



Trustees' Annual Report for the period 22-23

Period start date			Period end date			
Day	Month	Year	Day	Month	Year	
From	1	10	To	30	09	2023

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	Springfield House, Mill Lane
	Cheadle
	Cheshire
Postcode	SK8 2NT

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	Chief Finance Officer		
2	Christine Scott			
3	Lea Leech			
4	Martin Austin			
5	Sarah Hope			
6	Natalie Hands			

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 –

No advisers are engaged by EE.

Name of senior staff members –

Sarah Newton-Smith – 'Executive Officer', Co-founder and the only employed staff (part time)

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 1st October 2022 to 30th September 2023.

Early Essentials UK (EE), and from now on in this report, 'we/us/our', received confirmation on 29th November 2019 that we were entered onto the Register of Charities as a CIO – Charitable Incorporated Organisation. We have therefore been a CIO for 4 years at 29th November 2023.

This is our fourth 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 the 2020 TAR – Trustees Annual Report.

EE UK is operated by a team known as Early Essentials Manchester, packing and delivering Moses Baskets from rented premises in the M22 postcode area of south Manchester. We thank The Message Trust for their generous and much appreciated use of their premises. We moved from their warehouse on Leestone Road to their furnished premises on Harper Road in January 2023.

There continue to also be satellite groups known as Early Essentials Stockport, Warrington, Peterborough, Whitby and Ballymoney, each operating in their local areas during this reporting year under the leadership of a local Team Leader.

All our activities are undertaken by volunteers, except for one employed part-time Executive Officer.

Our volunteers have worked tirelessly to continue to sort, wash, stock, pack, and supply Moses Baskets throughout the period to meet a demand from the referring agencies that is 37% higher than the previous year and 81%% higher than two years ago. It is concerning that the demand for Moses baskets/starter packs continues to rise, but the trustees are pleased that EE has been able to increase the level of service it has provided in this period, and no eligible referral has had to be turned-away. We aim to continue to be able to respond to each and every eligible referral going forward

Early Essentials operates for the 'public benefit' so does not 'gift' starter packs/Moses baskets directly to the eligible mothers, and therefore neither meets or knows 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 of the five satellite team/location serves their local referring agency professionals and staff with beneficiaries in their local communities.

The trustees note that none of EE's activities involve or require face to face contact with vulnerable adults or children. A Safeguarding Policy is in place, being beneficial for the charity, the Executive Officer, and the volunteers. The trustees regularly review this to ensure it is relevant and applicable. A copy is available to the public on the EE website.

Insurance cover in the name of EE UK continues to be in place. 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 locations).

All six trustees remained in post during this period including Christine Scott and Graham Leech and, who were approved to continue as trustees for a further 2 years by the trustees in February 2023 and June 2023 respectively.

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.

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

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)

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.

All our activities are undertaken by volunteers supported by our one paid part-time Executive Officer (EO).

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, social media promotion, admin, and website updating, has continued as demand has increased, enabling us to meet the much higher numbers of baskets provided to needy Mums and particularly, to never have to turn-down a valid referral.

Public speaking/presentations, and the training and support of volunteers, has continued during this period.

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

The trustees extend heartfelt thanks and appreciation to all those who directly and indirectly volunteer and support the work of EE in providing the gifts of Moses Baskets packed to the brim with essentials.

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 (links can be found on the EE website) to see the 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.

All 6 existing EE locations have continued to operate during this period.

In this reporting year the numbers of baskets provided was 855 across our 6 locations, which is a 37% increase on the previous 12 months total of 623, and an 81% increase on the number two years ago of 471.

LOCATION	Baskets THIS YEAR	Total since starting – start date
EE Manchester –	535 (+135)	2,105 March 2015
EE Stockport –	109 (-7)	919 July 2015
EE Warrington –	91 (+66)	322 March 2016
EE Peterborough –	88 (+46)	282 March 2017
EE Whitby -	11 (-5)	32 February 2021
EE Ballymoney –	21 (-3)	58 April 2021

TOTALS: 855 (+232) 3,718

(Number in (xx) brackets shows the change compared to previous 12 months)

Our total baskets/starter packs provided since March 2015 is 3,718, which we find both humbling and sad. It highlights a tremendous need which we prefer did not exist, but we are privileged to make a difference this year for 855 babies and their mums.

EE functions with a heart to show unconditional love through a free gift to Mums in difficult circumstances, based on the Bible 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.

We give heartfelt thanks to all those who, during the year, 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. There are too many individuals to name, but thank you to each of you for giving so generously of new and ‘as-new’ used items.

We also wish to thank the many community groups, churches and church groups, faith groups, schools, businesses and shops who give so generously or make/knit/crochet baby-items:- including

Asda Foundation, Childs Farm, Clare de Lune, Gatley KnitWits, Ivy Church Manchester, Elmwood Church, John Lewis & Partners Cheadle, Life Church Warrington, Gemma Tuson’s Big Clothes Swap, Good Afternooners’ Women’s Institute, Lush Manchester Arndale, Manchester Libraries, Swinton Police Station, Aristra Bar Swinton, Shrimad Rajchandra Love and Care, Byotrol, Tesco, Morrisons, Bare Necessities Toiletry Bank, The Little Green Sock Project, Charnwood Nursery, Lok n Store, Babyccino Coffee Mums, St Vincent De Paul Charity, Fusion 21, Warrington Hospital Maternity Dept, Northern Regional College, Connect Centre, Both Lives Matter, Werrington Carol Singers, Neighbourhood Charity Crafters, Northern Care Alliance Trust, With Love Steph, The Message Trust and Message Community Hub, Zac Guinan, Clyde & Co. Solicitors, and more. Sorry if we have missed your name or church or organisation!

The trustees thank the many individuals who have joined one of our location teams in sorting items and packing baskets, both regularly or just for a few hours.

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

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 £18,474. Our Receipts were £38,404 which was £1,200 more than our budget. Our Payments were £44,285 which was £3,065 less than our budget. Our end of year balance is £12,593.

The increase in payments is spread over our whole operational costs and reflects the resources required to provide 855 baskets/starter packs. Payments on supplies for starter packs have increased £3,132 since the previous year; lease of premises at Warrington and Manchester is up by nearly £3,530; payroll costs have increased by £3,486.

Each starter pack we provide to a needy Mum would cost between £300 and £350 if the Moses Basket, mattress, and contents were all purchased new. However, the many of these items have been donated by individuals, groups, organisations or companies (see section D above), leaving us to need to purchase only items that must be new or are needed to make good any shortfalls in the donated goods and supplies.

This means we are able to give away far more in value than we pay for. This year, we have given out 855 starter packs with a value of around £278,000 for an expenditure of £43,822 (excluding the costs of ‘assets’ such as storage boxes, printer for the EO’s home office, and ‘sail-flag’ outside the Manchester packing premises). This represents a remarkable uplift/added value in financial terms, with each starter pack worth around £325 costing Early

Essentials less than £52 to provide. In the three years since becoming a charity, Early Essentials, from all six locations, has given out over £735,000 value of starter packs with an expenditure of just under £110,000.

The trustees applaud the team leaders for each location in their efficient use of monies whilst embracing the large increase in referrals. Overall expenditure this financial year has reduced by £4.84 per basket.

The trustees' written and agreed Reserves Policy is to maintain a 3 months financial continuity reserve, identifying payroll and lease of premises as outgoings necessary for EE's 'core activity'. £0 reserve is held whilst the Manchester unrestricted funds bank balance is greater than £8,500, and £5,500 when the balance falls below that figure. At the end of the financial year September 2023, this balance was £7,528. The trustees are pleased to report that in October 2023 EE received donations of more than £14,800, meaning that the finances are in a healthy position, and with which the trustees are satisfied.

The trustees have agreed four policy and procedures in this period: Volunteer Management; Safeguarding; Health and Safety Policy; and a procedure for handling cash donations.

Disclosure about related party transactions in this reporting period:

- there are no trustees' remuneration and benefits;
- no trustees' expenses have been claimed or paid;
- no volunteers expenses have been claimed;
- transactions: an employment contract was entered into with EE's Executive Officer on 1st October 2021, renewed on 1st October 2022, with payroll set up for 2.5 days per week. One of the trustees, Christine Scott, is a 'related party', being the mother of the Executive Officer. Christine is neither present nor involved in any discussions and meetings concerning the performance, salary and payroll, nor terms and conditions of the appointed Executive Officer, leaving any meetings whilst these matters are discussed. The trustees consider and record this, and any other 'conflicts of interest' at the start of trustee meetings.
- there are no other transactions of this type.

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);

We do not have monies to invest and the trustees have no plans to do so. If and when we do, we shall prepare an investment policy.

Of the £38,404 receipts in the year, we received £12,024 in grants and funds. £3,537 of this funding is restricted to spending on the starter packs (Moses Baskets, mattresses and basket contents), and therefore shown as restricted funds in the accounts. All of this except £212 has been spent.

We have received: -

£25,228 in donations from:

(a) generous individuals or couples who give either regularly or by 'one-off'

- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

donations; thank you especially to Gemma for organising a clothes swap, and to Peterborough Carol Singers.

(b) churches, Christian centres, and schools. Thank you to Ivy Church Manchester, Burnage Family Church, Journey Church;

(c) retailers/companies/bank; thank you to, MGPS sponsorship, Lush Arndale, Fusion 21,

£681 from Zac completing a sponsored run; and £284 by a young lady doing a sponsored cake-bake.

£185 in HMRC tax relief on individual's Gift-Aid donations,

and £12,024 in grants or funds: thank you to Asda, The Charity Service, Manchester Guardians Society Charitable Trust, Love Steph, and Tesco Groundwork UK.

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 all 6 Early Essentials locations combined. Many individuals and couples donate to us through 'Stewardship' on their web giving pages. We do not pay any subscription nor 'platform fee'. Stewardship transfers to EE 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 those we have not mentioned by name, and we thank you with grateful hearts.

Payments this year, rounded to the nearest whole %, and only listing line items greater than 1% (with the previous year's % shown in brackets), are identified as follows:

40%	(42%)	(a) supplies for Moses Baskets where- we do not have donations or - we must buy new, including Moses Baskets themselves
2%	(1%)	(b) promotion including website development
2%	(2%)	(c) miscellaneous items, including training
19%	(14%)	(d) rent of premises for storage/sorting/packing
1%	(1%)	(e) insurances
34%	(33%)	(f) salary and payroll costs
1%	(0%)	(g) fundraising
1%	(5%)	(h) Printer/shelving and racking etc: assets
0%	(2%)	(h) Printing

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>

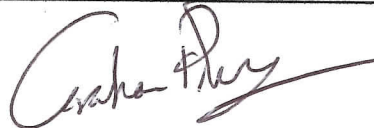

The website also provides links to Facebook and other social media pages run by each location, or you can search Facebook for Early Essentials 'location' and insert the name of the location in which you are interested.

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	NATALIE M HANDS
Position (e.g. Secretary, Chair)	Trustee & Chief Financial Officer	Trustee
Date	23/07/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

EARLY ESSENTIALS UK

#1186657

Receipts and payments accounts

CC16a

For the period
from

01/10/2022

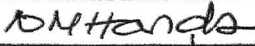
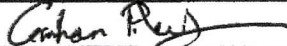
To

30/09/2023

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 £
A1 Receipts					
donations (<i>voluntary receipts</i>)	24,560	669	-	25,229	14,959
grants/funds (<i>voluntary receipts</i>)	8,487	3,537	-	12,024	14,000
sponsorship	966	-	-	966	2,057
Emergency Covid19 funding/HM Government/National Lottery Community Fund etc	-	-	-	-	9,950
Bank interest	-	-	-	-	1
tax relief - Gift Aid claimed by EE	185	-	-	185	738
	-	-	-	-	-
Sub total (<i>Gross income for AR</i>)	34,198	4,206	-	38,404	41,705
A2 Asset and investment sales, (see table).					
none	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	34,198	4,206	-	38,404	41,705
A3 Payments					
supplies for Moses Baskets	6,029	11,823	-	17,852	14,721
printing, stationery, etcetera	-	-	-	-	548
promotion incl'g website development	741	-	-	741	187
Mother's Day gifts	-	-	-	-	112
miscellaneous and incidental costs	957	-	-	957	671
rent of premises	8,640	-	-	8,640	5,114
fundraising	240	-	-	240	-
Volunteers' expenses	-	-	-	-	-
Staff expenses	-	-	-	-	-
Trustees' expenses	-	-	-	-	-
payroll - 1 part-time Executive Officer	15,057	-	-	15,057	11,571
Insurances	335	-	-	335	450
Sub total	31,999	11,823	-	43,822	33,374
A4 Asset and investment purchases, (see table)					
shelving/racking/trolley/storage boxes	270	-	-	270	572
Printer for office, promo flag	193	-	-	193	-
Sub total	463	-	-	463	572
Total payments	32,462	11,823	-	44,285	33,946
Net of receipts/(payments)	1,736	- 7,617	-	- 5,881	7,759
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	10,645	7,829	-	18,474	12,058
Cash funds this year end	12,381	212	-	12,593	19,817

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	10,974	-	-
	Bank Account Stockport	1,301	212	-
	Cash held (Whitby)	106	-	-
	Total cash funds	12,381	212	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Donations for EE received through Stewardship but not yet paid into EE's account	235	-	-
		-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	none		-	-
			-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Storage and packing- trolley, racking/shelving/tables etcetera	unrestricted	2,042	1,268
	Office equipment - laptop and printer	unrestricted	671	538
	Promotional banner/flag	unrestricted	160	75
		Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	none		-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		NATALIE M HANDS	22/07/2024	
		GRAHAM P. LEECH	22/07/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's
report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Early Essentials UK

On accounts for the year
ended

30 September 2023

Charity no
(if any)

1186657

Set out on pages

1 to 2

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

Responsibilities and
basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed 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 (other than that disclosed below *) 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.

** Please delete the words in the brackets if they do not apply.*

Signed:

Peter Bell

Date:

23/7/2024

Name:

Peter Bell

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

ICAEW

Address:

86, Bramhall Lane South, Bramhall, SK7 2EA

Section B**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

N/A