



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 03.04.2020 To 29.08.2021

Charity name: Elly Charity

Charity registration number: 1188897

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To promote and protect women's health in the UK and internationally by</p> <ul style="list-style-type: none">a) Training and educating healthcare workers and health professionals in how to provide optimal care during pregnancy and childbirth;b) Supporting research excellence in women's health;c) Accelerating the application of research into healthcare environments.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p><u>COVID-19 in Pregnancy: Webinar Series</u> During the pandemic Elly Charity Trustees and Volunteers were on the 'front line' working in hospitals caring for pregnant women (including women with COVID-19) and also conducting fast paced COVID-19 in pregnancy research.</p> <p>We took swift action to promote and protect women's health both in the UK and internationally. We organised a webinar series (#GlobalPregCov) aiming to educate healthcare workers on managing pregnancy and childbirth during the pandemic based on both practical experience and the latest research. The webinars were free and open to the public so anyone interested (including pregnant women) could access accurate information during a time of high uncertainty.</p> <p>The webinars were a collaboration with the WHO Collaborating Centre for Global Women's Health at the University of Birmingham and showcased presentations</p>

from leading experts from around the world and follow up Q&As.



The series was made up of 5 webinars:

- COVID19 in Pregnancy - Antenatal Care during the Pandemic (June 2020)
- COVID19 in Pregnancy - Intrapartum Care during the Pandemic (July 2020)
- COVID19 in Pregnancy - Postnatal & Neonatal Care during the Pandemic (August 2020)
- COVID19 in Pregnancy - Women's Health Research during the Pandemic (October 2020)
- COVID-19 Vaccination for Pregnant Women and the Health Professionals caring for them (March 2021)

Collaborations

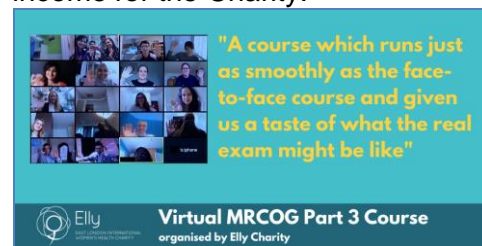
We collaborated with Queen Mary University of London and others to generate a webinar and Q&A session focused on 'Diabetes in Pregnancy' (#sugarcoat2021). This was aimed at pregnant women and healthcare workers (March 2021).



Training

In October 2020 and April 2021, Elly Charity Volunteers organised three virtual MRCOG Part 3 Clinical Assessment Revision Courses. The courses help women's healthcare professionals develop and demonstrate core clinical skills as defined in the MRCOG curriculum. The courses received excellent feedback from the candidates attending.

These were paid courses which generated income for the Charity.



Free Learning Event

In June 2021, Elly Charity Volunteers organised a free half-day learning event on 'Primary Care Updates: Integrated Women's Health (O&G)'. This was a combination of virtual lectures and live interactive Q&As with an expert panel. It was held in collaboration with Barts Education Academy and Health Education England.



Co-Applicants on Funding Proposal

We helped develop a research programme, becoming co-applicants alongside the University of Birmingham and others. The programme was named "C-Safe: Optimising maternal and perinatal outcomes through safe and appropriate caesarean sections in low- and middle- income countries (LMIC)". Part of our preparation work included launching an international survey to understand the top health problems facing pregnant women and their newborn babies.

Make your voices heard! Help us to help mothers and their babies.

We would like to hear about your experiences of pregnancy. This could be the birth of your baby, that of a family member or a close friend. We want to know what problems are of concern to women who are pregnant, so we can use research to find ways to help. We will use this information to tackle the key problems faced by pregnant women and their babies

The grant proposal was submitted to the Medical Research Council and has been approved for funding. The programme will start in September 2022.


Communications

We set up a website (elly.org.uk) which has been regularly reviewed and updated. We have established social media channels and created a short animation to provide easily digestible information about Elly Charity.



Fundraising

In addition to the MRCOG Part 3 Clinical

		<p>Assessment Revision Courses, Elly Charity volunteers organised a 5K run fundraising event at a park in East London.</p> 
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The Trustees have had regard to the Charity Commission's guidance on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
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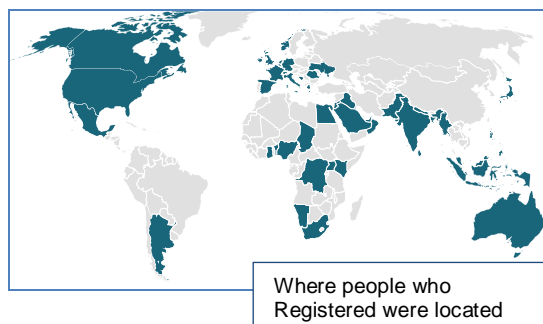
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.

Para 1.20

COVID-19 in Pregnancy: Webinar Series

The world faced new and unforeseen challenges due to the COVID-19 pandemic. Elly Charity was in a unique position to be able to contribute to the global effort. Our experience and authority in how to provide optimal care during pregnancy and childbirth alongside 'front line' experience with COVID-19 (in health settings and research) enabled us to organise 5 timely webinars highlighting the latest information and exploring strategies on how to minimise the risk of COVID-19 transmission and avoid adverse outcomes for mothers, babies and healthcare professionals both in the UK and internationally.

The webinar format accelerated the application of lessons learned into healthcare environments. Our reach was significant, we had over 2800 people register for the live webinars from over 50 countries (mostly LMICs). The people who registered were mainly healthcare professionals (5-10% identified themselves as 'interested patient or member of the public').



100% of feedback from all the webinars rated the content's usefulness either good or very good. Below are some comments we received as feedback:

"The topic is very hard but everything is well explained after the webinar"

"Excellent presentations, great to have teaching and examples from both a high and low-middle income countries."

"The topic is very timely given that I am also a pregnant health care worker in a public hospital in the Philippines."

"Thank you very much for this talk. I am a pregnant woman as well. So I can really feel the stress of being pregnant and the pressure under the pandemic."

"Very informative webinar. Thanks from Nigeria."

"This quite educating I have learnt a lot"

"Very nice webinar. Watching all the way from the Philippines. My mom is an obstetrician and can relate with the anxiety. I am also a medical intern and aspiring obstetrician myself, my knowledge on the subject has improved."

"Thanks to all the panelists and the organisers for a highly informative session. My institution is handling covid positive pregnancies. I am happy to say we are following almost everything that the panelists have advised. Looking forward to the next session"

"It was very useful!!"

"thank you so much for the additional knowledge"



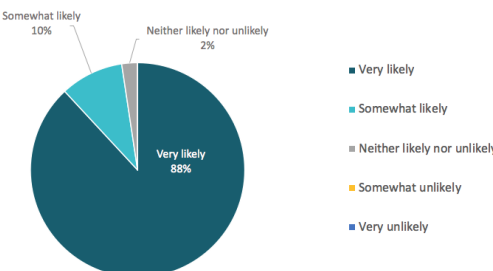
The webinar recordings were posted on YouTube and to date have had nearly 5000 views.



We estimate that the learning from these webinars has directly helped many women in the UK and internationally (including the saving of lives).

By providing these webinars we have helped advance the knowledge and competency of hundreds (potentially several thousands) of

		<p>global health professionals enabling them to effectively manage pregnancies and childbirth during the COVID-19 pandemic.</p> <p>We have also had an impact directly on pregnant women, including pregnant healthcare professionals. We have provided them with the most up to date evidence based information (including on COVID-19 vaccines).</p> <p>The process of organising the #GlobalPregCov series has also fostered relationships between the presenters that have endured beyond the webinars. For example: The 'C-Safe' Funding Proposal outlined above was a collaboration with several speakers.</p> <p><u>Collaborations</u></p> <p>Our 'Diabetes in Pregnancy' webinar benefited pregnant women (providing practical advice to avoid gestational diabetes) and healthcare workers (how to frame conversations). It also raised the profile of women's health research in this field.</p> <p><u>Training</u></p> <p>We have adopted a business model to generate income by delivering paid training courses. The MRCOG Part 3 Revision Courses are for medical professionals and are fully aligned with the Charity's purpose training and educating health professionals in how to provide optimal care during pregnancy and childbirth.</p> <p><u>Free Learning Event</u></p> <p>The free half-day learning event on 'Primary Care Updates: Integrated Women's Health (O&G)' aimed to promote and protect women's health providing best practice guidance and support to improve women's outcomes and referral practices for Hypertension in Pregnancy, Chronic Pelvic Pain, Menopause and Dysfunction Uterine Bleeding. It also offered the opportunity to suggest women's health topics that they would you like to see at future events.</p> <p>The event was open to the public but was positioned for primary care staff involved in managing women's health in primary care settings (e.g. GPs, Nurses, Health Care Assistants etc). It was attended by 138</p>
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		<p>people (all were medical professionals, students or pharmacists). The event received good feedback with 88% of attendees stating that their behaviour, actions, or practice will change as a result and 98% stating that they would recommend the event to colleges.</p> <div><p>Would you recommend the Integrated Women's Health (O&G) Primary Care Updates webinar to your colleagues?</p><table><thead><tr><th>Response</th><th>Percentage</th></tr></thead><tbody><tr><td>Very likely</td><td>88%</td></tr><tr><td>Somewhat likely</td><td>10%</td></tr><tr><td>Neither likely nor unlikely</td><td>2%</td></tr></tbody></table></div> <p>Below are some comments we received as feedback:</p> <p><i>“excellent presentations which has increased my confidence with managing women's health issues”</i></p> <p><i>“Excellent-targeted for primary care”</i></p> <p><u>Co-Applicants on Funding Proposal</u></p> <p>The ‘C-Safe’ research proposal has secured funds to deliver an intervention (including comprehensive training) in four hospitals each in India and Tanzania (30,000 births). Elly Charity will be partners alongside members of the World Health Organization and UNICEF. The programme will start in September 2022.</p>	Response	Percentage	Very likely	88%	Somewhat likely	10%	Neither likely nor unlikely	2%
Response	Percentage									
Very likely	88%									
Somewhat likely	10%									
Neither likely nor unlikely	2%									

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
	Para 1.41	

Investment performance against objectives		
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Essential to the on-going success of Elly is the necessity for sound financial planning and good governance. To that end, the trustees are delighted to report that a positive return was made for the first year, gratifying in such a difficult year of dealing with the pandemic. This not only enables us to continue to develop the long-term strategy of the organisation, but creates a buffer against future financial challenges. In 2021 income was £165,467 with a surplus of £134,857
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level sufficient to provide services for at least six months. The Trustees consider reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. The trustees will work look at ways to increase their free reserves in line with the growth of the charity
Amount of reserves held	Para 1.22	£134,857
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	

Other		
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Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Appointed by a resolution passed at a properly convened meeting of the Charity Trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Elly Charity
Other name the charity uses	EAST LONDON INTERNATIONAL WOMEN'S HEALTH CHARITY (Working name) ELLY (Working name) ELLY APPEAL (Former name)
Registered charity number	1188897

Charity's principal address	Royal London Hospital Dept of Obstetrics & Gynaecology 8th floor, South Tower Whitechapel Road London E1 1FR

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	Ramesan Navaratnarajah			
2	Shakila Thangaratinam			
3	Joseph Aquilina			
4				
5				
6				
7				
8				
9				
10				
11				
12				
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15				
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17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	JOSEPH AQUILINO	
Position (eg Secretary, Chair, etc)	TRUSTEE	

Date

24/6/22

Elly Charity
(a charitable incorporated organisation)
Charity No.1188897

Report and Unaudited Financial Statements
for the period ended
29th August 2021

Charity Name Elly Charity		Charity No	1188897
		Company No	CE021400
Annual accounts for the period			
Period start date	03.04.2020	To	Period end date 29.08.2021

Section A Statement of financial activities (including summary income and expenditure account)

Recommended categories by activity	Unrestricted funds £ F01	Restricted income funds £ F02	Endowment funds £ F03	Total funds £ F04	Prior year funds £ F05
Income (Note 3)					
Income and endowments from:					
Donations and legacies	21,369	-	-	21,369	-
Charitable activities	143,596	-	-	143,596	-
Other trading activities	450	-	-	450	-
Investments	-	-	-	-	-
Separate material item of income	-	-	-	-	-
Other	53	-	-	53	-
Total	165,467	-	-	165,467	-
Expenditure (Notes 4)					
Expenditure on:					
Raising funds	264	-	-	264	-
Charitable activities	6,757	-	-	6,757	-
Separate material expense item	-	-	-	-	-
Other	23,589	-	-	23,589	-
Total	30,610	-	-	30,610	-
Net income/(expenditure) before tax for the reporting period	134,857	-	-	134,857	-
Tax payable	-	-	-	-	-
Net income/(expenditure) after tax before investment gains/(losses)	134,857	-	-	134,857	-
Net gains/(losses) on investments	-	-	-	-	-
Net income/(expenditure) Extraordinary items	134,857	-	-	134,857	-
Transfers between funds	-	-	-	-	-
Other recognised gains/(losses):					
Gains and losses on revaluation of fixed assets for the charity's own use	-	-	-	-	-
Other gains/(losses)	-	-	-	-	-
Net movement in funds	134,857	-	-	134,857	-
Reconciliation of funds:					
Total funds brought forward	-	-	-	-	-
Total funds carried forward	134,857	-	-	134,857	-

Charity No
Company No

1138897
CE021400

Section B

Balance sheet

	Unrestricted funds £ F01	Restricted income funds £ F02	Endowment funds £ F03	Total this year £ F04	Total last year £ F05
Fixed assets					
Intangible assets	-	-	-	-	-
Tangible assets (Note 5)	1,053	-	-	1,053	-
Heritage assets	-	-	-	-	-
Investments	-	-	-	-	-
Total fixed assets	1,053	-	-	1,053	-
Current assets					
Stocks	-	-	-	-	-
Debtors	52,653	-	-	52,653	-
Investments	-	-	-	-	-
Cash at bank and in hand (Note 6)	82,551	-	-	82,551	-
Total current assets	135,204	-	-	135,204	-
Creditors: amounts falling due within one year (Note 7)	1,400	-	-	1,400	-
Net current assets/(liabilities)	133,804	-	-	133,804	-
Total assets less current liabilities	134,857	-	-	134,857	-
Creditors: amounts falling due after one year	-	-	-	-	-
Provisions for liabilities	-	-	-	-	-
Total net assets or liabilities	134,857	-	-	134,857	-
Funds of the Charity					
Endowment funds	-	-	-	-	-
Restricted income funds	-	-	-	-	-
Unrestricted funds (Note 8)	134,857	-	-	134,857	-
Revaluation reserve	-	-	-	-	-
Fair value reserve	-	-	-	-	-
Total funds	134,857	-	-	134,857	-

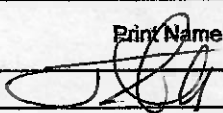
The company was entitled to exemption from audit under s477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to small companies subject to the small companies regime and in accordance with FRS102 SORP.

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

Print Name	Date of approval dd/mm/yyyy
 JOE HILL	29/6/22

Elly Charity
Notes to the accounts
for the period ended 29th August 2021

1 Basis of preparation

1.1 Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and with the Charities Act 2011.

2 Accounting Policies

2.1 Income

Income is included when receivable. Where income has conditions attached to it, that income is recognised when there is certainty of receipt, entitlement and the amount can be measured with sufficient reliability. Income (including grants receivable) is deferred where conditions exist on entitlement such as a specified future time period.

2.2 Expenditure

Expenditure is recognised in the period in which it is incurred and includes attributable VAT which cannot be recovered. Expenditure is recognised when a legal or constructive obligation arises. Costs of raising funds are those costs incurred in attracting voluntary income. Governance costs are those costs incurred in the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

2.3 Depreciation

Depreciation is provided at rates calculated to write off the cost of each asset over its expected useful life

Fixtures, fittings and equipment 25% Straight Line

2.4. Creditors

The charity has creditors which are measured at settlement amounts less any trade discounts

2.4. Debtors

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

2.5 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity. Restricted funds are where the donor specifies the use to which the funds can be spent.

Note 3 Income

	Analysis of income	Total funds
		£
Donations and legacies:	Donations and gifts	21,369
Charitable activities:	Teaching	143,596
Other Trading activities	Fundraising events	450
Other	Bank interest	53
TOTAL INCOME		165,467

Note 4**Expenses****2021**

	Unrestricted funds	Endowment funds	Total funds
Costs - Running courses (food/travel)	3,262		3,262
Course Examination fees	1,425		1,425
Purchases	645		645
Role Players	1,425		1,425
Admin Fee	5,975		5,975
Accountancy	800		800
Audit	600		600
Advertising and PR	70		70
Bank charges	220		220
Raising funds	264		264
Costs associated with running courses overseas	12,689		12,689
Depreciation	351		351
Meetings & Subsistence	1,870		1,870
Stationery and printing	635		635
Sundry	310		310
Training	70		70
	<u>30,610</u>		<u>30,610</u>

Note 5**Tangible fixed assets**

	Fixtures, fittings and equipment
Cost	
At 03 April 2020	0
Additions	1404
At 29 August 2021	<u>1,404</u>
Depreciation	
At 03 April 2020	0
Charge for the Period	351
At 29 August 2021	<u>351</u>
Net book values:	
At 29 August 2021	<u><u>1,053</u></u>

Note 6**Current Assets****2021**

Cash in hand & bank	82,551
Accrued income	<u>52,653</u>
	<u><u>135,204</u></u>

Note 7**Creditors: amounts falling due within one year****2021**

Accruals and deferred income	1400
	<u><u>1400</u></u>

Note 8**Charity funds**

Fund names	Type PE, EE R or UR *	Fund balances brought forward £	Income £	Expendit ure £	Transfer s £	Gains and losses £	Fund balances carried forward £
Unrestricted Funds	UR	-	165,467	- 30,610	-	-	134,857
		-	-	-	-	-	-
Other funds (balancing figure)	N/a	-	-	-	-	-	-
Total Funds as per balance sheet		-	165,467	- 30,610	-	-	134,857

Note 9**Transactions with trustees and related parties**

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name

Elly Charity

On accounts for the
period ended

29 August 2021

Charity no
(if any)

1188897

Set out on pages

1-6

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity for the period ended 29 August 2021.

Responsibilities and
basis of report

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

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

Signed:

Philip Gambrell

Date:

29. 6. 22

Name:

Mr Philip Gambrell MAAT FCCA

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

Association of Chartered Certified Accountants

Address:

PG Lemon LLP

134 High Street, Hythe

Kent, CT21 5LB

Section B**Disclosure**

Only complete if the examiner needs to highlight material 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.