



EE Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	1 st	Oct	2019		30 th	Sept	2020

Section A Reference and administration details

Charity name **EARLY ESSENTIALS UK**

Other names charity is known by **EE**

Registered charity number **1186657**

Charity's principal address **7 Shortland Crescent,**

Manchester

Postcode

M19 1SZ

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	
1	Jennifer Slack	Co-founder		
2	Christine Scott			
3	Lee Leech			
4	Graham Leech	Bookkeeper		
5	Sarah Hope			
6	Martin Austin			

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

Name	Dates acted if not for whole year
None	

Names and addresses of advisers – EE engages no advisers

Name of senior staff member

Sarah Newton-Smith – Co-founder and the only EE paid staff (part time) as 'Coordinator'

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document	CONSTITUTION
How the charity is constituted	Charitable Incorporated Organisation (CIO)
Trustee selection method	Appointed by existing Trustees under para#10 of Constitution

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.

Early Essentials (EE), and from now on in this report, 'we', first appointed Trustees in 2019 during the process of applying for 'charitable status'. We received confirmation on 29th November 2019 that the Charity Commission for England and Wales was satisfied that EARLY ESSENTIALS UK is a charity and we had been entered onto the Register of Charities with the Registered Charity Number 1186657.

This is therefore our first Trustees report as a charity, and we have included background details to cover EE's 'operating history' up to this date. Future Annual Reports will not need this same level of detail and history.

EE was started by two mothers with young families, and they provided their first Moses Baskets of essential items in March 2015, working from their homes. The charity EE UK is currently operated by a team known as Early Essentials Manchester, packing and delivering Moses Baskets from donated or rented premises in the M21/M22 postcode areas of south Manchester. There are satellite groups known as Early Essentials Stockport, Warrington, Peterborough, operating in their local areas during this 2019-2020 reporting year.

All our activities are undertaken by volunteers, except for one paid part-time Coordinator, receiving monies during this reporting period from funding specifically for the Coordinator's salary. One of the roles of this part time paid employee is the obtaining of monies to 'self-fund', meaning donations for the general activities of EE are separate from monies for the Coordinator role.

Early Essentials operates for the 'public benefit' so does not 'gift' starter packs/Moses baskets directly to the eligible mothers, and therefore does not meet or know the mothers and babies. The need is identified by 'referring agencies', and the professional staff/volunteers of these agencies apply to us explaining how the recipients meet the eligibility criteria. Our staff/volunteers then check the application and notify the referring agency whether or not the criteria are met, and if met, from where and when the starter pack can be collected by the referring agency.

Examples of the 'referring agencies' who have received starter packs for vulnerable mothers are:

Asylum Seekers midwife team;	Barnabus; City Hearts;
Cornerstone;	Early Help practitioner;
Emmelines Pantry;	Fallowfield Shelter;
Families First;	Homelessness families team;
Housing Connect;	Ingleside birth centre;
Manchester Sure Start Centres;	Manchester food bank;
Manchester women's aid;	Martenscroft Children's Centre;
North Manchester general hospital;	Out There Charity;
Pankhurst food bank;	Pankhurst Trust;
Refugee Action;	Safe Families;
St Mary's Hospital;	Vulnerable babies team;
Women's hostel Whalley Range;	Wythenshawe Hospital;
Young parents midwife team;	
....and numerous Manchester health visiting teams and social workers.	

EE Manchester's beneficiaries are all within Greater Manchester. Each satellite team/location serves referring agency professionals and staff with beneficiaries in their local communities, which are - Stockport, Warrington, and Peterborough. (And, about to start-up soon after the date of this report, Whitby.)

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

To relieve or prevent the financial hardship of parents or carers of newborn babies in the UK, in particular but not exclusively by providing Moses baskets and items of baby clothing, bedding, toiletries and other essentials.

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)

We are an emergency service providing Moses basket starter pack hampers, generally packed in a Moses Basket, for the most vulnerable pregnant women who would otherwise be unable to provide for their babies directly after birth. The women are referred to EE via either their midwife, health visitor, social worker or charity (as Section B above); they must be 32 or more weeks pregnant and also fall into one of the following categories

- (a) homeless
- (b) refugee/seeking asylum
- (c) fleeing domestic abuse
- (d) in serious financial crisis
- (e) or similar disadvantage.

To provide a safe place to sleep when a baby is born, a starter pack is packed into a Moses basket with a brand-new mattress, unless the referring agency staff identify this is not necessary. The majority of Moses baskets are new – being kindly donated by Clare De Lune from their Manchester Factory. The Trustees record their huge thanks to Clare De Lune staff for this generous support of the work of Early Essentials. We do also use donated pre-loved Moses baskets, but only after they are carefully inspected and checked. Baskets with any signs of unsafe imperfections are not used and safely disposed of.

Within the starter pack are baby clothes, blankets, nappies, wipes, breast pads, maternity pads, toiletries for mum, toiletries for baby, toys, a towel, either a snowsuit or coat, a chocolate treat, a gift set and/or whatever extra goodies are available from donations.

The (Moses basket) starter pack is collected from us by the referring third party agency staff, who then deliver the pack to the mother. In exceptional circumstances, we would provide a Moses Basket starter pack in special but equally urgent and needy circumstances, for example, tailored to the needs of a father and new-born baby where a mother and baby are separated at birth.

The Trustees have each been provided with applicable information, and each have signed the required Trustee eligibility declaration. This includes the declaration each trustee knows the purposes and object of EE, including its underlying requirements for public benefit, and will help EE carry out its purposes. The declaration regarding working with vulnerable groups is not signed as staff and volunteers and trustees do not work with vulnerable people including children.

The public benefit requirements are met by implementing a referral process, maintaining an independence of the team leaders and volunteers from the choosing of which mums-to-be receive the benefit of a Moses basket. The health care and other professionals and staff of the referring agencies make a referral against set out criteria (see first paragraph of this section, above), and this referral is checked by a team leader – a process described in Section B above.

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.

We do not make grants to others, and do not undertake financial investment.

We are entirely reliant on our volunteers, who make up more than 88% of direct working time (approx. 56 hours estimated each week). Most of these hours, vital for our work, is sorting, washing, and storing of clothing, and the packing of baskets with the many items we provide, but volunteers contribute in many ways, including replenishing stock, collecting donations, disposal of unsuitable items, communicating with referring agencies, marketing and social media promotion and admin, public speaking/presentations, website writing/input, setting up new satellite teams, and the training and support of new volunteers.

Some volunteers who are also trustees are involved in decision making, accounting/book keeping, banking/financial transactions, policy/procedure writing, and attending trustee/members meetings

We are grateful to the assistance of many community volunteers who manage, sort and deliver donations from drop off points in cafes, toddler groups etc and make their own houses available for people to drop off items. There are also many knitting/quilting/crafting groups and individuals who spend many hours making handmade blankets, cardigans, mitts etc for us to include in the Moses Baskets.

The collection, inspecting, storing and, if necessary, washing, of donated items was initially carried out from team leaders' or volunteers' homes, including the packing of Moses baskets. This continues to be the case in some locations, but as the work has expanded Early Essentials has been generously supported by the use of space in, and access to, donated premises. We are so thankful to the following organisations for their help and support in resources and/or the use of facilities:-

Ivy Church Manchester;
Eden Merseybank and the use of the Den and portacabin;
Romiley Life Centre;
Lifechurch Warrington;
St Peter's Yaxley, Peterborough (especially the 'Sparks' group);

THANK YOU to each and every person who has helped us in this past year – without you EE's work could not continue.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Early Essential's (EE's) 'core' activity is the supply of packed Moses baskets starter packs to 'referring agency' staff who deliver them to the needy Mums. In this reporting year commencing October 2019 and ending September 2020 the numbers of baskets provided have been just under 430 across our four locations: -

LOCATION	Baskets THIS YEAR	Total since starting – start date
EE Manchester -	219	895 March 2015
EE Stockport –	121	614 July 2015
EE Warrington –	just under 60	155 March 2016
EE Peterborough –	29	105 March 2017.

The Trustees give thanks and credit to the four teams and their supporters and volunteers for the growth in this valuable work.

These figures show that up to September 2019 the four teams averaged just over 27 baskets per month. For the year being reported this increased to over 35 baskets per month, which the Trustees commend as a remarkable achievement given that for half the year everyone has been operating under the various lockdown restrictions imposed to manage the Covid19 Pandemic.

The total number of baskets EE has provided, up to the end of September 2019, since starting, was 1,769.

We are so thankful to all our supporters who donate the many items for the Moses baskets, who give of their time in collecting, sorting, and packing, and who give financially to enable the four EE locations to continue to provide this essential service. EE functions with a heart to show unconditional love through a free gift to Mums in difficult circumstances, based on the verse *"For God loved the world so much that he gave his only Son, so that everyone who believes in him may not die but have eternal life."* John 3:16 GNB. We thank God for his continued provision of resources this year and since we started.

The Trustees also note that for the first four months of the year 2020-2021, in the most restrictive lockdown rules so far, the average baskets provided to needy Mums has again increased to more than 39 per month.

This is a fantastic effort by all involved, and a great credit to the team leaders and teams at all 4 locations who are all reacting positively to the increase in referrals due to the increased need.

The Trustees also wish to record grateful thanks to the following organizations who chose EE Manchester as their 'Charity of the Year' (or made significant donations):-

St Ambrose RC Primary School
St Joseph's Catholic Primary School
Didsbury C of E Primary School
Elmwood Church
Toffee Moon
Faraway Books
ITV Coronation St
Vernon Building Society Stockport
Blue Owl books
CJ's coffee shop
Woolston CofE Primary School
Asda Warrington Community Mentor
Sorooptimist International (SI) Peterborough.

There are many more, too many to list individually, but we do appreciate each and every supporter. Thank you.

In October, EE Manchester was visited by 2 Trustees from the Relief in Need funding panel, who helped pack baskets and sort bags of donations. Their feedback was extremely positive, helped strengthen our relationship, and led to further grants being offered and approved.

In January our Stockport team celebrated their 5th 'Birthday'. Thank you to the Romiley Lifecentre and all their staff and volunteers. Also, in January, our Manchester team members were provided with an EE logo embroidered uniform of T-shirt and fleece.

Section D

Achievements and performance

In August a new 'branded' website was launched. This includes quality promotional video clips filmed by Northern Sparks Productions. See <https://earlyessentials.org.uk>

EE has had media coverage on BBC Radio Manchester where Sarah Newton-Smith has been invited to speak on three separate occasions. Our Salford coordinator Ruth Day was featured on Salford City News.

The following are four examples of feedback received from referring agencies:

"Just wanted to say thank you for the lovely Moses basket hamper collected yesterday. A dad, following the one delivered yesterday, said this: " I just want to say a huge thanks to the organization and professionals to help my family welcome the new born to this beautiful world...it was more than expected very beautiful things loved it so much please keep doing the good work may God bless y'all..." This is to let you know that your service is making a massive impact on our needy families across Manchester!" - Edith A, Health Visitor, Rusholme

"I would like to thank you on behalf of my client for the 2 beautiful Moses baskets full of essential items for her 2 new baby boys. It was wonderful to see Mum's face light up as there was everything she needed for her boys in each basket and some lovely items for her; it made me smile as well. Mum text me later to say thank you, and I would in turn like to pass on her appreciation and mine for a wonderful gift which was really needed" - Norah M, Support Worker

"The journey to get the baskets was worth every minute when I saw the look on my clients face. Thank you for everything you do" - Vicky S, Boaz Trust

"The Families First Team wish to thank you for all the support that you have provided over the last year. All our requests for support have been met with a swift, friendly and professional response. The work that you provide is invaluable. Thank you for all that you do" - Carole C, Families First Team

Section E

Financial review

Brief statement of the charity's policy on reserves

Please refer to our Annual Accounts, published together with this Annual Report. We started the year with £8,919. Our Receipts were £19,355. Our Payments were £12,115. Our end of year balance was £16,159.

Most of the contents of the starter packs are donated items, and to date Early Essentials, from all four teams/locations, has in just over 5 years given out over £541,000 worth of stock on an average budget of £9,000 per year. This shows an exceptional uplift / added value – giving £12 of delivered service for every £1 donated and spent. (or a full basket of essentials worth over £300 for just £25 incurred costs).

For the expenditure necessary to achieve this, the Trustees' current policy is to maintain 6 to 9 months financial reserve - £5,000 to £7,500 (averaging the last 2 years). At the end of the financial year, we have just over £16,000 in the bank. This is a strong financial position, with which the Trustees are satisfied that the known additional expenditures caused by the Covid19 pandemic are covered.

Details of any funds materially in deficit

None.

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.

We received £1,815 from 'Relief In Need' in January and February 2020.

We have set up a 'giving page' on 'Give.net' through which anyone can give donations. Donations this year have been £ 1,014 (*all figures rounded*). 'Give.net' claims identified Gift Aid tax relief from HMRC and pays this to EE together with the donated amounts, less their service fee.

Many individuals and families choose to donate directly to us, and we thank all our donors for over £2,600 given this year in amounts between £10 and £500. We are also grateful this year to St Ambrose School for £257, and to South Manchester Family Church for £588. These monies enable us to continue our work. We are in the process of registering with HMRC to be able to claim tax relief on direct 'Gift Aid' donations. We expect to apply for £275 tax relief on this year's donations by April 2021.

We are also thankful to 'Jo', who secured a place in the 2020 London Marathon and opened a fundraising page with all donations coming to Early Essentials. Thank you to all her sponsors who together raised over £230, despite the Marathon being cancelled due to the pandemic.

The additional pressures and challenges arising from the COVID19 restrictions starting in March 2020 have necessitated additional expenditure, and we give heartfelt thanks to the funding agencies who have supported our work since the pandemic took effect: -
£1,000 in May from 'Relief In Need';
£1,000 in June from the Charities Trust - Movement for Good (EE Stockport);
£7,700 as 'Covid19 Response' monies from HM Government in partnership with the National Lottery Community Fund, received in July, as was
£3,000 from the Manchester Guardian Society Charitable Trust.

Section F Other optional information

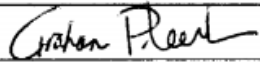

Full details of the work of Early Essentials, including details of what we pack in baskets, a video showing what we do, contact details of all locations, testimonies from referring agency staff and Mums to whom they provide baskets, and more – can be found on our website - <https://earlyessentials.org.uk>

The website (<https://earlyessentials.org.uk>) also provides links to Facebook and other social media pages run by each location.

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	GRAMHAM PAUL LEECH	MARTIN HOWARD AUSTIN
Position (eg Secretary, Chair, etc)	Trustee / Bookkeeper	TRUSTEE
Date	4 th April 2021	



CHARITY COMMISSION
FOR ENGLAND AND WALES

EARLY ESSENTIALS UK

#1186657

Receipts and payments accounts

CC16a

For the period
from

Period start date
01/10/2019

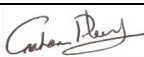
To

Period end date
30/09/2020

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					
donations (<i>voluntary receipts</i>)	4,599	-	-	4,599	1,672
grants/funds (<i>voluntary receipts</i>)	6,815	-	-	6,815	4,585
sponsorship - Jo & London Marathon	233	-	-	233	-
Emergency Covid19 funding from HM Government in partnership with National Lottery Community Fund	7,700	-	-	7,700	-
Bank interest	8	-	-	8	-
tax relief - Gift Aid claimed by EE	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	19,355	-	-	19,355	6,257
A2 Asset and investment sales, (see table).					
none	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	19,355	-	-	19,355	6,257
A3 Payments					
supplies for Moses Baskets	6,112	-	-	6,112	2,640
printing, stationery, etcetera	663	-	-	663	363
promotion incl'g website development	1,515	-	-	1,515	192
Mother's Day gifts	471	-	-	471	874
miscellaneous and incidental costs	699	-	-	699	642
rent of premises	-	-	-	-	-
Volunteers' expenses	-	-	-	-	-
Staff expenses	-	-	-	-	-
Trustees' expenses	-	-	-	-	-
Salary for one part-time coordinator	-	2,655	-	2,655	4,000
	-	-	-	-	-
Sub total	9,460	2,655	-	12,115	8,711
A4 Asset and investment purchases, (see table)					
shelving/racking and storage boxes	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	9,460	2,655	-	12,115	8,711
Net of receipts/(payments)	9,895	- 2,655	-	7,240	- 2,454
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	5,352	3,585	-	8,937	11,391
Cash funds this year end	15,247	930	-	16,177	8,937

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank account Manchester	12,661	930	-
	Bank Account Stockport	2,586	-	-
		-	-	-
	Total cash funds	15,247	930	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
	tax relief (Gift Aid not yet claimed)	275	-	-
	donations received through 'give.net' (Stewardship) but not yet received	24	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	none		-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	storage racking/shelving (5 year depreciation)	unrestricted	90	18
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	none		-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	original signed by Graham P. Leech	and Martin Austin	4th April 2021	
		GRAHAM P. LEECH	23rd Jan 2022	

Rev 1 : £18 missing on total funds; B1 figures corrected. All Trustees approved by Resolution dated 23/01/2022