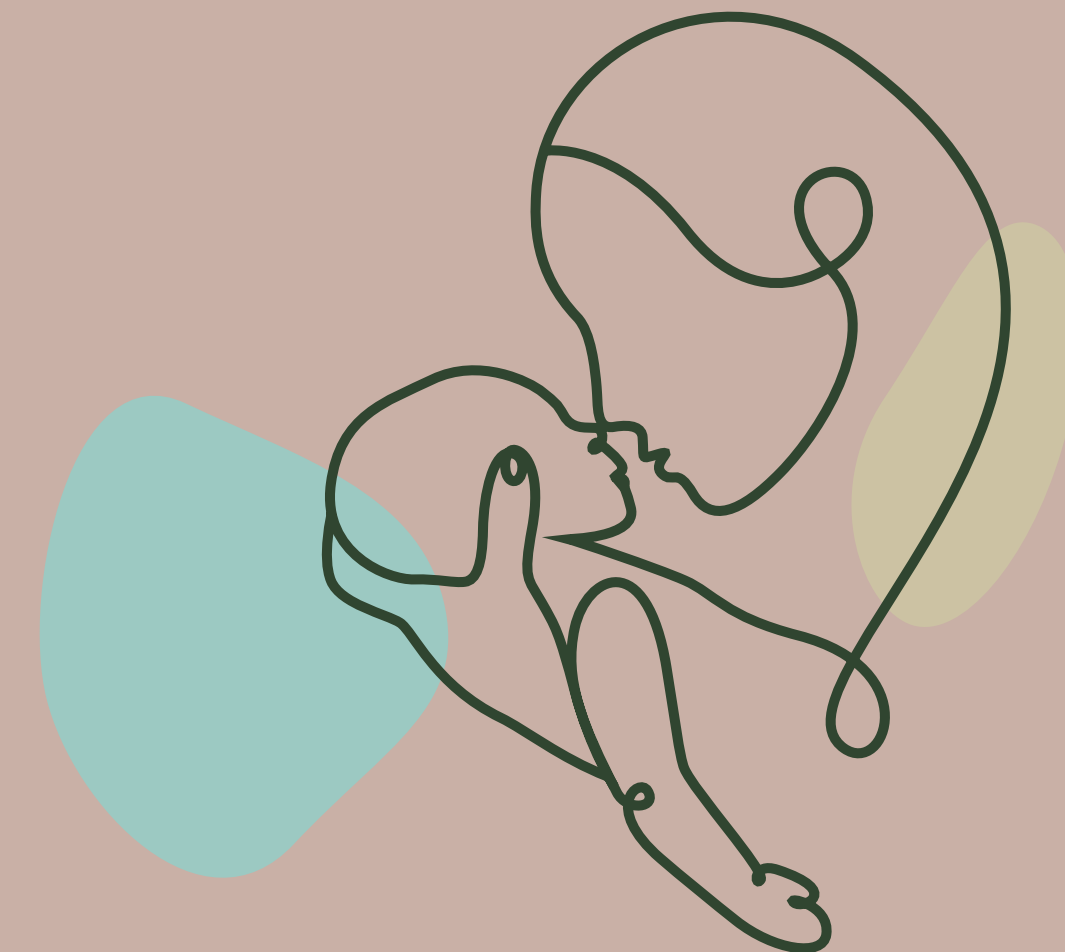
Objectives

Our qualified Doulas & trained volunteers provide continuity of care by offering a wide range of one to one support to our clients who are referred to us by NHS professionals, support workers, charities and others that work with displaced families.

We work to relieve the needs of women in particular, but not exclusively, vulnerable and/or isolated women by the provision of one to one support, advocacy, distributing essential equipment for mum and baby, providing unbiased information, referrals to partner organisations and other relevant activities as is decided by the trustees.

Practical Objectives

- Meet with clients regularly during pregnancy to build rapport and a relationship.
- On call for client births to ensure they are not alone
- One key worker for every client who will support them throughout the whole journey with Elayos, promoting Continuity of care
- Provide volunteers alongside key workers to broaden and increase the support they receive
- Maintain our baby bank storage unit to supply clients with essential equipment (nappies, prams, Moses' Baskets, bottles, formula, hospital items for themselves and the baby) specifically for those that do not have the means to buy these essentials themselves
- Attending appointments with them, where possible, to ensure they are being heard and are understanding their treatment plans
- From the 38th week of pregnancy be on 24/7hr call
- Support to establish breastfeeding and/or bottle feeding (whichever the client decides to do)
- Post birth debrief to help them process their experiences emotionally and promote good well-being
- Support beneficiaries to explore their local communities with their baby. Inc. going to the supermarket and park etc.
- Help around the home with laundry & general house-keeping
- Signposting to other organisations and groups to help integrate into the local community



Practical Objectives

Elayos currently employs 3 part time Doulas and a volunteer Doula, Crystal. Crystal left us at the start of September to pursue her career within the NHS but she will continue to volunteer for Elayos on a smaller scale. In April, we were joined by a volunteer Doula, Becky Frederick. Becky attended births and also did home visits until March 2023.

In August we began advertising online for a part time Fundraiser and part time Doula to join our team.

At the start of September we were pleased to be able to employ our part time Baby Bank Coordinator, Amy Brown. Also in September 2023, we had a student midwife join us for a 2 week placement. She followed us as we went to the baby bank, took clients to hospital appointments and did home visits. Throughout the year we recruited and trained some brilliant, hard working volunteers to assist us in our work, particularly the postnatal visits. Out of this we created a new Volunteer Manual to help guide them on their volunteer journey with us.



Activities

Giving Unbiased Information

From the point of referral, we meet with and help support clients prepare for the birth of their baby. We explore their birth preferences, explain the physiological changes that will occur in the body, discuss pain management, the use of touch during labour, benefits of movement and certain positions during labour and birth and the different procedures that might be offered. We aim to provide our clients with the information they need to make informed decisions about their birth. This continues after birth as we empower them to discover how they want to parent their babies.

Practical/physical antenatal support

We accompany clients to antenatal scans and appointments, advocating in the room. Often we will collect the client and drive them to important medical appointments that they might otherwise have missed because they can't afford to get there themselves.

Advocacy

As well as advocating during hospital appointments, our team attend meetings held by Social Services. As an impartial party we are in the unique position to be able to advocate for our clients during Child Protection meetings and Child In Need Meetings.

Translation

Translation was needed for many beneficiaries and we were able to provide that. This presents a variety of forms- either having an in-person translator, using google translate on our phones, having someone on the phone to translate during labour & delivery and/or having key informational leaflets translated.

Breastfeeding Support

As trained Breastfeeding Peers our Doulas are able to assist with latch issues, demonstrating different positions & offering suggestions to support infant feeding.

Activities

Providing essential items

Lots of our clients do not have access to Public Funds or lack the funds needed to buy the essential items that they need. Therefore, we find out what items the client needs for their hospital bag, for the baby and for the postnatal period.

Items include: maternity items, hospital bag, nappies, bottles, bottle steriliser, formula, baby clothes, Moses basket, car seat, prams.

We are able to provide these items free of charge from our self-stocked baby bank storage unit which is managed by our newly-employed Baby Bank Coordinator, Amy. Her roles include taking note of stock levels, arranging drop offs and pick ups from the local community in Birmingham & the surrounding areas, who generously respond when we ask for certain items. Amy also puts together complete packages providing items from newborn up to 9-12 months.

Support during labour and delivery

From the 38th week of pregnancy our Doulas are “On-Call” and ready to join the mum in hospital when she goes into labour. They work alongside the midwives and healthcare professionals throughout labour and remain with the mother until she is moved to the Postnatal ward or until feeding has been established.

Postnatal practical support

Often, the mother is living alone and is very grateful for the support. It is at this point that our volunteers tend to begin working alongside the Doula’s to offer additional visits to check on the wellbeing of mum and baby, hold baby whilst mum has a meal or showers, takes the mother to register her baby’s birth, helps to fill out various forms, such as; child benefit, or passport applications, and signposts clients to other relevant organisations if necessary.

“Since 2021 Elayos has been entrusted with a space to use as a baby bank. We have equipped the space with storage units which houses baby equipment and clothes for the mum’s and their newborns.

We operate on a donation basis relying on collecting donations from the public both on an individual basis and more recently at a donation day, where the public delivered the items to us. Each client we receive is offered a package from the baby bank including maternity items and baby items.

The role of the baby bank coordinator is to collect, sort and organise all the donation

and put together suitable items for the packages to go out to clients. We recently joined The Baby Bank Alliance. This is a network of UK based baby banks at various stages of operation. They host monthly learning and sharing sessions and offer advice and resources such as fundraising, writing policies and procedures as well as the practicalities of running a baby bank day to day and a listing on a UK map of baby banks.

Our hope for the future is to expand the baby bank so we can accept more donations and clients can choose the items they’d like.”

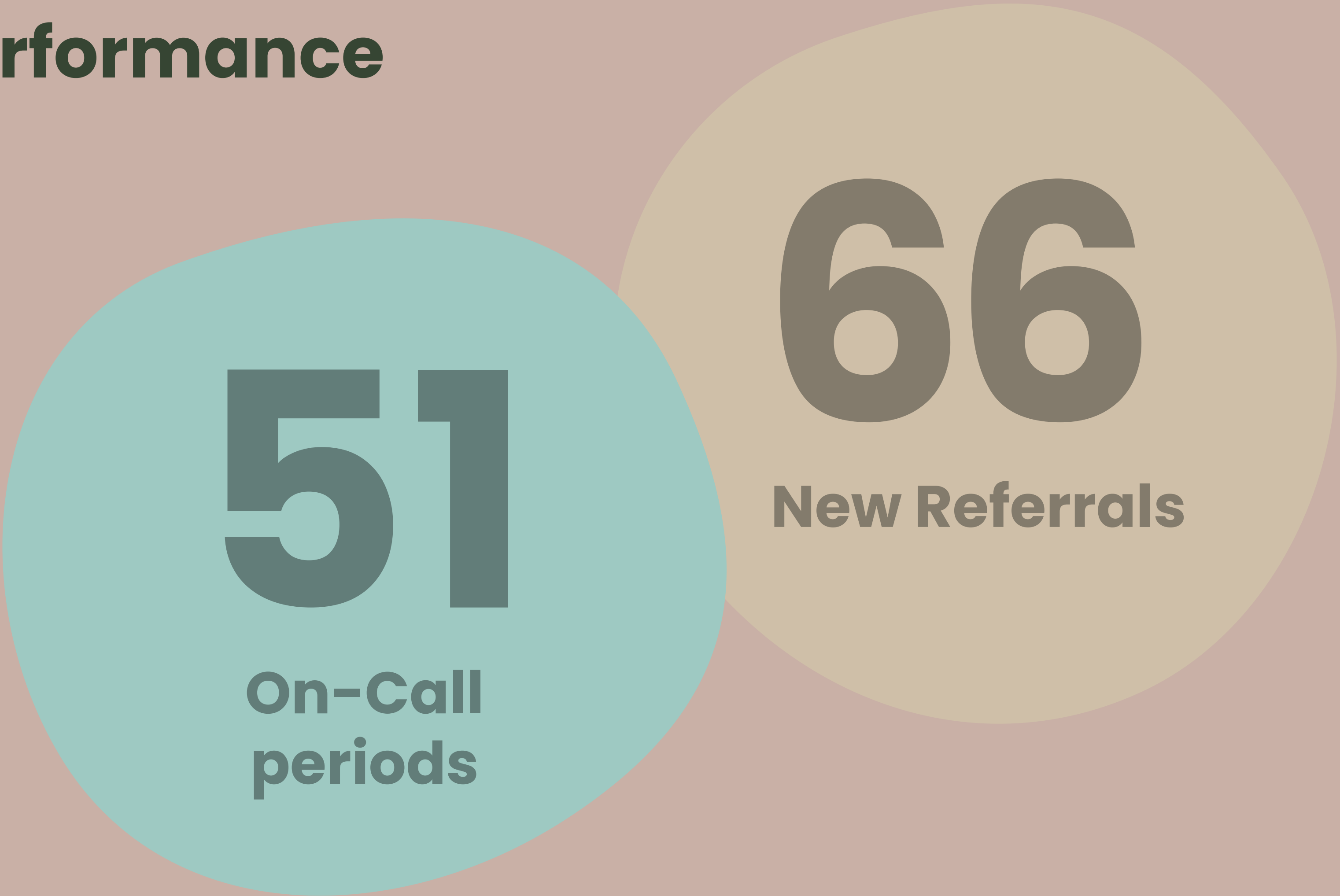
Amy Brown, Baby Bank Coordinator



Achievements & Performance

We provided almost all of our clients with maternity, newborn and 0–6month packages – this means that these clients did not have sufficient means to buy essentials for themselves and their newborns.

Packages included a variation of the following: prams, car seats, nappies, wipes, hospital bags, bottles, formula, clothes & Moses' baskets. All of the items came from our own Baby Bank storage unit, a space that has been kindly donated to us by Farmer John Plumb and (as previously stated) is stocked with pre-loved items from the general public.



Achievements & Performance

From October 2022 – September 2023 we received **66 referrals**. The majority of these came from Specialist Midwives (e.g. Specialist Midwife for Domestic Abuse) and Community Midwives. We also received referrals from other charities, social workers, community link support workers (in the **NHS**) and self referrals.

Once again, our figures show that the NHS is the professional body that refers to Elayos the most with **53/66 referrals being NHS staff**. The number of referring Specialist Midwives and Community Midwives has also increased on last years' number.

In keeping with last year's numbers we received the largest number of our referrals for women living within the ward of UHB Heartlands. This correlates with the statistic that the East of Birmingham has the highest level of poverty in comparison to the rest of the city.

“The East locality had the highest level of deprivation in the city with 61% of the population, (148,639 people), living in the most deprived decile. 61.2% of the population in the East locality live in the most deprived decile, and 38.8% of children live in absolute poverty.” – Birmingham City Council, Local Area Health Profiles

The majority of our beneficiaries during the reporting period were living in shared, temporary accommodation. Lack of suitable housing continues to be one of the biggest challenges that our service users face. Many are faced with the agonising position of having to move either shortly before giving birth or immediately after as their accommodation will not allow them to have babies there.

Achievements & Performance

As with previous years, we saw an increase in the following issues which were exacerbated by the pandemic, as demonstrated in the following reasons being given for referrals:

- Isolation
- Lack of income / financial difficulties
- Poor mental health / mental illness
- Domestic violence



Other Achievements

Elayos held four Trustees Meetings between October 22 – September 23.

We met virtually via Google Meet.

Between **June – September**, we said goodbye to Rachel Hughes, Lorraine Harper and Emily Cooke and welcomed Katharine Gauton, Lorraine Stevens & Grace Wheeler to our board of trustees. They all come with a range of experiences from their field of expertise. We would like to take this opportunity to thank Rachel, Lorraine and Emily for their support and guidance throughout their time with Elayos.

At the start of the year, our doulas were invited to take part in the “**Lansinoh Project**”. Lansinoh is a highly-recommended and regularly used nipple cream. The study involved different health professional groups including midwives, health visitors, doulas, GPs, obstetricians, researchers, and mothers with lived experience of breastfeeding. Lansinoh worked with University of Leeds to develop Nipple Care pathway guidelines to support new breastfeeding mothers. This

study was aiming to develop evidence-based Nipple Care Pathway guidelines to help health professionals and new mums identify whether they have a breastfeeding issue, recognise symptoms early and give them practical tools, support, and information to continue to breastfeed to meet their personal goals. We were required to; review draft information to be included in the Nipple Care Pathway guidelines, vote on the importance of each section of information and provide feedback on the information.

The whole project was completed online, the total time commitment was 1 hour 15 mins over a period of 4 weeks; comprising of a 1 x 15 mins welcome meeting, followed by three rounds of information review and survey feedback, anticipated to take around 15 minutes each.

In **November**, we had one of our first in-person meetings post pandemic. We met at one of our doula's homes to discuss our vision for the future and to run through what is working well and what we could work on improving.

Other Achievements

Also in November, we were invited to join the Pregnancy & Baby Charities Network. It is a network of charities that meet regularly throughout the year with the aim of “improving outcomes and reducing inequalities for new and expectant parents and their babies”.

During the reporting period we began to work closely with the Managing Director, Jez Currin, of a local graphic design company called **The Media Collective**. He donated his time and materials primarily to help us improve our print media, working together to create an informational booklet to give to businesses. The Media Collective commissioned our first business cards and also produced informational banners that we use for events. The 11 year old son of one of our doulas took it upon himself to take the booklet to his school to ask if the school would be interested in choosing Elayos to be the PTAs chosen charity for the year. As a result **Coleshill C of E Primary** undertook several fundraising activities to benefit the charity and also collected nappies, wipes and hospital bag items, throughout the year.

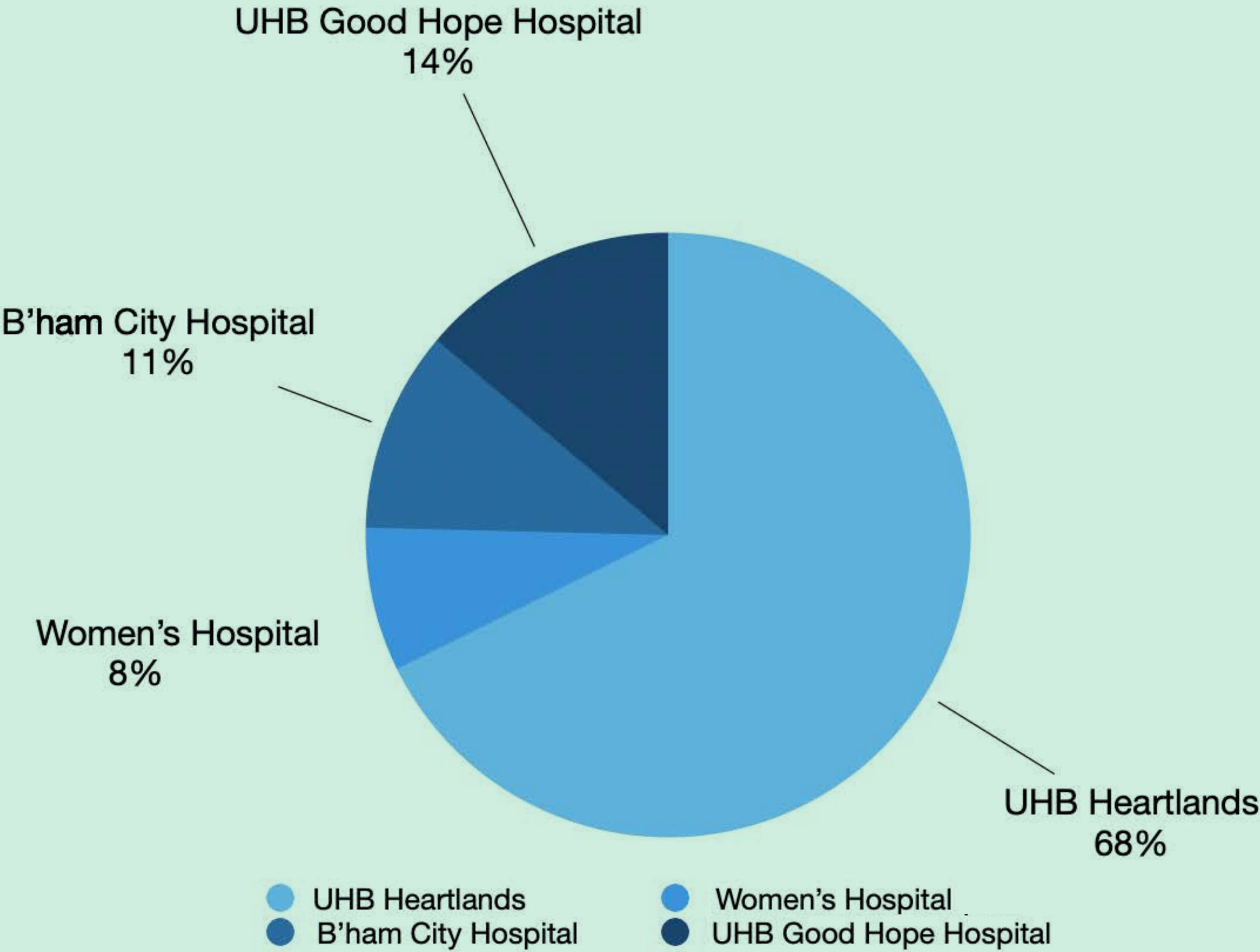
The local food pantry in Coleshill contacted us and subsequently donated many boxes of sanitary products for our baby bank.

Throughout the reporting year we regularly attended the monthly **BUMP** (Birmingham and Solihull United Maternity and Newborn Partnership) meetings. BUMP is made up of various **NHS** & voluntary organisations united by the vision that “every woman will be empowered to access consistent, world-class and holistic care right for them, their baby and their family”. The meeting in September was particularly pertinent because it focussed on black maternal health and we heard from the lived experience of recent NHS service users.

In November Elayos were invited by **Anawim** to be part of creating a Birmingham Women’s Network with other charitable organisations. The initial aim was to jointly apply for the Smallwood Trust Fund (the bid was unfortunately unsuccessful) . However, out of this was created a network of like minded Birmingham based organisations. We met several times online and in person at Anawim.

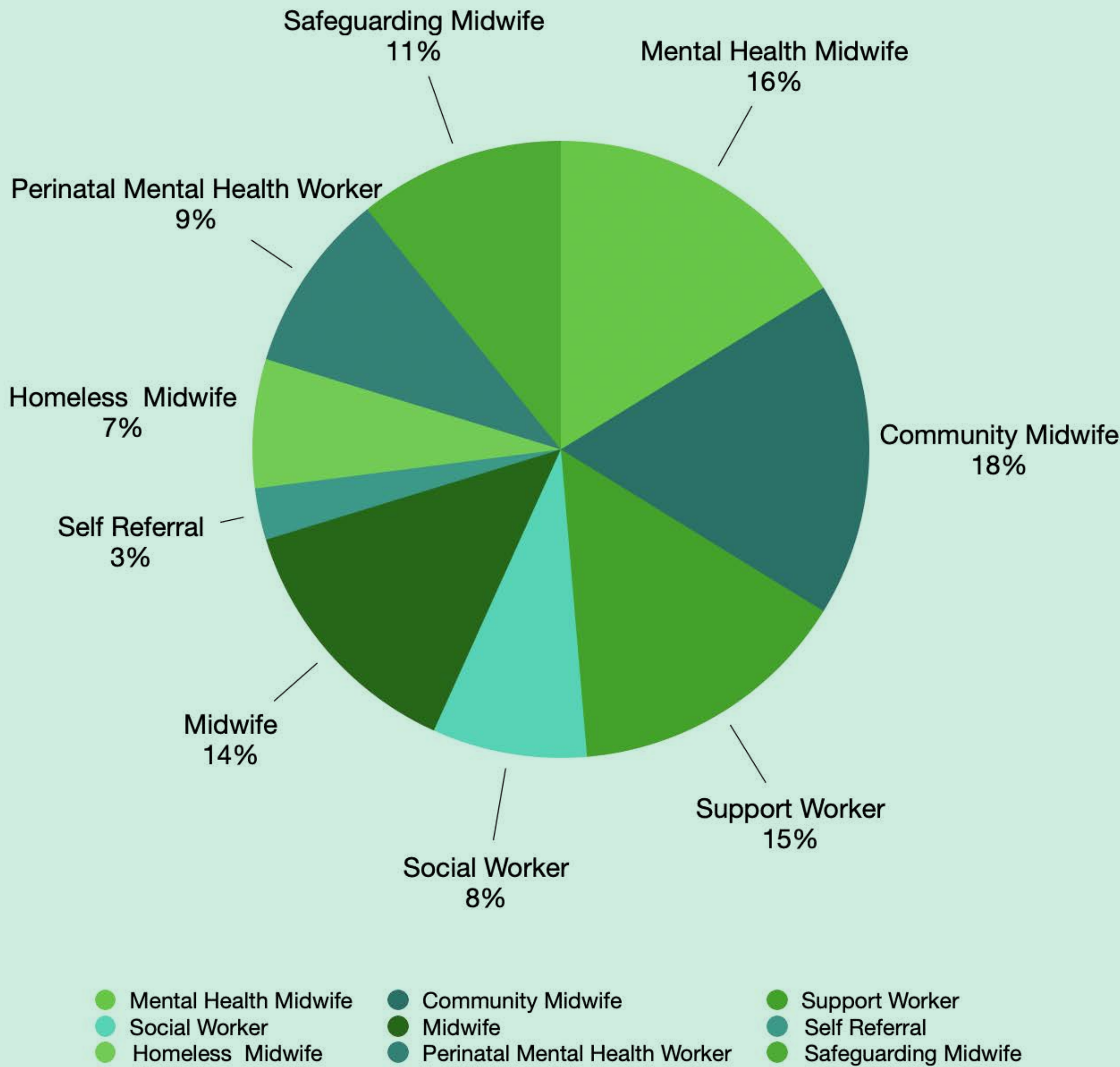
Locations

As seen here, the vast majority of our clients were booked under UHB Heartlands. This correlates with the statistic that the East of Birmingham has the highest level of poverty in comparison to the rest of the city.



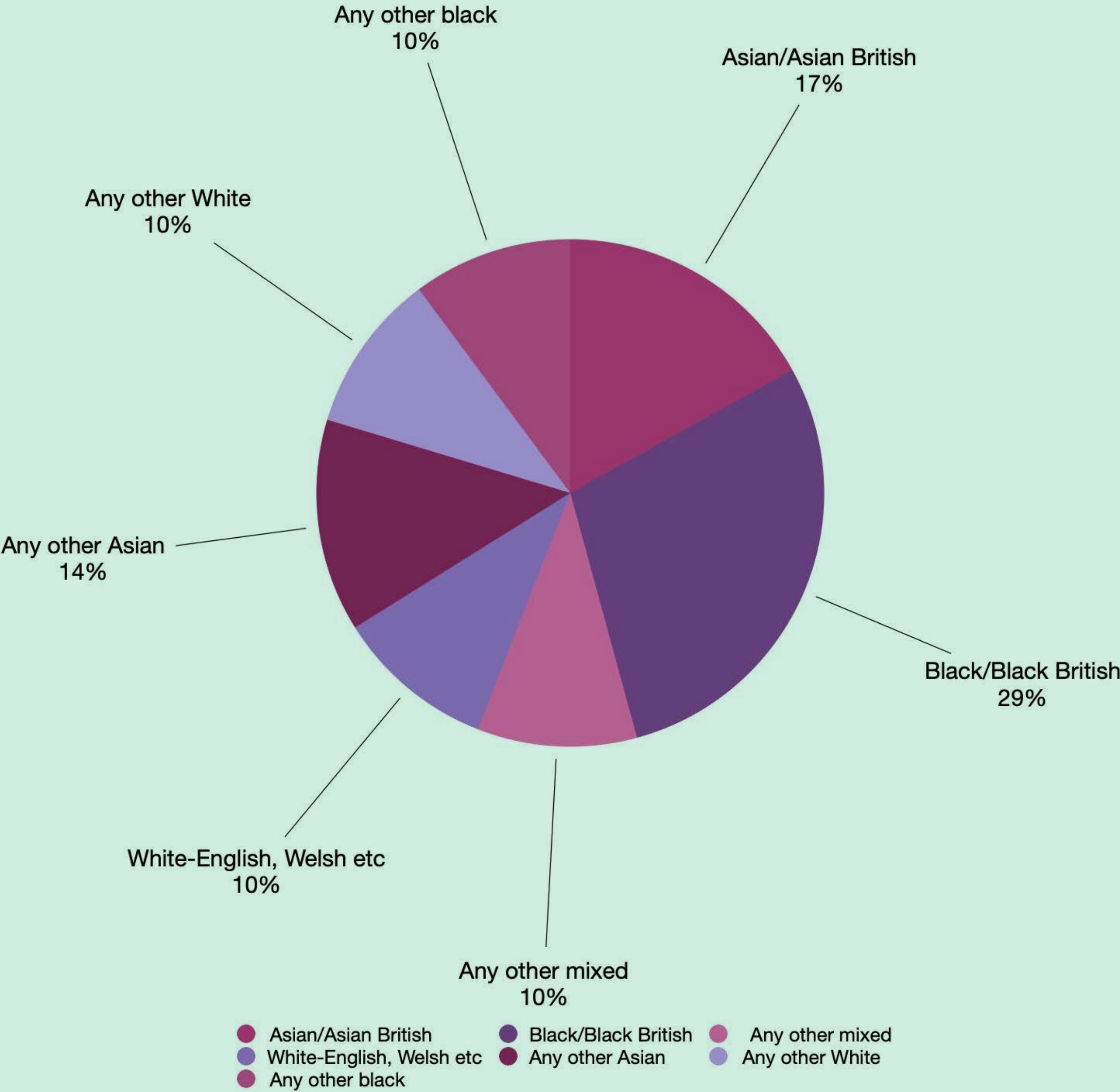
Referrals

This graph shows where all of our referrals have come from. NHS Specialist Midwives (Perinatal Mental Health Worker, Safeguarding Midwives, Mental Health Midwives) continue to be the most frequent referers.



Ethnicities

Black, Asian and Minority Ethnic groups (BAME) continue to be have the most need for Doula support in Birmingham. This is consistent with previous years.



Client Experience

"So when I met my doula (Amelia) I was about 35 weeks pregnant and living in a hotel m... the day I met Amelia I was moving to my new temp accommodation, she helped me move out of the hotel and into my new temp and in between the moving I had an appointment at the hospital which she came with me and supported me... my doula gave me support where I needed it as I lived in Birmingham on my own without any friends/family so meeting Amelia and having the support she gave as a doula really helped me, she was there to help me through my appointments and when I was stressed and when I simply just wanted some company.

After a few weeks of meeting Amelia I was due to go to the hospital to be induced. Amelia has supported me in helping me to get clothes prams blankets etc for the baby took me to the Hospital and helped to keep me calm. I was there for

1 week at the hospital and she would check up on me to see if the baby was making a show anytime soon and to make sure I was okay. Eventually when it came to the midwives needing to help get the baby on the move Amelia stayed by my side through out my labour again keeping me stress free and happy and supporting me through it all. After 12 hours Amelia did a swap with another doula (Hope) who was just as helpful and supportive as Amelia was through out my labour. Amelia continued to help and support me after the baby was born by helping me to give the baby her first bath and helping me to change her etc helped me by looking after the baby when I had appointments to attend and taking her out for a walk to give me some me time.

Amelia has been a massive help from the day I met her to even now. And I appreciate everything both doulas did for me. They support, help and talk to you like a friend not just as something they do."



Events attended by Elayos team members

- NHS BCWB (Black Country and West Birmingham) Local maternity and Neonatal system conference, Walsall
- WWW (Working with Women) Women's Health Special (online meeting)
- BRIG (B'ham & Solihull Integrated Care System) Healthcare and Race: Past, Present and Future
- Creating a Breastfeeding Friendly City (focus/discussion group online)
- Meeting with Anawim about potential partnerships going forward
- Interview with a university for her university study regarding working with perinatal women during the pandemic (for which we received a £20 voucher for our baby bank)
- Meeting about expanding Elayos in the North of England
- Meeting with charity Love Your Neighbour
- Meeting with Babycare TENS (a TENS machine company). Via our Doula Suzie's daughter's midwife, Sarah. Babycare TENS agreed to partner with Elayos to provide 3 TENS machines that we could loan out to clients, in exchange for regular updates on social media.
- Panel discussion about the work of Elayos at Gas Street Church, South and Central sites.
- Community Impact exhibition at the ICC, Birmingham

Training received during the reporting period

- Cultural Awareness Training with Acacia
- Identifying, supporting and protecting Girls and Women from FGM (CPD Advanced)
- Working with resistant families (Barnardos)
- Safeguarding Children (Birmingham Safeguarding Children Partnership)
- Saving Lives, Improving Mothers' Care; Presenting the MBRRACE-UK Perinatal Report 2022 (Mbrpace-UK)
- Starting Well Fund & Barnardo's Consortium
- Modern Slavery (Birmingham Safeguarding Children Partnership)
- Advanced CSE - Trauma & Developing Skills for Practice (Birmingham Safeguarding Children Partnership)
- What can maternity services learn about leadership from NASA? (via BUMP)
- Perinatal Mental Health with Acacia
- "Look, Say, Sing & Play" (NSPCC)



**Here is what Doula Suzie said
about the “Look, say, sing and
play” NSPCC event:**



“I attended the “Look, Say, Sing, Play” campaign evening event, at The Midlands Arts Centre.

I found this really interesting, and helpful for supporting our new parents, but also supporting existing family members. I have supported a number of families this year, where there are older siblings, who, at times have quite challenging behaviours, and more recently some families where the older child has autism. I have made a bag with assorted fidget toys, that where necessary, I will use to help build trust and relationship with mums and their families. I have learned that play therapy can be key to building trust and relationship with children facing extra daily challenges. I am really enjoying supporting the WHOLE family. Even children without extra needs can feel very excluded with the arrival of a new baby.”

Funding

On 10th December we held our first in-person fundraising event at Southfields Farm, where our Baby Bank is located. We hosted a Christmas Clothes-Swap with minced pies (both homemade and donated from the local Aldi), mulled wine & prosecco (which was also donated by several local businesses).

The event was publicised and shared on social media. The idea being that for your ticket price, you could drop off some pre-loved clothes (to various, previously agreed locations across the city) and then come and take a specific number of items.

We also had tables for local, small businesses to come and sell their products (from locally sourced honey to hand sewn Christmas tree ornaments)

For this particular event we were endorsed by Susie Verrill, a social media influencer who has been a long time supporter of Elayos. Susie teamed up with Porth Eryi Glamping to offer a weekend away at one of their Glamping sites in exchange for a raffle ticket. Most of our revenue was taken via raffle tickets (prizes included free tickets to West Midlands Safari Park, vouchers for Resorts World B'ham, vocal lessons with a Coach from ITVs The Voice & a session in the recording studio) and ticket sales. However, unfortunately the weekend of the Swap coincided with England playing in the World Cup and a worrying rise in

Scarlett Fever cases among nursery and primary school aged children. This resulted in many of the people who had bought tickets not showing up. However, we still raised almost £800 for this event.



CLOTHES SWAP FUNDRAISER

- Choose up to 10 clean, good quality LADIES clothes (& handbags) that you don't wear anymore.
- Make sure the items don't have any stains, holes or pulls.
- Drop them off in either Coleshill, Kings Heath or Lichfield **TODAY**.
- If you're travelling far or cannot make it to a drop off point, bring your items at 1pm on Saturday 10th December & collect your swap token
- Buy your tickets and raffle tickets NOW!



Funding

In October we applied to **The People's Project** which is a joint venture between ITV local News and The National Lottery. Later that month we were invited through to the next stage for the ITV region: ITV Central West. Our project was named "Doulas for All" and with the funds received we were looking to employ another doula, a fundraiser and a baby bank manager.

In January '23 we were informed that we had made it through to the final stage and that ITV West Midlands would be coming to film us later that year. Elayos was 1 of 5 Midlands based charities to be chosen to be featured during the local ITV news in May (80 local community projects from across the region were shortlisted). In February we attended the Media Training Day and filming took place on 19th March. The film crew & an ITN News Reporter followed us to a couple of clients' homes as we did home visits, a visit to the local park, to the baby bank unit and to Coleshill C of E Primary School who had kindly been collecting items for us. Here is the promotional video: <https://www.thepeoplesprojects.org.uk/projects/view/doulas-for-all>
The project went "live" on 11/05 for people from all over the country to vote for the project of their choice.

On a chilly morning on June 1st 2023, at the location of our baby bank unit, our families gathered to be told that we had won the proposed amount of £66,380.



Other sources of funding

- + Gas Street Church
- + Hexagon Financial Corporate
- + Arnold Clark Community Fund
- + Frankley Grace Church, USA
- + Peddimore Community Fund
- + Co-op Community Fund

Midwife Endorsement

"I am a Community midwife and work with variety of pregnant ladies from all backgrounds. I have used these services numerous times to support and help ladies with equipment , financial support and also transportation to appointments. Their services are invaluable and very much in need."

Hazel Newton, Community Midwife

Structure, Governance & Management

Elayos have a constitution as it's governing document.
Elayos is a Charitable Incorporated Organisation.
Trustees are appointed and elected.

Reserves Policy

It is the general policy to apply as much funding as possible to our charitable objectives and to avoid accumulating excessive cash reserves. The Trustees aim to build 6–12 months of reserves.

At year end 2023, we held £52,278 equal to 16 months of restricted reserves due to a one off large gift. However, due to increased referrals and therefore increased expenditure forecasted for the next financial year, we will be back to three months of restricted reserves by January 2024.

We are currently running with low unrestricted reserves and aim to build this to three months by the end of this financial year. Based on our forecasted expenditure for the next financial year this equates to £25,750.

Independent examiner’s report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's
report on the accounts

Report to the trustees/
members of

Charity Name
Elayos

On accounts for the year
ended

30/09/2023

Charity no
(if any)

1185455

Set out on pages

(remember to include the page numbers of additional sheets)

Responsibilities and
basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 30/09/2023.

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 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 which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:



Date:

30/01/2024

Name:

Colin Eric Hingston

Relevant professional
qualification(s) or body
(if any):

Honorary Fellow of the Chartered Institute of Credit Management

Address:

65 Dean Garden Rise

High Wycombe, Bucks.

IER

1

October 2018

Financial Review



CHARITY COMMISSION
FOR ENGLAND AND WALES

Elayos

1185455

CC16a

Receipts and payments accounts

For the period from

1/10/2022

To

30/9/2023

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Regular donations	10,146	-	-	10,146	6,409
One Off donations	12,951	-	-	12,951	10,527
Grants received	2,500	66,380	-	68,880	12,842
Gift Aid	-	-	-	-	-
Other	1,204	-	-	1,204	206
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total(Gross income for AR)	26,801	66,380	-	93,181	29,984
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	26,801	66,380	-	93,181	29,984
A3 Payments					
Fund raising fees	480	-	-	480	301
Client costs	2,917	557	-	3,474	8,411
Staff costs	21,122	12,428	-	33,550	21,410
Operation costs	776	910	-	1,686	1,382
Governance	269	207	-	476	317

CCXX R1 accounts (SS)131/01/2024

B2 Other monetary assets

Details

to nearest £

to nearest £

to nearest £

Details	to nearest £	to nearest £	to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details

Fund to which asset belongs

Cost (optional)

Current value (optional)

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details

Fund to which asset belongs

Cost (optional)

Current value (optional)

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

CCXX R3 accounts (SS)331/01/2024

	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	25,564	14,102	-	39,666	31,821
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	25,564	14,102	-	39,666	31,821
Net of receipts/(payments)	1,237	52,278	-	53,515	- 1,837
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	470	-	-	470	2,307
Cash funds this year end	1,707	52,278	-	53,985	470

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Barclays Bank	1,276	52,278	-
	PayPal	368	-	-
	Hope Plumb	63	-	-
	Total cash funds	1,707	52,278	-
	(agree balances with receipts and payments account (s))	OK	OK	OK
		Unrestricted funds	Restricted funds	Endowment funds

CCXX R2 accounts (SS)231/01/2024

B5 Liabilities

Details

Fund to which liability relates

Amount due (optional)

When due (optional)

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval

CCXX R4 accounts (SS)431/01/2024

Financial Activities

Elayos
Financial Activities - CC 1 Oct 22 to 30 Sept 23
October 2022 - September 2023

	GENERAL	PP	TOTAL
Income			
1 Donations and legacies (A1)			£0.00
1.1 Regular Donations			£0.00
D1 Regular Donations - Gift Aided	3,455.00		£3,455.00
D1a Regular Donations - GA to be requested	6,690.51		£6,690.51
Total 1.1 Regular Donations	10,145.51		£10,145.51
1.2 One Off Donations			£0.00
D3a One off Donations - GA to be requested	3,355.91		£3,355.91
D4 One Off Donations - Not Gift Aided	9,595.19		£9,595.19
Total 1.2 One Off Donations	12,951.10		£12,951.10
D6 Grants received	2,500.00	66,380.00	£68,880.00
Total 1 Donations and legacies (A1)	25,596.61	66,380.00	£91,976.61
2 Charitable activities (A2)			£0.00
A1 Fundraising proceeds	107.20		£107.20
Total 2 Charitable activities (A2)	107.20		£107.20
5 Other Income (A5)	1,097.49		£1,097.49
Total Income	£26,801.30	£66,380.00	£93,181.30
TOTAL	£26,801.30	£66,380.00	£93,181.30
Expenditures			
6 Raising funds			£0.00
Fees	213.00		£213.00
R1 Generating donations	266.70		£266.70
Total 6 Raising funds	479.70		£479.70
7 Charitable activities			£0.00
7.1 Client costs			£0.00
Goods for Clients	152.29	97.84	£250.13
Hope P unclassified expenses	138.90		£138.90
Mileage	1,746.87	336.05	£2,082.92
Nappies and Formula	291.53	25.05	£316.58
Parking and Tolls	322.24	47.06	£369.30
Refreshments	92.12	29.30	£121.42
Volunteer costs and expenses	173.09	22.05	£195.14
Total 7.1 Client costs	2,917.04	557.35	£3,474.39

Elayos
Financial Activities - CC 1 Oct 22 to 30 Sept 23
October 2022 - September 2023

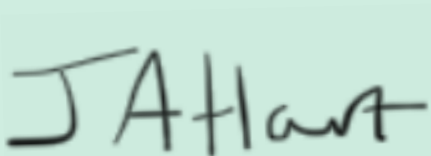
	GENERAL	PP	TOTAL
7.2 Support costs			£0.00
7.2.1 Staff costs			£0.00
Gross Salary	19,404.42	12,022.49	£31,426.91
Health and safety	1,677.60	405.60	£2,083.20
Training	40.00		£40.00
Total 7.2.1 Staff costs	21,122.02	12,428.09	£33,550.11
7.2.2 Operations			£0.00
Administrative Expenses	309.96		£309.96
Advertising/Promotional		858.00	£858.00
Computer Costs	29.90		£29.90
Insurances	156.56	52.29	£208.85
Phone Costs	72.00		£72.00
Printing, Postage and Stationery	15.83		£15.83
Sundries	47.95		£47.95
Website	144.00		£144.00
Total 7.2.2 Operations	776.20	910.29	£1,686.49
Total 7.2 Support costs	21,898.22	13,338.38	£35,236.60
Total 7 Charitable activities	24,815.26	13,895.73	£38,710.99
7.3 Governance costs			£0.00
Accounting	256.32		£256.32
Safeguarding	12.25	207.50	£219.75
Total 7.3 Governance costs	268.57	207.50	£476.07
Total Expenditures	£25,563.53	£14,103.23	£39,666.76
NET OPERATING INCOME	£1,237.77	£52,276.77	£53,514.54
NET INCOME/(EXPENDITURE)	£1,237.77	£52,276.77	£53,514.54

Declaration

The trustees declare that they have approved the trustee’s report above. Signed on behalf of the charity’s trustees:

Signature

Full Name



John Andrew Hart

Position

Date

Chair of Trustees

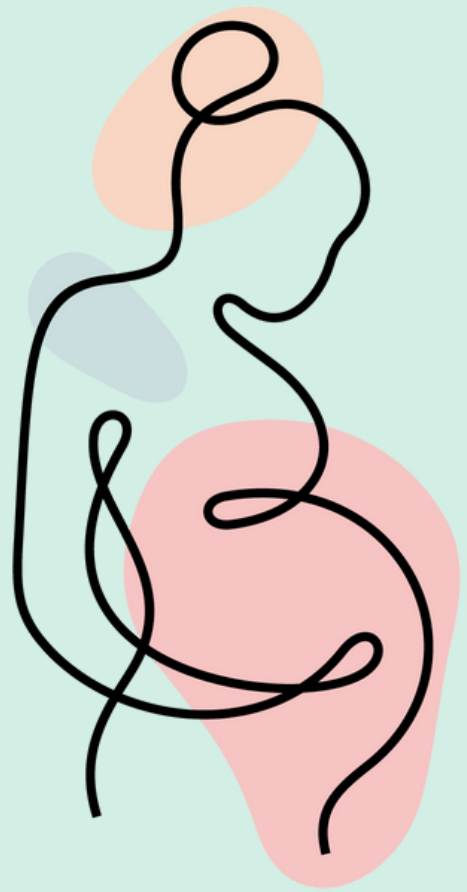
23/01/24

Elayos

ELAYOS

England & Wales - Charity number 1185455

Accounts



Elayos

Annual Report and Accounts

**for the year ended
30th September 2022**

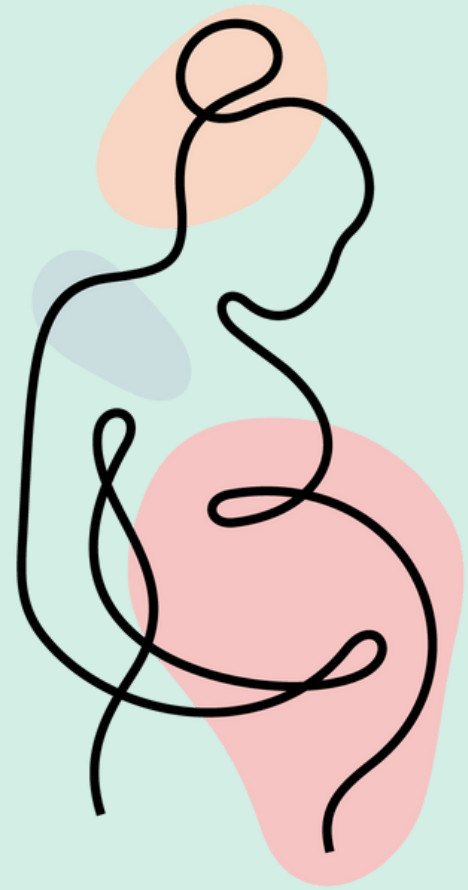


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Trustees' Annual Report

Elayos is the legal name of a Charitable Incorporated Organisation (CIO) granted charitable status on 23/09/2019

Charity Number: 1185455

Charity's Principle Address: Elayos % Southfields Farm, Packington Lane, Coleshill, Warwickshire, B46 3EJ

Trustees: Trustees who served during this period and up to the date of this report were as follows:

John Andrew Hart - Chair (Sept 2019 - current)

Lorraine Harper (Sept 2019 - June 2023)

Rachel Hughes (Sept 2019 - June 2023)

Emily Cooke (Sept 2019 - June 2023)

Maggie Coleman (Dec 2020 - current)

Abigail Vedder (Dec 2020 - current)

Financial Advisor:

Frank Harper

29 Meriden Rd

Hampton in Arden

B92 0BS

Bank:

Barclays Bank Plc, 38 Hagley Rd, Birmingham B16 8PE

Year ended 30th September 2022

Elayos Mission Statement

Elayos exists to bring compassion, support and advocacy to vulnerable and isolated birthing people in Birmingham. As doulas, we come alongside, build relationships, listen and equip with the information needed to empower our clients to have a positive and informed pregnancy, birth and postnatal period.

Our staff and volunteers offer continuity of care as we assist with emotional, practical and physical needs. Where appropriate, we signpost and collaborate with other organisations to ensure that the greatest range of support is given.

Aims

- To come alongside our clients and meet clients where they are at
- To support them through pregnancy, birth and the postnatal period
- To provide practical and emotional support
- Promote self care and good wellbeing
- Build community by signposting to local groups and organisations
- Boost self worth, self confidence, self esteem through the empowerment of unbiased information
- To advocate
- Provide a listening ear
- Continuity of care

Objectives

Our qualified doulas & trained volunteers provide continuity of care by offering a wide range of one to one support to our service users who are referred to us by NHS professionals, support workers, charities and others that work with displaced families.

We work to relieve the needs of women in particular, but not exclusively, vulnerable and/or isolated women by the provision of one to one support, advocacy, distributing essential equipment for mum and baby, providing unbiased information, referrals to partner organisations and other relevant activities as is decided by the trustees.

Practical Objectives

- Meet with clients regularly during pregnancy to build rapport and a relationship on call for birth to ensure they are not alone
- One key worker for every client who will support them throughout the whole journey with Elayos, promoting Continuity of Care
- Provide volunteers alongside key workers to broaden the support they receive
- Maintain our baby bank storage unit to supply service users with essential equipment (nappies, prams, Moses' Baskets, bottles, formula, hospital items for themselves and the baby) specifically for those that do not have the means to buy these essentials themselves
- Attending appointments with them, where possible, to ensure they are being heard and are understanding their treatment plans
- From the 38th week of pregnancy be on 24/7hr call
- Support to establish breastfeeding or bottle feeding (whichever the client decides to do)
- Post birth debriefs to help them process their experiences emotionally and promote good wellbeing
- Support beneficiaries to explore their local communities with their baby. Inc going to the supermarket and park
- Help around the home with laundry & general house-keeping
- Signposting to other organisations and groups to help integrate into the local community

Elayos currently employs 3 doulas and another 1 is funded from overseas. Unfortunately working with volunteers reduced significantly post-Covid as per restrictions in hospitals and other spaces.

Activities

Giving Unbiased Information: from the point of referral we arrange to meet and support you in preparing for the birth of your baby. From writing down birth preferences to going through the physiological changes that will occur in the body. Pain management, touch preferences, movement during birth etc

Practical / physical support: accompanying to antenatal scans and appointments, advocating in the room, often translating from English into the beneficiaries' first language. Many times picking the client up, driving them to an important medical appointment that they would otherwise miss because they can't afford to get their themselves.

Advocacy: Attending meetings held by Social Services as advocate support: as an impartial party we are in the unique position to be able to advocate for our clients during Child Protection meetings and Child In Need Meetings

Translation: Translation was needed for 15 beneficiaries and we were able to provide that. This presents in a variety of forms - either having someone with us in person who can translate, using google translate on our phones, having someone on the phone to translate during labour & delivery and/or having key leaflets translated.

Providing essential items: The majority of our clients do not have access to Public Funds and they cannot afford the essential items that they need. Therefore, we find out what items the client needs for their hospital bag, for the baby and for the postnatal period.

(Including: maternity items, hospital bag, nappies, bottles, bottle steriliser, formula, baby clothes, Moses basket, car seat, prams) We are able to provide these items free of charge from our self stocked baby bank storage unit. This is managed by a Super Volunteer Amy, who takes note of stock levels, arranges drop offs and pick ups from the general public who so generously respond when we ask for certain items and Amy also puts together complete packages providing items from newborn up to 9-12months.

Physical/practical support during labour and delivery: From the 38th week of pregnancy our doulas are "On-Call" to be ready to join the mum in hospital when she goes into labour.

They will remain with mum until she is moved to the Postnatal ward or until feeding has been established.

Acting as birth advocates for the mother to ensure that she achieves the birth she desires.

Working in tandem alongside the midwives. Often providing interpretation services to the many women who don't speak English.

Breastfeeding Support: As trained Breastfeeding Peers our doulas are able to assist with latch issues, demonstrating different positions & offering suggestions to support with feeding

Postnatal practical support (usually the mother is living alone):

Regular visits to check on well being of mum and baby

Hold baby whilst mum has a drink / food

Take mum to go and register the birth

Sort out HMRC forms now that circumstances have changed

Signposting to other relevant organisations

Achievements and Performance

This was Elayos' first full year post-lockdown and it felt as though things had changed significantly. During the period of this report we *did* support less women than in 20/21. That is because one of our doulas was on maternity leave until January and we had to stop taking referrals several times during this period because we had more clients than we we had doulas.

As with the previous year, we saw an increase in the following issues which were exacerbated by the pandemic, as demonstarted in the following reasons being given for referrals:

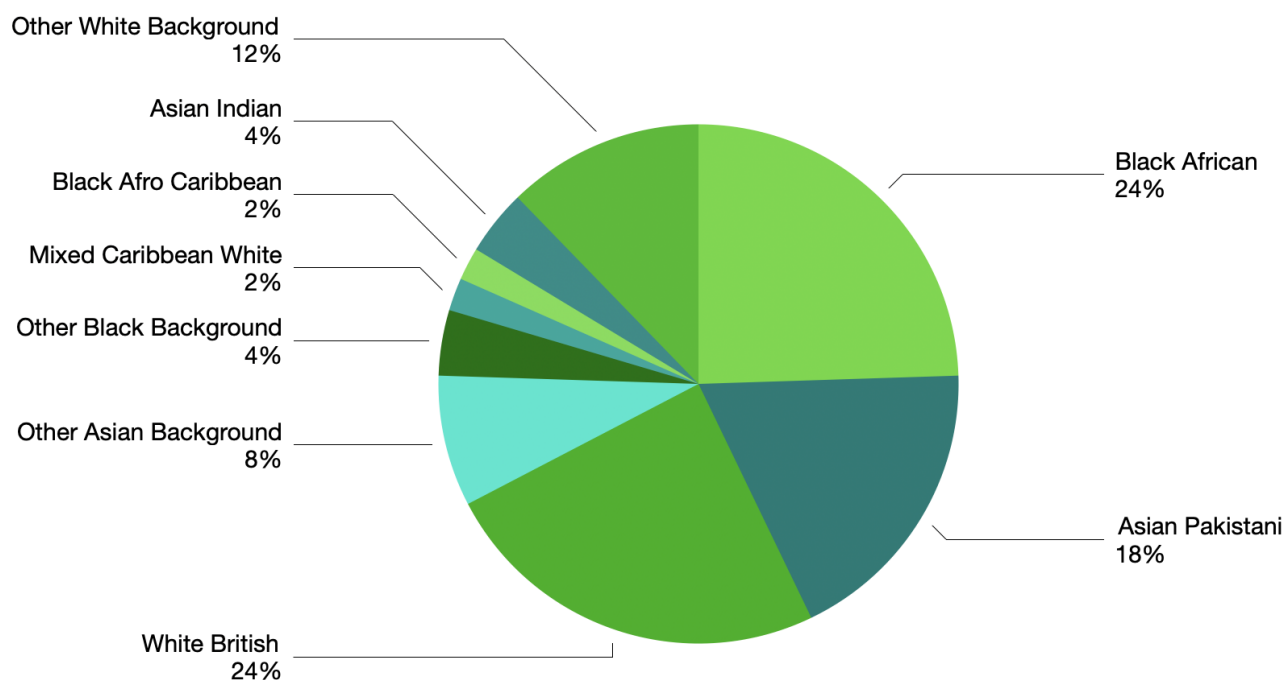
- Isolation
- Lack of income / financial difficulties
- Mental Health illnesses
- Domestic Violence

Dealing with the fallout of the pandemic played a large role in our life as a charity this past year as well. With the NHS Trusts still dictating that only one person should attend the delivery suite with the birthing person (to lessen the spread of the virus), we realised that we had to further narrow our referral criteria. This was to ensure that we were fulfilling our role as a *doula* charity, not just a baby bank charity that provided clients with items.

We continued with the implementation of tight safety restrictions for our employees and volunteers - in terms of mask wearing, social distancing and taking regular Antigen tests prior to visiting clients.

From October 2021 - 30 September 2022 we received 49 referrals in total

Who Are Elayos' Beneficiaries?



We can compare this to last year's report that showed that are beneficiaries were:

Asian Pakistani - **25%**

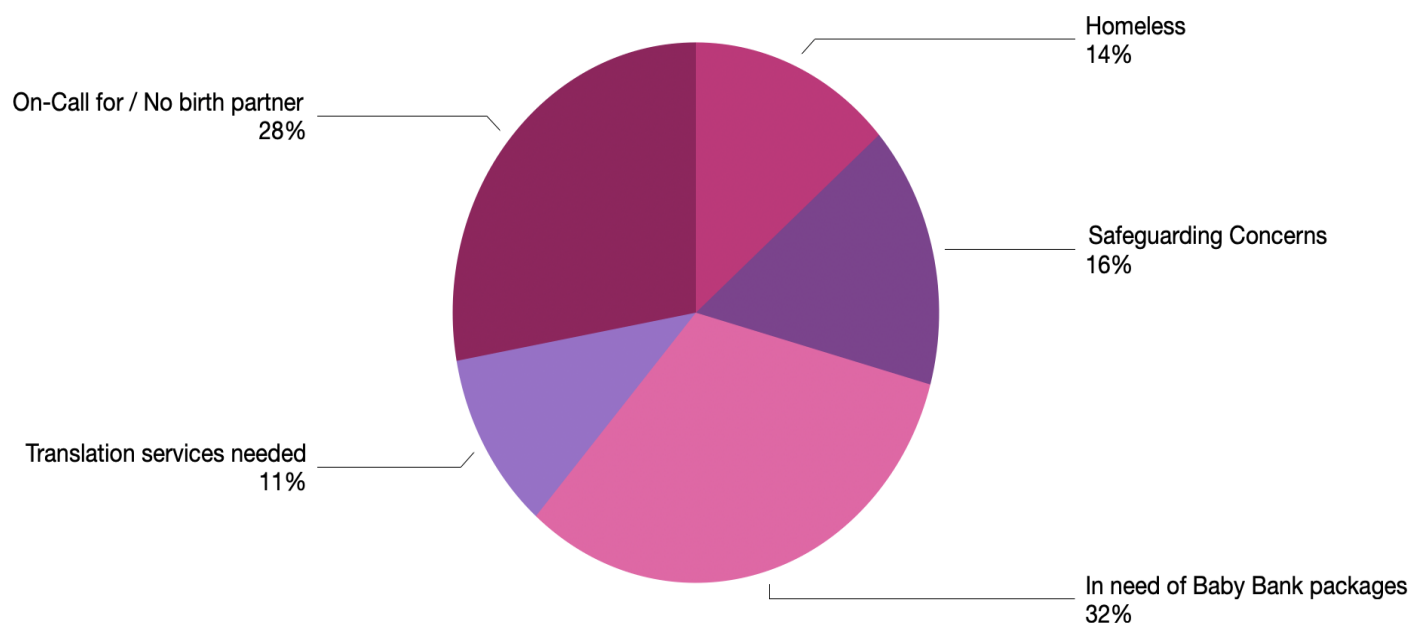
White British - **25%**

Black African - **19%**

We can conclude that the highest level of need for doula support remains with Asian Pakistani, White British and Black African women in Birmingham.

What were the main real-life issues facing Elayos' Beneficiaries / What specific support did they need from Elayos?

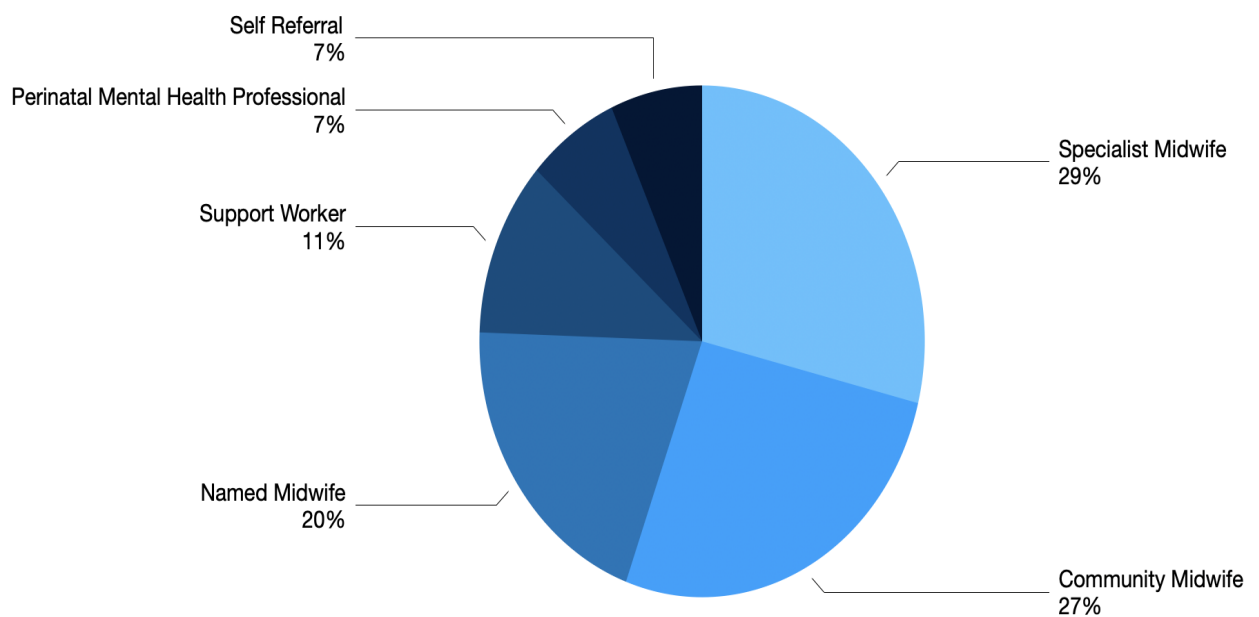
- We were On-Call to attend the births of **39** clients
- **19** were classed as homeless & were living in shelters or hotels/B&Bs
- **15** clients required translation services which we were able to provide
- **22** clients had Safeguarding concerns as mentioned on their referral forms
- We provided **45** clients with maternity, newborn and 0-6month packages - this means that these clients did not have sufficient funds to buy essentials for themselves and their newborns. Packages included all of our a variation of the following: prams, carseats, nappies, wipes, hospital bags, bottles, formula, clothes, Moses' baskets. All of the items came from our own Baby Bank storage unit that is stocked with pre-loved items from the general public



In comparison to last year the need for baby bank packages decreased along with safeguarding concerns and translation services. However the number of

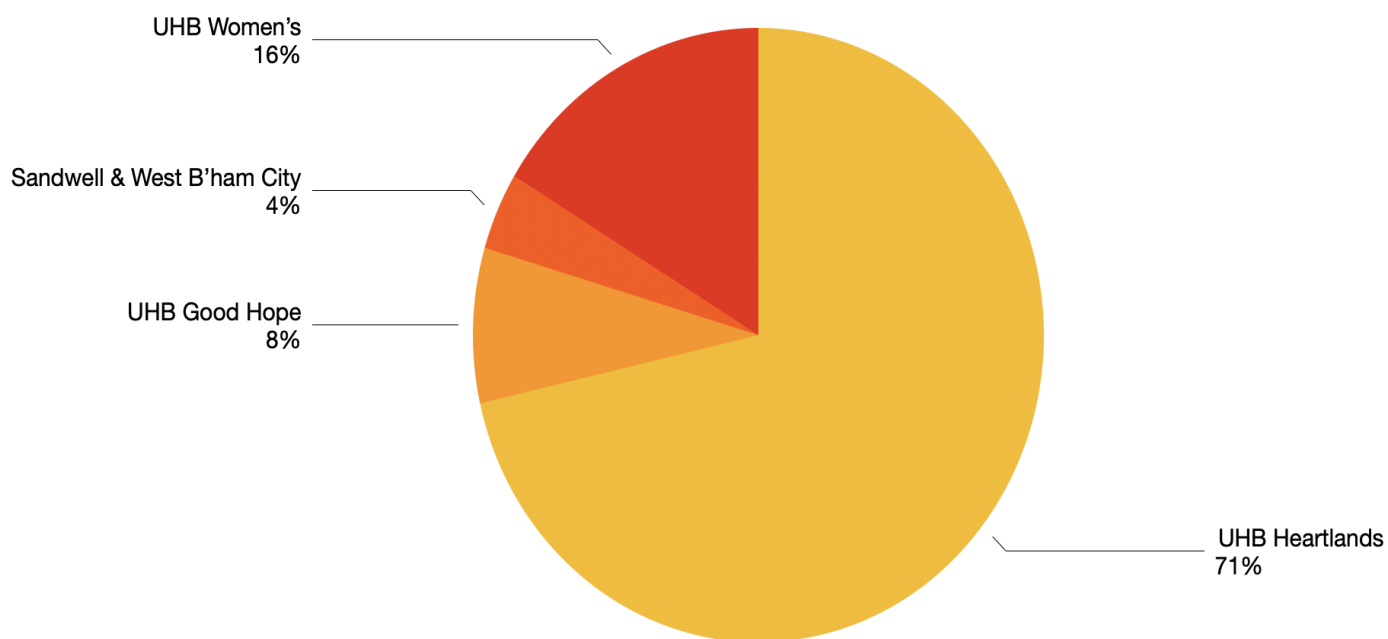
beneficiaries that are classed as homeless increased, as did the number of those that we were required to be On-Call for.

Where do our referrals come from/What are the occupations of those that refer to Elayos?



Once again the figures show that the NHS is the professional body that refers to us the most. With the number of referring Specialist Midwives and Community Midwives increasing on last years' number.

Which Birmingham hospitals are our Service Users booked in to?



In keeping with last year's numbers we received the largest number of our referrals for women living within the ward of UHB Heartlands. This correlates with the statistic that the East of Birmingham has the highest level of poverty in comparison to the rest of the city.

Other achievements

In September 2021, as a result of the large number of refugees fleeing their country, after it was handed back to the Taliban, we were asked by the Refugee and Homeless Midwife at UHB Heartlands Hospital to be “On-Call” as Birth Doulas for any Afghani refugees that may be new to the area

Christmas 2021 we set up an appeal so that we could gift each of our beneficiaries with a £20 One4all voucher that they could use in a variety of shops and restaurants.

Also at Christmas we were invited to team up with Keystone Foundation, a West Midlands charity with the aim to “empower families to break the cycle of poverty and homelessness”. They provided Christmas presents for each of the children of the families that we work with <https://www.keystonefoundation.org.uk/>

We welcomed Co-Founder and Co-Director Amelia back from maternity leave in January 2022

We were given the incredible opportunity to talk about the work of Elayos at The Blue Coat School in Birmingham (<https://www.thebluecoatschool.com/>)
The Orchard Women Conference (<https://theorchardwomen.com/about>)

We had a website refresh in May with new team photos being taken of each of us

Funding

We received funding from the **Aviva Community Fund** - their new key area of funding was 'Build Back Better' - to actively help society to bounce back from the Covid 19 pandemic by addressing the health & wellbeing and economic impacts on communities and individuals.

Once again, we received funding from the **Arnold Clark Community Fund**.

We received funding from the **Peddimore Community Fund**.

We received funding from the **CoOp Community Fund**.

We launched the **Elayos 500 Club** - an initiative to encourage 500 people to donate £10 per month to Elayos



JOIN THE ELAYOS500 CLUB JOIN THE ELAYOS500 CLUB

JOIN THE ELAYOS500 CLUB JOIN THE ELAYOS500 CLUB

JOIN THE ELAYOS500 CLUB JOIN THE ELAYOS500 CLUB

**We need 500
people to
support Elayos
by giving just
£10 per month**

JOIN THE ELAYOS500 CLUB JOIN THE ELAYOS500 CLUB

Training

We attended various training events throughout this period namely:

Maternity Voice Partnership:

- Equity & Equality co production work
- Pelvic Health physiotherapist introduction. Perinatal Physical/Mental Health

BUMP

- Waiting Times
- Infant/Baby relationship survey from conception-Age 2 (First 1001 days)

"I am here to Listen" training with FivexMore:

- Support/Empower/Advocate
- Changing & Improving Black maternal mortality rates & healthcare outcomes

in the UK

- We MUST Remove barriers to communication - ie: Language/Translation and We MUST also CHAMPION! Value Every woman in our care.
- CALL OUT Wrong things we notice or hear spoken!

NSPCC "Look Say Sing Play" Birmingham Campaign Launch Event:

- to build your baby's brain every day

Safeguarding CoOrdinator and Designated leads training

Midlands Maternity Festival

Elayos held four Trustees Meetings between October '21 - September '22. We met virtually via Google Meet.

A beneficiary testimonial

"My story is that I am from Albania, I fell in love with someone who I thought would look after me but he ended up being a dangerous man who beat me, threatened my family and passed me around to his friends. I was used by many violent men and I was moved from city to city. I ended up in the back of a lorry and when they stopped at a petrol station they left the door open and I escaped. Somehow I had ended up in London. After being taken to a police station, the Home Office moved me to a house in Birmingham. I didn't know that I was pregnant at that time. When I was 6 months pregnant with my son, my Community Midwife asked if she could refer me to a charity that supported pregnant women like me. This is when I met my doula, she arranged to meet me at my home and she bought me some food and we got to know each other over the next few weeks. She told me that she could come with me to the hospital when I had my baby, she bought all of the items that I needed for my hospital stay and for the baby. I was scared about people touching me when I was in labour but my doula showed me that I had choices and could say what I wanted, she called it my "Birth Preferences". It was a great relief to me to have someone come alongside me at this time. Knowing that I had someone to call when it came time to have my baby boy was a relief to me. My doula stayed with me all through my labour right up until they took me to the postnatal ward. I ended up having a c/section and I was so exhausted I just wanted to sleep but my doula stayed and held my baby boy whilst I rested. My doula has come to see me at home since I had my baby and we are going to go to a group in the church over the road so that I can make new friends. I am so grateful to the charity for all that they do and I didn't know that people could be that kind."

AB

A testimonial from 2 of our referrers

“Elayos is a fantastic service that support some of our most vulnerable women, their services have such a positive impact on the women who access it and they feel well supported by the service . Elayos go above and beyond to support vulnerable women with an individualised support plan depending on their needs. The amount of women who would benefit from Elayos's services has increased and i believe they are an invaluable to support our most vulnerable patients during their pregnancies and postnatally.”

Hannah Williams - Specialist Midwife

“I work for Anawim a Women’s centre whose clients are vulnerable women. I’m so grateful Elayos exists as a service, as I’m able to refer women (who may be completely isolated and suffering from trauma) and know they will have support through a particularly important time in their lives. Working together we can look holistically at the needs of women and aim to reduce some of the harm they might have experienced otherwise.”

Holly Rackham - Support Worker from Anawim

Structure, Governance and Management

Elayos have a Constitution as it's governing document

Elayos is a Charitable Incorporated Organisation

Trustees are appointed and elected

Independent Examiner:

Colin Eric Hingston
Hon. Fellow of the Chartered Institute of Credit Management
65 Dean Garden Rise
High Wycombe
Bucks
HP11 1RF

Independent Examiner's Statement:

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

- 1. accounting records were not kept in accordance with section 130 of the Act;
or*
- 2. the accounts do not accord with those records*

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

Financial Review

Brief statement of the charities policy on reserves

The charity does not currently have any significant liabilities; the trustees will keep the need for a reserves policy under review.

Independent Examiner's Report to the Trustees of Elayos

I report on the accounts of the charity for the year ended 30 September 2022.

Responsibilities and basis of report

As the charity trustees 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 the examination of the charity's accounts carried out under section 145 of the 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 and confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in accordance with section 130 of the Act; or
2. the accounts do not accord with those records.

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

Signed:

Date: 14th. July 2023



Colin Eric Hingston
Hon. Fellow of the Chartered Institute of Credit Management
65 Dean Garden Rise
High Wycombe
Bucks
HP11 1RF



Elayos	1185455		
Receipts and payments accounts		CC16a	
For the period from	10/1/21	To	9/30/22

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Regular donations	6,409	-	-	6,409	4,816
One Off donations	10,527	-	-	10,527	5,400
Grants received	12,842	-	-	12,842	13,976
Gift Aid	- 0	-	-	-	1,311
Other	206	-	-	206	224
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
Sub total(Gross income for AR)	29,984	-	-	29,984	25,727
A2 Asset and investment sales, (see table).					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	- 0
Sub total	- 0	- 0	- 0	-	- 0
Total receipts	29,984	- 0	- 0	29,984	25,727
A3 Payments					
Fund raising fees	301	-	-	301	715
Client costs	8,411	-	-	8,411	8,615
Staff costs	21,410	-	-	21,410	16,986
Operation costs	1,382	-	-	1,382	1,516
Governance	317	-	-	317	278
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
Sub total	31,821	-	-	31,821	28,110
A4 Asset and investment purchases, (see table)					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total payments	31,821	- 0	- 0	31,821	28,110
Net of receipts/(payments)	- 1,837	-	-	- 1,837	- 2,383
A5 Transfers between funds	- 0	-	-	-	-
A6 Cash funds last year end	2,307	-	-	2,307	4,690
Cash funds this year end	470	-	-	470	2,307

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Barclays Bank	460	-	-
	PayPal	10	-	-
		-	-	-
	Total cash funds	470	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B2 Other monetary assets			-	-
		-	-	-
		-	-	-

		-	-	-		
		-	-	-		
		-	-	-		
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)		
B3 Investment assets			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)		
B4 Assets retained for the charity's own use			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
			-	-		
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)		
B5 Liabilities			-			
			-			
			-			
			-			
			-			
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval		
	JAHart	John Andrew Hart		28/07/2023		

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Signature

JAHart

Full Name

John Andrew Hart

Position (eg Secretary, Chair etc)

Chair of Trustees

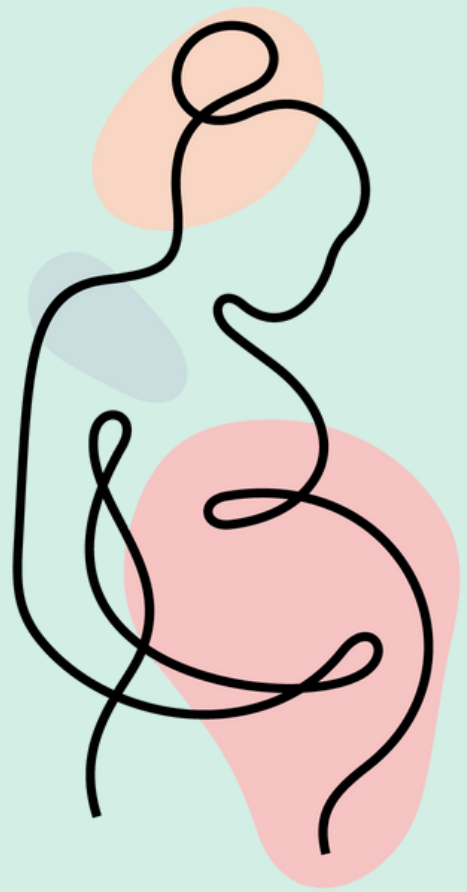
Date

28/07/2023

ELAYOS

England & Wales - Charity number 1185455

Accounts



Elayos

Annual Report and Accounts

**for the year ended
30th September 2021**

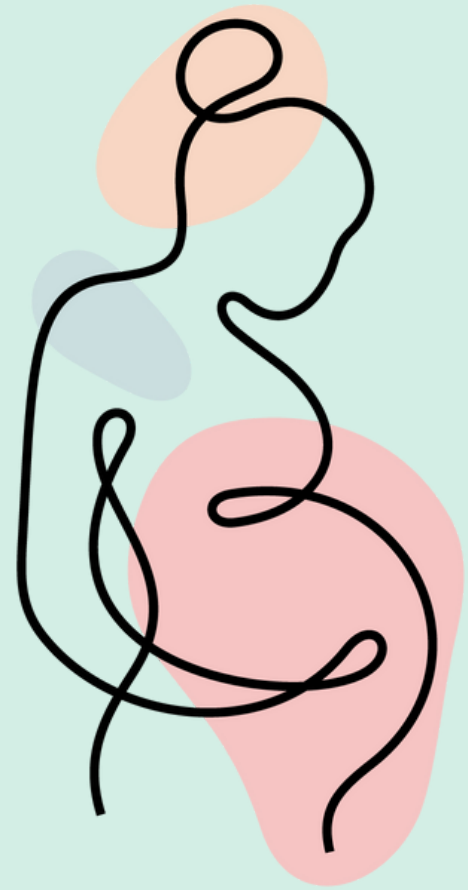


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2	Mission Statement
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22	Trustee Declaration

Trustees' Annual Report

Elayos is the legal name of a Charitable Incorporated Organisation (CIO) granted charitable status on 23/09/2019

Charity Number: 1185455

Charity's Principle Address: Warwick House Industrial Estate, 18 Forge Lane, Unit 1, B'ham, B76 1AH

Trustees: Trustees who served during this period and up to the date of this report were as follows:

John Andrew Hart - Chair (Sept 2019 - current)

Larraine Harper (Sept 2019 - current)

Rachel Hughes (Sept 2019 - current)

Emily Cooke (Sept 2019 - current)

Maggie Coleman (Dec 2020 - current)

Abigail Vedder (Dec 2020 - current)

Financial Advisor:

Frank Harper

29 Meriden Rd

Hampton in Arden

B92 0BS

HR Advisor:

Kelly Goulding-Hughes

178 Coventry Rd

Coleshill

B46 3EH

Bank:

Barclays Bank Plc, 38 Hagley Rd, Birmingham B16 8PE

Year ended 30th September 2021

Elayos Mission Statement

Elayos exists to bring compassion, support and advocacy to vulnerable and isolated birthing people in Birmingham. As doulas, we come alongside, build relationships, listen and equip with the information needed to empower our clients to have a positive and informed pregnancy, birth and postnatal period.

Our staff and volunteers offer continuity of care as we assist with emotional, practical and physical needs. Where appropriate, we signpost and collaborate with other organisations to ensure that the greatest range of support is given.

Aims

- To come alongside our clients and meet clients where they are at
- To support them through pregnancy, birth and the postnatal period
- To provide practical and emotional support
- Promote self care and good wellbeing
- Build community by signposting to local groups and organisations
- Boost self worth, self confidence, self esteem through the empowerment of unbiased information
- To advocate
- Provide a listening ear
- Continuity of care

Objectives

Our qualified doulas provide continuity of care by offering a wide range of one to one support to our service users who are referred to us by healthcare professionals, charities and others that work with displaced women.

We work to relieve the needs of women in particular, but not exclusively, vulnerable and/or isolated women by the provision of one to one support, advocacy, distributing essential equipment for mum and baby, providing unbiased information, referrals to partner organisations and other relevant activities as is decided by the trustees.

Practical Objectives

- Meet with clients regularly during pregnancy to build rapport and a relationship on call for birth to ensure they are not alone
- One key worker for every client who will support them throughout the whole journey with Elayos, promoting Continuity of Care
- Provide volunteers alongside key workers to broaden the support they receive
- Maintain our baby bank storage unit to supply service users with essential equipment (such as nappies, prams, Moses' Baskets, bottles, formula, for themselves and the baby - specifically for those that cannot afford to buy the items themselves)
- Attending appointments with them where possible to ensure they are being heard and are understanding their treatment plans
- From the 38th week of pregnancy be on 24/7hr call
- Support to establish breastfeeding or bottle feeding (whichever the client decides to do)
- Post birth debriefs to help them process their experiences emotionally and promote good wellbeing
- Sign posting to other organisations and groups to help build community

Elayos currently employ 3 doulas and another 1 is funded from overseas. We were working with 25 volunteers but we stopped working with them to ensure their safety during the lockdowns caused by Covid 19.

Activities

Giving Unbiased Information: from point of referral we arrange to meet support you in preparing for the birth of your baby. From writing down birth preferences to going through the physiological changes that will occur in the body. Pain management, touch preferences, movement during birth

Practical / physical support: accompanying to antenatal scans and appointments, advocating in the room, often translating from English into the native language. Often picking the client up and driving them to their appointment that they would otherwise miss because they can't afford to

Advocacy: Going to social services meetings as advocate support: as an impartial party we are in the unique position to be able to advocate for our clients during Child Protection meetings and Child In Need Meetings

Translation: Translation was needed for 23 beneficiaries and we were able to provide that. This took a variety of forms - either having someone with us in person who could translate, using google translate on our phones, having someone on the phone to translate during crucial moment of labour and delivery and having key leaflets translated.

Providing essential items: Most of our clients do not have access to Public Funds and they cannot afford the essential items that they need. Therefore, we find out what items the client needs for their hospital bag, for the baby and for the postnatal period.

(Including: maternity items, hospital bag, nappies, bottles, steriliser, formula, baby clothes, Moses basket, car seat, prams) We are able to provide these items free of charge from our self stocked baby bank storage unit. This is managed by a Super Volunteer Amy, who takes note of stock levels, arranges drop offs and pick ups from the general public who so generously respond when we ask for certain items, she also puts together complete packages for our clients. Sometimes with very little time to spare before the client is due to have their baby.

Physical support during labour and delivery: On call 24/7 from the 38th week of pregnancy to be ready to join the mum in hospital as she begins her delivery & both. Staying with mum until she is moved to the Postnatal ward or until feeding has been established.

Acting as birth advocates for the mother to ensure that she achieves the birth she desires.

Working in tandem alongside the midwives. Often providing interpretation services to the many women who don't speak English.

Breastfeeding Support: As trained Breastfeeding Peers our doulas are able to assist with latch issues, demonstrating different positions & offering suggestions to assist with feeding

Postnatal practical support (usually the mother is living alone):

Regular visits to check on well being of mum and baby

Hold baby whilst mum has a drink / food

Take mum to go and register the birth

Sort out relevant HMRC forms now that circumstances have changed

Signposting to other relevant organisations

Achievements and Performance

The pandemic impacted on the safety and wellbeing of the vulnerable women in Birmingham.

We saw an increase in the following issues which were exacerbated by the pandemic, as shown in the following reasons for referrals:

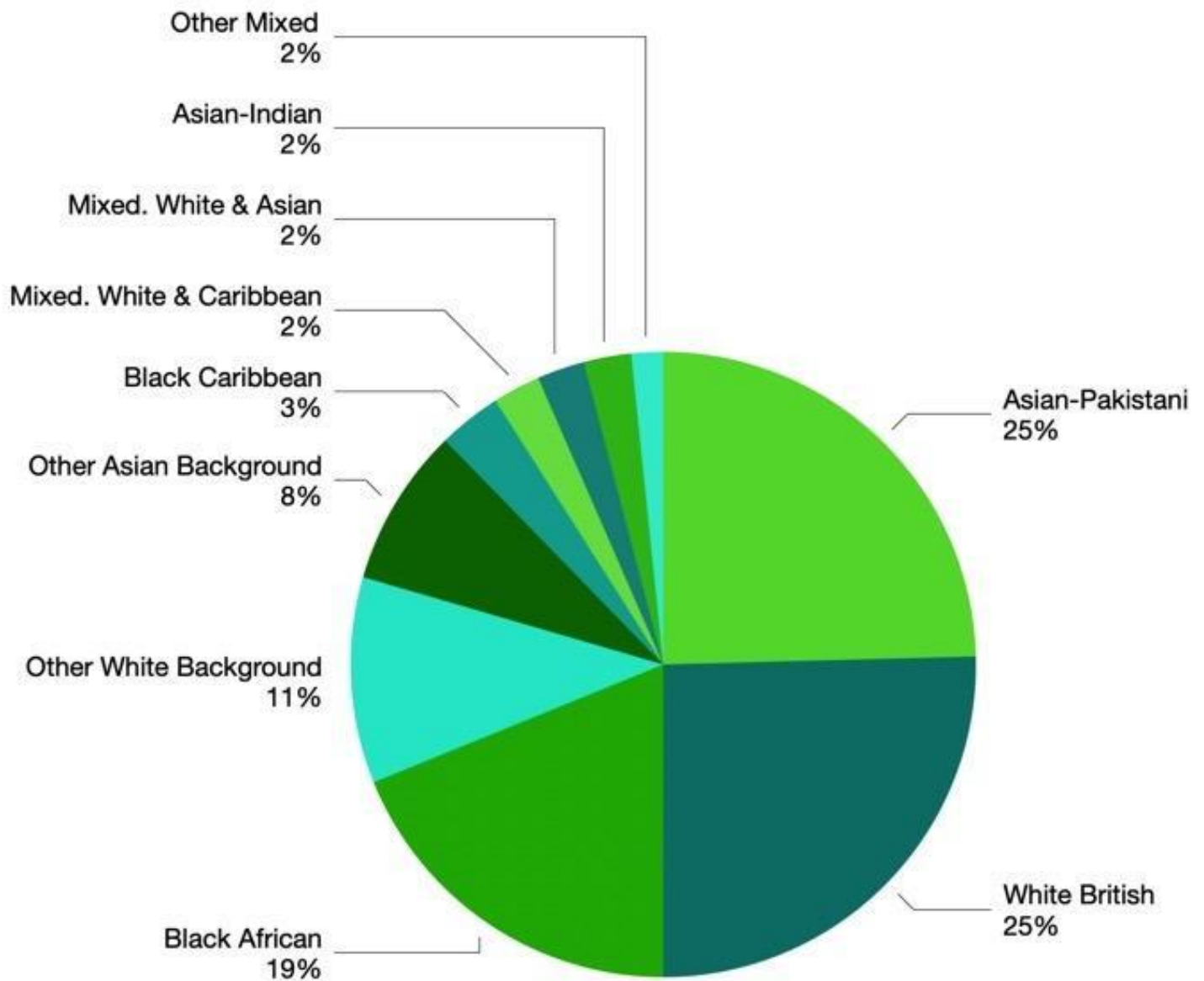
- Isolation
- Lack of income / financial difficulties
- Mental Health illnesses
- Domestic Violence

Dealing with the fallout of the pandemic played a large role in our life as a charity this past year as well. With all of the NHS Trusts dictating that only one person should be permitted to attend the delivery suite with the birthing person (to lessen the spread of the virus), we realised that we had to narrow our referral criteria. This was to ensure that we were fulfilling our role as a *doula* charity, not just a baby bank charity that provided clients with items.

We implemented tighter safety restrictions for our employees and volunteers - in terms of mask wearing, social distancing and taking regular Antigen tests prior to visiting our clients.

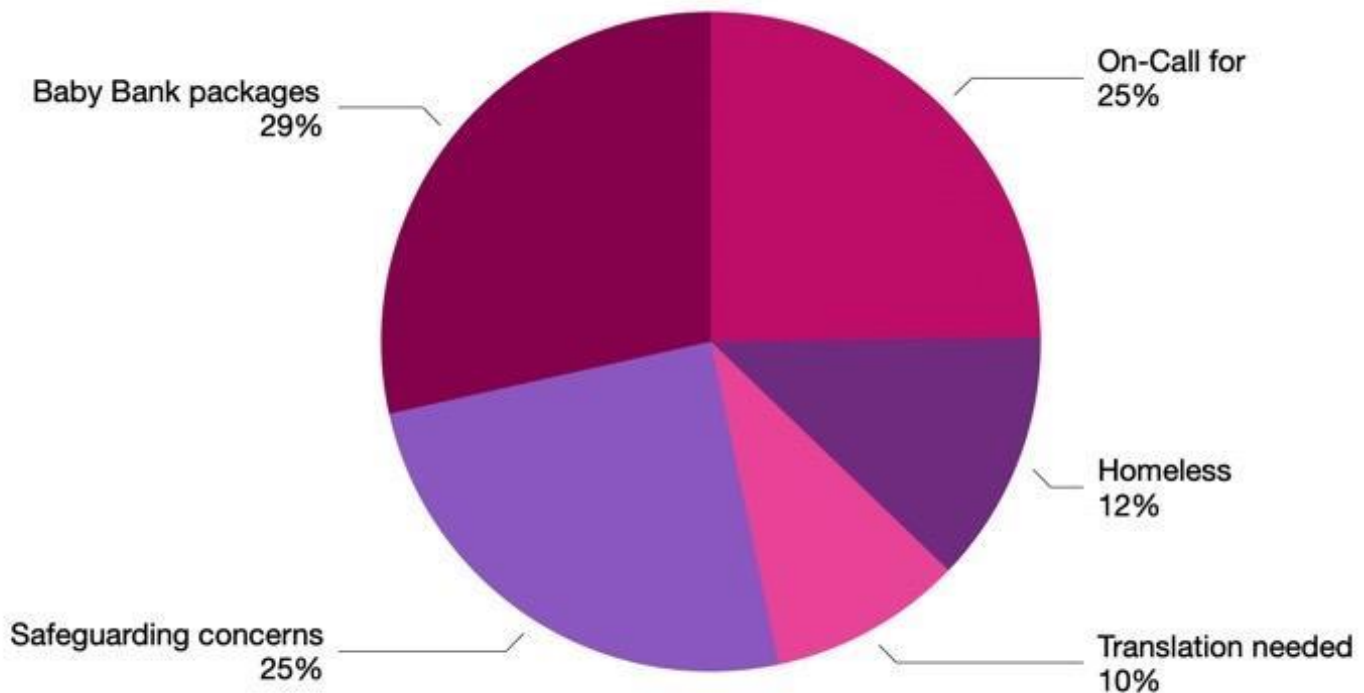
From September 2020 - September 2021 we received 87 referrals in total

Who Are Elayos' Beneficiaries?



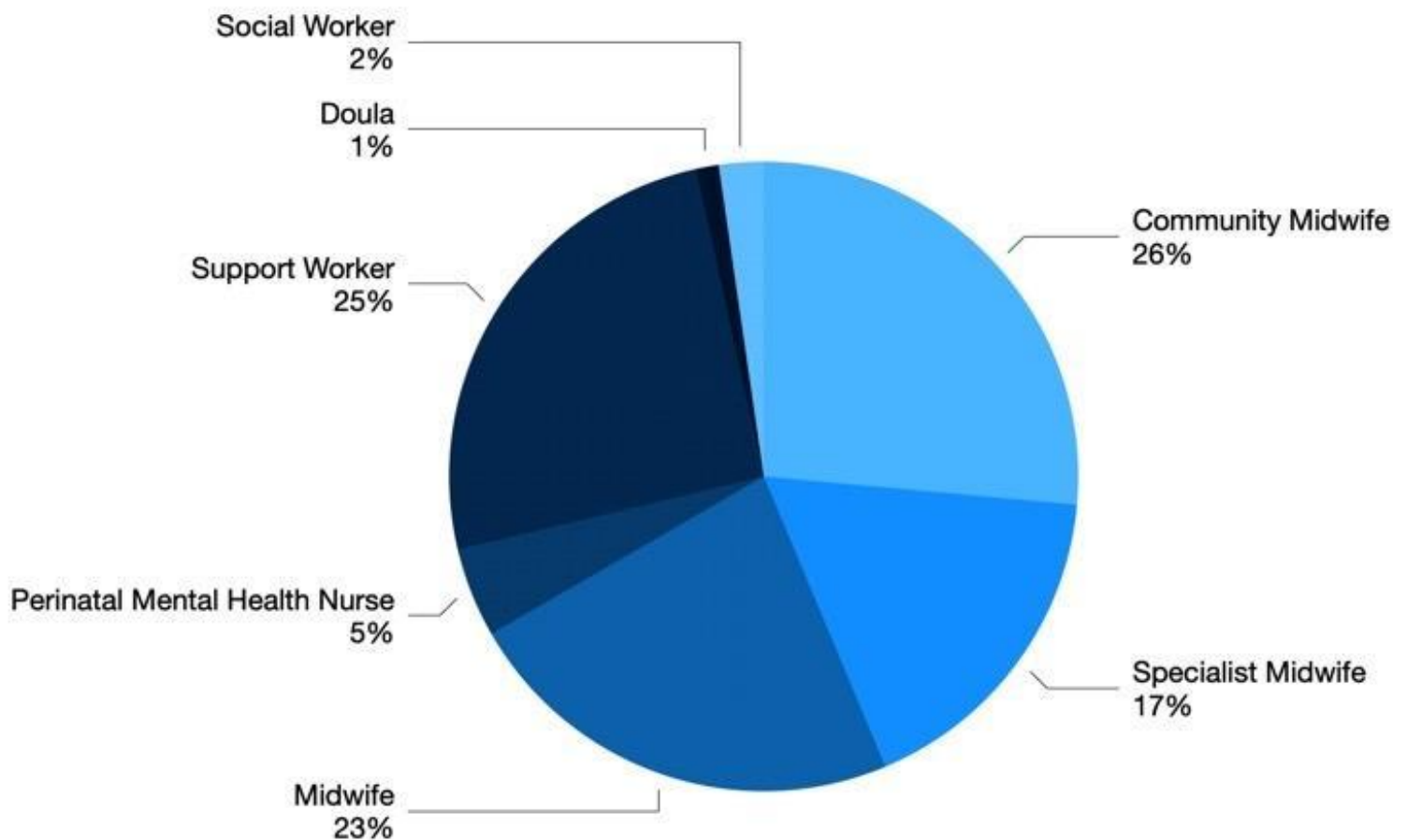
What were the main issues facing Elayos' Beneficiaries / What specific support did they need from Elayos?

- We were On-Call to attend the births of **60** clients
- **30** clients were technically homeless
- **23** clients needed translation services which we were able to provide
- **60** clients had Safeguarding concerns as mentioned on their referral forms
- We provided **69** clients with maternity, newborn and 0-6month packages - this means that these clients did not have sufficient funds to buy essentials for themselves and their newborns. Packages included all of our a variation of the following: prams, carseats, nappies, wipes, hospital bags, bottles, formula, clothes, Moses' baskets. All of the items came from our own Baby Bank storage unit that is stocked with pre-loved items from the general public



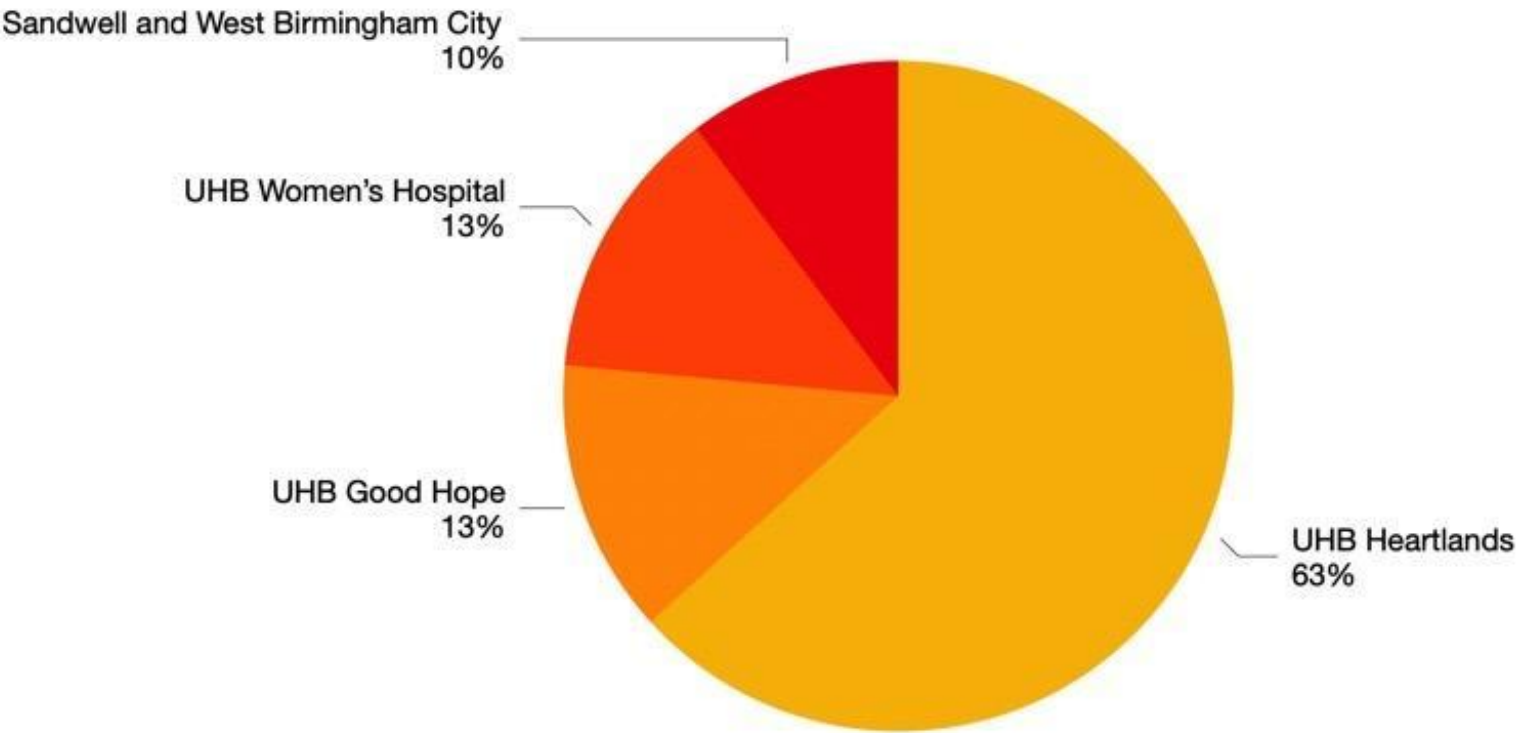
What are the occupations of those that refer people to Elayos?

- 23 Community Midwives
- 20 Midwives
- 15 Speciality Midwives
- 4 Perinatal Mental Health Nurses
- 22 Support Workers
- 2 Social Workers
- 1 Doula



Which Birmingham hospitals are our Service Users booked in to?

- 43 Heartlands Hospital
- 9 Birmingham Women’s Hospital
- 9 Good Hope Hospital
- 7 Birmingham City Hospital



Funding

In June of 2021 we became a **PayPal Confirmed Charity** which has made it much easier to accept online donations from a large portion of the general public. Through this we are able to enrol with the PayPal Giving Fund which helps the public to support their chosen charities online and helps charities to raise funds through AmazonUK, eBay, Facebook, Instagram and other technology platforms. Being on PayPal allowed us to actively increase our recurring monthly donors throughout the year. By adding the “Donate” button to our website and by having a QR Code that linked directly to a Monthly Donation page, we harnessed the generosity of many more people. Our monthly giving jumped by 50%.

We applied for and received funding from the **Aviva Community Fund** - their new key area of funding was ‘Build Back Better’ - to actively help society to bounce back from the Covid 19 pandemic by addressing the health & wellbeing and economic impacts on communities and individuals.

We applied for and received funding from the **Arnold Clark Community Fund**.

Other Achievements

In December 2020 all 4 of our staff doulas attended and completed a course to become qualified **Breastfeeding Peers**.

In March 2021 all 4 doulas completed the **Safeguarding Adults at Risk of Harm** course and the **Safeguarding Children and Young People** course.

April 2021 saw us able to purchase **10 Vatrix Protector devices**. They are more familiarly known as “Lone Worker” buttons. As a daily rule our staff and volunteers work alone, often in places that may present an unexpected risk to their personal safety. Regularly walking in dark, shadowy, isolated hospital car parks late at night after a birth, attending a beneficiaries home and her violent ex-partner has shows up etc Our duty of care to our employees and volunteers dictates that we have 24/7 emergency assistance available and these Vatrix Protector devices do just that. If at any time someone feels as though they are in danger, they can press the button on the device (worn on your person) and are connected to a 24/7 monitored call centre who will then dispatch the appropriate help.

In August 2021 we applied to GOV.UK offering to help refugees in Birmingham through the **Help Refugees in the UK** scheme. We offered our services to assist with providing baby equipment, befriending and with birth support.

In September 2021, as a result of the large number of refugees fleeing their country after it was handed back to the Taliban we were asked by the Refugee and Homeless Midwife at UHB Heartlands Hospital to be “on-Call” as **Birth Doulas for any Afghanistan refugee women** that may show up on Delivery Suite.

Elayos held four Trustees Meetings between October '20 - September '21. We met virtually via Google Meet on the following dates:

- 2/12/20
- 03/03/21
- 09/06/21
- 15/09/21

What does Elayos' support look like on a practical level?

Client Testimonies

MK was referred to us by her Community Midwife when she was 18 weeks pregnant, the day before her appointment with the midwife she had fled her home, with her 5 children (aged 9 and under) because of domestic abuse. Her and her children were taken into a refuge. None of the children were attending school and MK found it difficult to attend her antenatal scans and appointments with all of the children by herself. When MK fled her home she didn't have chance to pack any items and so they were living at

a refuge with only the clothes that they had escaped in. There were huge safeguarding issues surrounding this case as MK's abusive ex-partner persisted in his pursuit of her, wherever she was.

Elayos provided MK with all of the maternity and baby essentials that she needed. We attended several Child Protection meetings as her advocate, were involved in the forming the Safeguarding Plan for the birth, and when MK went into labour one of our doulas met her at the hospital and supported her until she was transported to the postnatal ward. When she was discharged

we collected her and the baby and accompanied them back to the refuge.

All of which she would have faced alone without Elayos. Doula support was continued until baby was 3 months old and Mk was then in a permanent place of residence, having made connections in her local community.

PT was referred to us by a charity that supports victims of Human Trafficking. She has been trafficked since the age of 4. PT is an extremely vulnerable survivor of sexual exploitation and domestic servitude. At 33 weeks gestation she disclosed that she was pregnant. At time of writing she is currently 35 weeks along. PT has a previous experience of childbirth that was hugely traumatic - she wasn't allowed any antenatal or postnatal care and was forced to deliver the baby at the traffickers home, alone and with no medical intervention. Understandably, she is approaching the upcoming birth with a large amount of fear and anxiety.

We have been visiting PT on a weekly basis in her temporary accommodation, one of the main purpose of those visits is to create an individualised care plan for her for when she goes into labour. The need for her to be empowered to make her own decisions is imperative. Even though English isn't her first language, her doula has been providing information in her spoken language and has been able to work through her Birth Preferences to ensure that she knows that she will be fully supported for this birth.

Structure, Governance and Management

Elayos have a Constitution as it's governing document

Elayos is a Charitable Incorporated Organisation

Trustees are appointed and elected

Independent Examiner:

Colin Eric Hingston
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or*
- 2. the accounts do not accord with those records*

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

Financial Review

Brief statement of the charities policy on reserves

The charity does not currently have any significant liabilities; the trustees will keep the need for a reserves policy under review.



Receipts and payments accounts

For the period
from

10/1/20

To

9/30/21

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts				
Regular donations	5,482	-	-	5,482
One Off donations	4,877	-	-	4,877
Grants received	13,976	-	-	13,976
Gift Aid	1,311	-	-	1,311
Other	8	-	-	8
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
Sub total (Gross income for AR)	25,654	-	-	25,654
A2 Asset and investment sales, (see table).				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
Sub total	- 0	- 0	- 0	-
Total receipts	25,654	- 0	- 0	25,654
A3 Payments				
Fund raising fees	674	-	-	674
Client costs	8,615	-	-	8,615
Staff costs	16,986	-	-	16,986
Operation costs	1,516	-	-	1,516
Governance	278	-	-	278
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
Sub total	28,069	-	-	28,069
A4 Asset and investment purchases, (see table)				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
Sub total	- 0	- 0	- 0	-
Total payments	28,069	- 0	- 0	28,069
Net of receipts/(payments)	- 2,415	-	-	- 2,415
A5 Transfers between funds	- 0	-	-	-
A6 Cash funds last year end	4,689	-	-	4,689
Cash funds this year end	2,274	-	-	2,274

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds
		to nearest £	to nearest £
B1 Cash funds	Barclays Bank	2,274	-
		-	-

		-	-
	Total cash funds	2,274	-
	(agree balances with receipts and payments account(s))	OK	OK
		Unrestricted funds	Restricted funds
	Details	to nearest £	to nearest £
B2 Other monetary assets			-
		-	-
		-	-
		-	-
		-	-
		-	-
	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets			-
			-
			-
			-
			-
	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-
	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
			-
			-
			-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	

CC16a
Last year
to the nearest £
2,410
2,269
13,320
5
-
-
-
18,004
- 0
- 0
18,004
-
8,495
5,362
349
272
-
-
-
-
14,478
- 0
14,478
3,526
-
1,163
4,689
Endowment funds
to nearest £
-
-

-
-
OK
Endowment funds
to nearest £
-
-
-
-
-
-
Current value (optional)
-
-
-
-
-
Current value (optional)
-
-
-
-
-
-
-
-
-
-
When due (optional)
Date of approval

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Signature

JAHart

Full Name

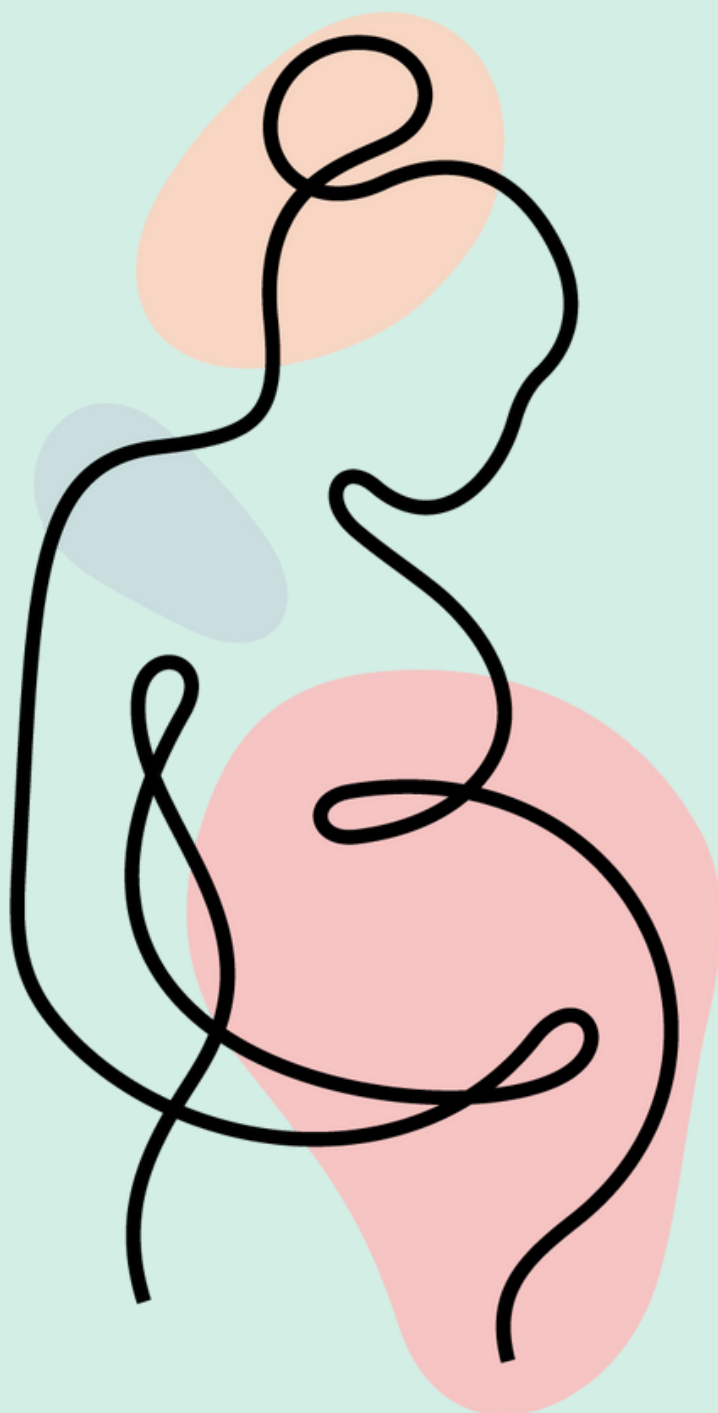
John Andrew Hart

Position (eg Secretary, Chair etc)

Chair of Trustees

Date

30/07/2022



ELAYOS

England & Wales - Charity number 1185455

Accounts

Trustees' Annual Report for the period						
From	Period start date			To	Period end date	
	23	09	2019		31	03

Section A Reference and administration details

Charity name

Elayos

Other names charity is known by

Registered charity number (if any)

1185455

Charity's principal address

Unit 1, Warwick House Industrial Estate

18 Forge Lane

Minworth

Postcode

B76 1AH

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	John Andrew Hart	Chairperson		
2	Lorraine Harper			
3	Rachel Hughes			
4	Emily Cooke			
5	Abigail Vedder		2/12/20 - current	
6	Maggie Coleman		2/12/20 - current	
7				
8				
9				
10				
11				
12				
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14				
15				

16

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18

19

20

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Financial	Frank Harper	29 Meriden Rd, Hampton in Arden, B92 0BS
HR	Kelly Goulding-Hughes	178 Coventry Rd, Coleshill, B46 3EH

Name of chief executive or names of senior staff members (Optional information)

Hope Plumb and Amelia Sommers

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	CIO
Trustee selection methods (eg. appointed by, elected by)	Appointed and elected

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

We are part of a number of Birmingham wide collectives that tackle Perinatal care including:

MVP (Birmingham and Solihull Maternity Voices Partnership)
Yardley Early Help Network
BUMP

We have become a resource for the new NHS Social Prescribers

We have begun to work very closely with the Perinatal Mental Health teams from the two Trusts in the West Midlands, in the light of the pandemic

We continue to receive 90% of our referrals from within the NHS. Other referrals come from charities such as Anawim, Acacia and Women's Aid

We also receive referrals from Social Workers, Support Workers and even self referrals

Section C

Objectives and activities

Summary of the objects of the charity set out in its governing document

To relieve the needs of women in particular, but not exclusively, vulnerable and/or isolated women by the provision of physical, emotional and practical support during pregnancy, childbirth and the postnatal period.

The definition of "vulnerable" women includes women affected by perinatal mental health illnesses, substance abuse, domestic abuse victims, refugees, migrants and asylum seekers, victims of human trafficking, human slavery and sexual exploitation or any other vulnerability.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

- Utilising the “Shortlister” interview platform to use for new volunteers
- Providing advocacy during hospital appointments and Professionals Meetings with Social Services
- Utilising the space donated to us to create Elayos’ own Baby Bank Unit
- Distributing 20 newborn packages from Elayos’ Baby Bank
- Obtaining essential clothes and equipment for mum and baby inc. maternity bras, nappies, cots, formula milk from Elayos’ own Baby Bank Unit
- One to One pregnancy support and guidance
- Supporting clients to create their own Birth Preferences and ensuring they know all of the birthing options available to them
- Being “on 24/7hr call” for our clients when they reach 38 weeks pregnant to accompany them to the hospital for the birth of their baby
- Providing qualified Doulas to support women during childbirth
- Assisting 100% of clients to breastfeed immediately after birth
- Providing qualified Doulas & volunteers to support at the client’s place of residence in the postnatal period, otherwise known as the fourth trimester
- Signposting to other local organisations who can take over support when our time is completed
- Ensuring new mums are well connected into their local communities by accompanying them to their local Stay & Play groups and assisting them to access services that are local to them

The trustees confirm that they have complied with the Charity Commission’s general guidance on public benefit and that the purpose and aims of Elayos are for the greater good. All of our charitable activities focus on improving the experience of pregnancy, birth and motherhood for vulnerable and isolated women in the Birmingham community so that they are better able to care for themselves and their babies both during pregnancy and after the birth.

We believe that Elayos’ work contributes to women who have previously had their autonomy removed now having informed pregnancies and being actively involved in the decisions surrounding the birth of their children. Studies have shown that support by Doulas during childbirth is associated with a significant reduction in caesarean births as well as a contributing to a trend of shorter labours and less use of epidurals.

With our support we have seen many women come to realise the many benefits of (the economical factor playing a huge part) breastfeeding when they had previously decided to bottle-feed and then have gone on to feed their babies for several months.

As a whole our clients have been able to build stronger bonds with their

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

We have acquired a new storage space that we have converted into our Baby Bank, this is managed by a volunteer

In the light of the Covid-19 pandemic and the rise in Perinatal Mental Health illnesses, we are now working in conjunction with Spurgeons Perinatal Mental Health and the two Perinatal Mental Health teams in Birmingham.

All of our staff have completed the following Safeguarding courses; Safeguarding Adults at Risk of Harm and Safeguarding Children and Young People

All of our staff are now Breastfeeding Peer Supporters having completed the Qualification Course

All volunteers and staff are now provided with a Lone Worker Button which has access to a 24/7 helpline

- 156 women have received one to one pregnancy and postnatal support, which includes both weekly phonecalls and house visits
- We have recruited 9 new volunteers using the Shortlister interview platform
- We have provided 142 women with practical essentials such as formula and nappies
- We have given away 78 baby basic parcels
- 64 women have been supported during childbirth
- 64 women have been supported in breastfeeding their babies post birth
- We supported 8 women during separation from their babies

The Covid 19 pandemic has shaped our work significantly. We have adapted our services, policies and communication and engagement work in the face of this challenge.

We look forward to helping more women navigate the challenges arising now and in the months to come in the light of the pandemic.

Section E

Financial review

Brief statement of the charity's policy on reserves

The charity does not currently have any significant liabilities; the trustees will keep the need for a reserves policy under review.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

J A Hart

Full name(s)

John Andrew Hart

Position (eg Secretary, Chair, etc)	Chair of Trustees	
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Date	30/07/2021
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Elayos	1185455
Receipts and payments accounts	
For the period from	43922 To 44104

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts				
Regular donations	2,410	-	-	2,410
One Off donations	2,269	-	-	2,269
Grants received	13,320	-	-	13,320
Other	5	-	-	5
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
Sub total (Gross income for AR)	18,004	-	-	18,004
A2 Asset and investment sales, (see table).				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
Sub total	- 0	- 0	- 0	-
Total receipts	18,004	- 0	- 0	18,004
A3 Payments				
Client costs	8,495	-	-	8,495
Staff costs	5,362	-	-	5,362
Operation costs	349	-	-	349
Governance	272	-	-	272
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
Sub total	14,478	-	-	14,478
A4 Asset and investment purchases, (see table)				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
Sub total	- 0	- 0	- 0	-
Total payments	14,478	- 0	- 0	14,478
Net of receipts/(payments)	3,526	-	-	3,526
A5 Transfers between funds	- 0	-	-	-
A6 Cash funds last year end	1,163	-	-	1,163
Cash funds this year end	4,689	-	-	4,689

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds
		to nearest £	to nearest £
B1 Cash funds	Barclays Bank	4,689	-
		-	-

		-	-
	Total cash funds	4,689	-
	(agree balances with receipts and payments account(s))	OK	OK
		Unrestricted funds	Restricted funds
	Details	to nearest £	to nearest £
B2 Other monetary assets	Expenses float	100	-
		-	-
		-	-
		-	-
		-	-
		-	-
	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets			-
			-
			-
			-
			-
	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use			-
			-
			-
			-
			-
			-
			-
			-
			-
	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
			-
			-
			-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	
		John Andrew Hart	
	J A Hart		

CC16a
Last year
to the nearest £
1,640
670
-
-
-
-
-
-
2,310
- 0
- 0
2,310
7,511
2,474
692
110
-
-
-
-
-
10,787
- 0
10,787
- 8,477
-
9,640
1,163
Endowment funds
to nearest £
-
-

-
-
OK
Endowment funds
to nearest £
-
-
-
-
-
-
Current value (optional)
-
-
-
-
-
Current value (optional)
-
-
-
-
-
-
-
-
-
-
When due (optional)
Date of approval
30-Jul-21