



# Trustees' Annual Report for the period 20-21

From	Period start date			To	Period end date		
	Day	Month	Year		Day	Month	Year
	1	10	2020		30	09	2021

## Section A Reference and administration details

Charity name	EARLY ESSENTIALS UK
Other names charity is known by	EE
Registered charity number (if any)	1186657
Charity's principal address	123 Cheadle Old Road, Stockport Cheshire Postcode SK3 9RH

### 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	Graham Leech	Book keeper		
2	Christine Scott			
3	Lee Leech			
4	Martin Austin			
5	Sarah Hope			
6	Natalie Hands			
7	Jennifer Slack	Co-founder	1/10/20 – 13/8/21	

### 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 advisors
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### Name of senior staff members –

Sarah Newton-Smith – ‘Coordinator’. Co-founder and the only paid staff (part time self-employed).
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## 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 methods	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.

This reporting year is from 1<sup>st</sup> October 2020 to 30<sup>th</sup> September 2021.

Early Essentials UK (EE), and from now on in this report, 'we/us/our', received confirmation on 29<sup>th</sup> November 2019 that we were entered onto the Register of Charities as a CIO – Charitable Incorporated Organisation. We have therefore been a CIO for a year and ten months.

This is our second Trustees report as a charity/CIO. For the background information, how EE started in March 2015, and a short history of our operations, please refer to last year's TAR – Trustees Annual Report.

EE UK is still operated by a team known as Early Essentials Manchester, packing and delivering Moses Baskets, from 23<sup>rd</sup> October 2020, from rented premises in the M21/M22 postcode areas of south Manchester. EE Manchester's use of 'The Den' on the Merseybank estate was no longer feasible, due to problems with the floor, and our need for larger premises to meet an increasing demand. We thank the Eden team and The Message Trust for their generous and much appreciated gift of the use of this premises.

Two new satellite groups have commenced operations during this reporting period, Whitby, who provided their first Moses Basket in February 2021, and Ballymoney in April 2021. There continue to be satellite groups known as Early Essentials Stockport, Warrington, Peterborough, operating in their local areas during this reporting year.

All our activities are undertaken by volunteers, except for one self-employed part-time Coordinator, receiving additional monies from EE during this reporting period in recognition of her dedication, additional hours working, and fund-raising/grant application successes.

The first 'Covid-19' lockdown was 23<sup>rd</sup> March 2020, and for the whole of this reporting year all six EE teams have operated under the various restrictions imposed by Government. This has been challenging for all locations, but the volunteers have found ways to continue to stock, pack, and supply Moses Baskets throughout the period to meet a demand from the referring agencies that is 10% higher than the previous 12 months.

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.

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, Peterborough, Whitby, and Ballymoney in Northern Ireland.

The trustees note that none of EE's activities involve or require face to face contact with vulnerable adults or children, and therefore there is no need to implement a 'safeguarding' policy. Trustees regularly review this.

A risk assessment has been undertaken, and EE Manchester volunteers and staff have been a part of this process.

The trustees took the decision to take out Insurance in the name of EE UK, and cover commenced on 11<sup>th</sup> February 2021. This provides Public and Employer's liability cover, and also includes cover for volunteers and material loss where packing and storage is in rented or leased property (at Manchester and Warrington).

In April 2021 Natalie Hands joined the six Trustees, bringing her welcome experience and knowledge.

All six trustees and our Coordinator were sad to receive notification from Jen Slack in August 2021 that she was stepping down as a trustee. We thank Jen for the huge contribution she has made as a founder of EE Manchester and successfully assisting its expansion to this point.

## Section C

## Objectives and activities

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 new-born babies in the UK, in particular but not exclusively by providing Moses baskets and items of baby clothing, bedding, toiletries and other essentials.

### **We provide emergency Moses Basket hampers or starter packs**

We provide Moses basket starter packs 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. Our criteria are that they must be 32 or more weeks pregnant and 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

The starter pack includes essentials such as: baby clothes, blankets, nappies, wipes, breast pads, maternity pads, toiletries for baby and mum, toys, a towel and a gift for mum. The items donated are either brand new or pre-loved. All items are carefully inspected and checked that they are in very good condition. These are packed into a Moses basket along with a mattress and wrapped, as a gift, in cellophane ready to be collected.

The starter pack is collected from our EE premises by the referring third party agency staff, who then deliver the pack to the mother. We would also provide a Moses 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.

All trustees have been provided with applicable information, and each have signed the required Trustee eligibility declaration which states the purposes and object of EE, including its underlying requirements for public benefit. The declaration regarding working with vulnerable groups is not signed as staff and volunteers and trustees do not work with vulnerable people including children. Trustees regularly review the main activities undertaken by EE in their trustee meetings.

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, and this referral is checked by a team leader. If

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)

the referral meets the 'public benefit' criteria, the agency staff are informed when a basket is ready for collection.

## 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.

All our activities are undertaken by volunteers, except for one paid part-time Coordinator (becoming our Executive Officer on 1<sup>st</sup> October 2021).

We have been entirely reliant on our 'Coordinator' and a reduced team of volunteers through the last 6 months (Covid19 restrictions in place). Our work, of sorting, washing, and storing of clothing, the packing of baskets with the many items we provide, replenishing stock, collecting donations, disposal of unsuitable items, communicating with referring agencies, marketing and social media promotion and admin, website writing/input, and the setting up of new satellite teams, has continued despite many obstacles, and enabled us to increase the number of baskets provided to needy Mums.

Public speaking/presentations, and the training and support of new volunteers, has not been possible during this tough period.

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

## 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 or vulnerable Mums.

Please refer to each EE location's Facebook pages to see what achievements, successes, and highlights each location has reported through the year. These social media pages also identify our supporters - organisations, companies, schools, church groups, faith groups, and individuals who have made it possible to maintain and grow our 'core' activity.

Teams at all 4 existing EE locations have continued to operate throughout the ongoing Covid-19 pandemic, and it is wonderful to have 2 new teams start providing Moses baskets during this period.

In this reporting year commencing October 2020 and ending September 2021 the numbers of baskets provided have been 471 across our 6 locations, which is a 10% increase on the previous year.

LOCATION	Baskets THIS YEAR	Total since starting – start date
EE Manchester –	275 (+56)	1,170 March 2015,
EE Stockport –	80 (-41)	694 July 2015
EE Warrington –	51 (-8)	206 March 2016,
EE Peterborough –	47 (+18)	152 March 2017,
EE Whitby -	5	5 February 2021,
EE Ballymoney –	13	13 April 2021.

(Number in (xx) brackets shows the increase/decrease compared to last year).

Our total baskets/starter packs provided to date is 2,240, which we find humbling and sad. It highlights a tremendous need which we prefer didn't exist, but we are privileged to make a difference for this many babies and their mums.

*(At the time of preparing this report, the next year's provision (Oct 2021 to Sept 2022) of baskets is up 42% on this year's first 9 months)*

We give heartfelt thanks to individuals, groups, churches and companies who have so generously supported us financially this year. (See the financial review at section E below for more details).

We also give heartfelt thanks to all those who donated goods and supplies that together make up a full Moses Basket. You are an essential and appreciated part of the work we do, and we thank you for joining us in meeting the needs of so many needy Mums.

We were surprised and honoured to be nominated for The Queen's Award for Voluntary Service, and although we did not receive an award, we learned a lot during the lengthy and thorough process.

## 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 £16,177\*. Our Receipts were £16,772. Our Payments were £20,891. Our end of year balance was £12,058.

Most of the contents of the starter packs are donated items, and to date Early Essentials, from all six teams/locations, has in just over 6 years given out over £672,000 worth of stock on an average budget of £9,000 per year. This shows an exceptional uplift / added value – giving just over £10 of delivered service for every £1 donated and spent (or a full basket of essentials worth over £300 for just under £30 incurred costs).

For the expenditure necessary to achieve this, the Trustees' current policy is to maintain 6 months financial reserve - £10,500 (based on this year's payments). At the end of the financial year, we have just over £12,000 in the bank. This is a strong financial position, with which the Trustees are satisfied that current reserves are adequate.

*Note: (\* we reported £16,159 in this TAR last year, but later submitted a corrected set of accounts showing the £18 difference).*

Details of any funds materially in deficit

There are no 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;

We do not have monies to invest. If and when we do, we shall prepare an investment policy.

We have not received any funding or grants in the period 1<sup>st</sup> October 2020 to 30<sup>th</sup> September 2021.

The receipts of over £16,000 have come from:

- (a) generous individuals or couples who give either regularly or by 'one-off' donations;
- (b) churches, Christian centres, and schools. Thank you to Didsbury CofE primary school, St. Ambrose R.C. primary school, Burnage Family Church, Connect Christian Centre, Elmwood Church;
- (c) retailers/companies; thank you to Family Spectrum Ltd., and J. Lewis.
- (d) fundraising by staff at Manchester University NHS Foundation Trust;
- (e) HMRC tax relief in the form of Gift-Aid declared on some donations at (a) above.

- investment policy and objectives including any ethical investment policy adopted.

Individuals have given to EE UK for the work of EE Manchester and EE UK, or for specified EE locations. The attached accounts are for the 6 locations combined.

Many individuals and couples donate to us through 'Stewardship' on their web giving pages. This had been named 'Give.net' but they changed their name and branding during the year. We do not pay any subscription nor 'platform fee'. Stewardship pays us the donation plus any gift-aid tax relief, less a small percentage service fee. (Currently 3.5%)

We could not continue as a charitable service without the very generous financial support of all the above, and we thank you with grateful hearts.

During the year we have registered with HM Government HMRC and have claimed and received tax relief on all 'Gift-Aid' donations since we registered as a CIO up to the end of this reporting year. (£987 to date)

Payments this year, rounded to the nearest whole %, and only listing line items greater than 1%, are identified as follows:

- 43% (a) supplies for Moses Baskets where we do not have donations or where we must buy new, including Moses Baskets themselves
- 2% (b) promotion including website development
- 3% (c) miscellaneous items, including training
- 25% (d) rent of premises at Access Storage, Sharston, Manchester.
- 3% (e) insurances
- 18% (f) top-up payments to our self-funded/self-employed 'Coordinator'
- 3% (g) fundraising (payment to our Coordinator for time in applying for funding and grants in the past 2 years.).
- 3% (h) shelving and racking in the premises rented at Access Storage, Sharston, Manchester.

Each of these 'line items' support the key objectives of EE – to provide Moses Baskets pack full of essentials for a needy Mum and her new-born baby.

## Section F Other optional information


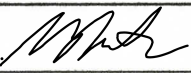
Full details of the work of EE including: details of what we pack in baskets; a video showing what we do; contact details of all locations; testimonials from referring agency staff and mums who have received the baskets – and more – can be found on our website – <http://earlyessentials.org.uk>

The website also provides links to Facebook and other social media pages run by each location, or you can search Facebook for Early Essentials xxx and insert the location in which you are interested.

## 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)	GRAHAM PAUL LEECH	MARTIN HOWARD AUSTIN
Position (e.g. Secretary, Chair)	Trustee	Trustee
Date	27 <sup>th</sup> July 2022	



CHARITY COMMISSION  
FOR ENGLAND AND WALES

**EARLY ESSENTIALS UK**

**#1186657**

**Receipts and payments accounts**

**CC16a**

For the period  
from

10/1/2020

To

9/30/2021



**Section A Receipts and payments**

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
donations (voluntary receipts)	15,782	-	-	15,782	4,599
grants/funds (voluntary receipts)	-	-	-	-	6,815
sponsorship	-	-	-	-	233
Emergency Covid19 funding/HM Government/National Lottery Community Fund etc	-	-	-	-	7,700
Bank interest	3	-	-	3	8
tax relief - Gift Aid claimed by EE	987	-	-	987	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>16,772</b>	<b>-</b>	<b>-</b>	<b>16,772</b>	<b>19,355</b>
<b>A2 Asset and investment sales, (see table).</b>					
none	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>16,772</b>	<b>-</b>	<b>-</b>	<b>16,772</b>	<b>19,355</b>
<b>A3 Payments</b>					
supplies for Moses Baskets	9,040	-	-	9,040	6,112
printing, stationery, etcetera	27	-	-	27	663
promotion incl'g website development	334	-	-	334	1,515
Mother's Day gifts	25	-	-	25	471
miscellaneous and incidental costs	627	-	-	627	699
rent of premises	5,292	-	-	5,292	-
fundraising	555	-	-	555	-
Volunteers' expenses	-	-	-	-	-
Staff expenses	-	-	-	-	-
Trustees' expenses	-	-	-	-	-
Pay towards 1 part-time coordinator	2,930	930	-	3,860	2,655
Insurances	559	-	-	559	-
<b>Sub total</b>	<b>19,389</b>	<b>930</b>	<b>-</b>	<b>20,319</b>	<b>12,115</b>
<b>A4 Asset and investment purchases, (see table)</b>					
shelving/racking and storage boxes	572	-	-	572	-
	-	-	-	-	-
<b>Sub total</b>	<b>572</b>	<b>-</b>	<b>-</b>	<b>572</b>	<b>-</b>
<b>Total payments</b>	<b>19,961</b>	<b>930</b>	<b>-</b>	<b>20,891</b>	<b>12,115</b>
<b>Net of receipts/(payments)</b>	<b>- 3,189</b>	<b>- 930</b>	<b>-</b>	<b>- 4,119</b>	<b>7,240</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>15,247</b>	<b>930</b>	<b>-</b>	<b>16,177</b>	<b>8,937</b>
<b>Cash funds this year end</b>	<b>12,058</b>	<b>-</b>	<b>-</b>	<b>12,058</b>	<b>16,177</b>

## 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 £
<b>B1 Cash funds</b>	Bank Account Manchester	11,041	-	-
	Bank Account Stockport	962	-	-
	Cash held Whitby and Stockport	55	-	-
	<b>Total cash funds</b>	<b>12,058</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))			
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>	tax relief (Gift Aid not yet claimed)	-	-	-
	donations received through Stewardship but not yet received	326	-	-
		-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>	none		-	-
			-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>	storage racking/shelving (5 year depreciation)	unrestricted	572	458
			-	-
		Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>	none		-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		MARTIN AUSTIN	3/7/2022
		GRAHAM P. LEECH	3/7/2022