

EAST KENT BABY MEMORIAL GARDENS GROUP

England & Wales · Charity number 1190080

Details

Status Registered

Legal form CIO

Registered 2020-06-24

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

Contact

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Website <https://www.eastkentbabymemorialgardens.org.uk/>

Activities

Objects: TO RELIEVE THE CHARITABLE NEEDS OF BEREAVED PARENTS AND FAMILIES IN EAST KENT WHO HAVE SUFFERED THE LOSS OF A BABY BEFORE, DURING OR AFTER BIRTH, IN PARTICULAR BY PROVIDING MEMORIAL GARDENS, MEMORIAL TILES, ORGANISING MEMORIAL EVENTS, OFFERING COMFORT, SUPPORT AND GUIDANCE TO SUCH FAMILIES AND RAISING AWARENESS AMONG THE GENERAL PUBLIC OF BABY LOSS AND THE EFFECT THAT IT HAS ON GRIEVING PARENTS THEIR FAMILIES AND FRIENDS.

Activities: We run the unique Ashford Baby Memorial Garden, with over 450 name tiles for our special babies as well as baby memorial areas in Canterbury, Faversham & Sittingbourne. We undertake a considerable amount of awareness raising about baby loss and the support available to families. This includes 'Smiley Face Tombolas', talks and presentations, as well as the Wave of Light and Teddy Bear's Picnics.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** LOCAL
- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£10,127	£14,144	-	-
2024-03-31	£10,570	£11,070	-	-
2023-03-31	£21,725	£21,701	-	-
2022-03-31	£12,518	£11,721	-	-
2021-03-31	£17,431	£14,212	-	-

Trustees

Name	Role	Appointed
Emma Oram	Chair	2020-05-20
Adrian Goldsmith		2022-05-24
Chris Twydell		2020-05-20
Christine Twydell		2020-05-20
Jacalyn Wood		2022-05-24
Joanna Coles		2020-10-19
Laura Xavier		2025-01-23

EAST KENT BABY MEMORIAL GARDENS GROUP

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ANNUAL REVIEW AND ACCOUNTS FOR 2024-25

Background

We were established in 2020 to support bereaved families by maintaining the Ashford Baby Memorial Garden, arranging support events, creating other baby memorial areas, and raising awareness of baby loss. This includes babies who die through miscarriage, stillbirth, perinatal death or as infants. We are there for all families, no matter how or when was their loss.

Being a small, local community charity with no staff, nor regular income allows us total control over what we do and how we spend our money. We continue to work alongside other organisations, signposting people to their services and to their support where appropriate.

Volunteers

Our charity is run, and all our activities are delivered, by a very small team of volunteers, nearly all bereaved parents themselves, who between them give an enormous amount of time and energy. We were pleased to welcome Laura as a new Trustee, giving us eight trustees in total, each with their own specific skills and experience, and as a result were able to redistribute some of the key areas of responsibility within the volunteer team. A big thank you to them and to everyone who has supported us during the year, in any way.

Ashford Baby Memorial Garden

The Baby Memorial Garden continues to thrive and to serve as a lovely place for families to remember their babies, with over 450 baby names recorded forever, and more being added each quarter. Thanks to Aspire, Ashford Council's internal grounds team for maintaining the garden for us, on a repayment basis. At the Garden we also hold held our annual Teddy Bear's Picnic.

Faversham, Canterbury, Sittingbourne and other areas

Our remit covers the whole of East Kent from Sheerness to Thanet and down to Romney Marsh. We have always been conscious that Ashford is a fair distance from some parts of East Kent and have plans to create small 'satellite' areas in existing parks and gardens where we can install nameboards more locally. We had previously set up memorial areas in Faversham and Canterbury, and during 2024 we were able to create a third memorial area, in King George V Park in Sittingbourne. All together, we now have more than 500 baby names recorded in the various areas and we have just started discussions with organisations in Thanet about the possibility of creating a small area in a lovely park in Ramsgate.

Fundraising Events and Activities

A major part of our work continues to be around raising awareness of baby loss and encouraging people to talk - giving people the opportunity to talk about their losses can be so cathartic. This year we again attended a large number of awareness and network events often using our Smiley Face tombolas as a way of engaging with people. These and other network events and presentations are very important and have led to a significant number of events and activities. We also received very positive feedback on a training day we arranged for student midwives, and another training day we funded which was open to all East Kent Trust's staff midwifery and other staff. We have reached out to other baby loss organisations with mixed success.

Finances

We started the year with £12,571 in our accounts and ended the year with £8,604, an operating loss of approximately £4k. This can be explained mainly through two large items of expenditure, £1,831 for the replacement of the two benches in the Ashford Baby Memorial Garden which had started to rot after eleven years of service, and £2,228 to purchase in advance a number of nametile boards and posts for use in the future. We also spent £650 on a student midwives training day.

The other big item of expenditure was the £2,188 regular annual cost of storage, mainly the cost of two garages rented from the Ashford Council which used almost half our fundraised income (46%). This really is a major challenge for our small charity and our limited fundraising abilities, particularly as the garage rents will rise again from April 2025.

The bulk of our income once again was from our community fundraising, including tombolas and quiz nights and other events, along with some very welcome donations. A big thank you everyone who helped raised money for us in any way. Looking ahead, we are hoping to diversify our fundraising, so we become less dependent on particular activities, and specific volunteers.

Financial Reserves

Previously we had reserves to cover our main activities for twelve months and to cover the cost of returning the Ashford Baby Memorial Garden back to its original condition, should the Council decide to terminate the licence for that area. Given the pressure on our funds, not helped by the Council's own position on rent for the two garages, we have taken a pragmatic view that in reality it is extremely unlikely the Council would terminate the licence and require us to return the area to its original (very poor) state. On that basis, we have decided that as that aspect was a low risk, we need not retain an amount in our reserves for that specific purpose and this has allowed us to reduce our financial reserves to £5,000, a more manageable figure.

The Future

The coming year looks exciting, with, we hope, the creation of a fourth satellite area, probably in Thanet. Our volunteers will continue to look for opportunities to raise awareness of baby loss, and to give families opportunities to have somewhere special to remember their precious babies, and to talk about their losses. We are updating our Development Plan for the coming five years and are also consulting families on some of the events we have arranged, including the family picnic and the Wave of Light.

EAST KENT BABY MEMORIAL GARDENS GROUP FINANCIAL SUMMARY FOR 2024-2025

Opening Bank Balance at 1 April 2024

£12,571.36

Income

Name Tiles (all areas)	£2,697.00
Fundraising (tombolas)	£3,194.10
Fundraising (other)	£1,554.73
Event Donations	£649.45
Other Donations	£1,179.80
Grants	£0.00
Bank Interest	£306.49
Other	£545.14

Expenditure

Nametiles (all areas)	£3,386.16
Ashford Garden	£3,224.00
Faversham Area	£0.00
Canterbury Area	£7.00
Sittingbourne Area	£86.37
Awareness	£371.90
Fundraising prizes/stalls	£1,463.15
BLAW	£66.45
Family Events	£37.00
Storage	£2,187.55
Insurance	£298.96
Printing etc	£88.81
Travel	£1,311.22
Other Core Costs	£833.97
Other	£781.46

Total Income **£10,126.71**

Total expenditure **£14,144.00**

Closing bank balance at 31 March 2025 £8,554.07

Cash held (fundraising float) £50.00

Total Charity Funds at 31 March 2025 **£8,604.07**

EAST KENT BABY MEMORIAL GARDENS GROUP

England & Wales - Charity number 1190080

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ANNUAL REVIEW AND ACCOUNTS FOR 2023-24

Background

We were established in August 2020 to support bereaved families by maintaining the Ashford Baby Memorial Garden, arranging support events, creating other baby memorial areas, and raising awareness of baby loss. This includes babies who die through miscarriage, stillbirth, perinatal death or as infants. We are there for all families, no matter how or when was their loss.

Being a small, local community charity with no staff, nor regular income allows us total control over what we do and how we spend our money. We continue to work alongside other organisations, signposting people to their services and to their support where appropriate.

Volunteers

Our charity is run, and all our activities are delivered, by a very small team of volunteers, nearly all bereaved parents themselves, who between them give an enormous amount of time and energy. During the year we welcomed Rebecca to our small team of trustees. A big thank you to them and to everyone who has supported us during the year, in any way.

Ashford Baby Memorial Garden

The Baby Memorial Garden continues to thrive and to serve as a lovely place for families to remember their babies, with over 400 baby names recorded forever, and more being added each quarter. Thanks to Aspire, Ashford Council's internal grounds team for maintaining the garden for us, on a repayment basis. At the Garden we held our annual Teddy Bear's Picnic which went well, with quite a few families attending.

Faversham, Canterbury and other areas

Our remit covers the whole of East Kent from Sheerness to Thanet and down to Romney Marsh. We have always been conscious that Ashford is a fair distance from some parts of East Kent and have plans to create small 'satellite' areas in existing parks and gardens where we can install nameboards more locally. We already had a nameboard at Faversham and during the year were able to create a second small area, in Westgate Park in Canterbury, alongside the river. This attracted a lot of interest including a short report on Meridian Television. We currently have 18 nameboards at Faversham and 27 at Canterbury, giving us a total of 447 across the three areas. We are in discussion with Swale Council about the possibility of creating a small area in Sittingbourne, and will look at other potential areas over time.

Fundraising Events and Activities

A major part of our work continues to be around raising awareness of baby loss and encouraging people to talk about this still very taboo subject - just giving people the opportunity to talk about their losses can be so cathartic. This year we again attended a large number of awareness and network events often using our Smiley Face tombolas as a way of engaging with people.

Finances

We started the year with £13,071 in our accounts and ended the year with £12,571. The bulk of our income was from our community fundraising, including tombolas and quiz nights and other events, along with some very welcome donations. A big thank you everyone who helped raised money for us.

A major bone of contention remains the rent we have to pay Ashford Borough Council for the rental of two garages which we use to store our trailer and our equipment. During 2023-4 we paid a total of almost £1,500, a figure which will increase to over £1,600 in 2024-5. We have asked the Council to waive those charges, or at least to reduce them, but to no avail. In July 2023 the Council introduced a new formal policy which allowed it to '*provide any premises for the operation of an organisation at either a low or no rent*', but when we asked to be considered under that policy, the Council said it referred only to pre-existing arrangements.

We challenged that interpretation (the policy made no such condition) and are continuing to do so through a local Councillor. This remains a major issue for us, bearing in mind that £1,600 represents five or more full day's fundraising by our small band of volunteers. We have started the process of recording donations eligible for GiftAid and hope to be able to claim this annually from 2024 onwards.

Financial Reserves

During the year we reassessed our financial reserves. Previously we had allocated a reserve of £10k which would cover our main activities for twelve months and would cover the cost of returning the Ashford Baby Memorial Garden back to its original condition, should the Council decide to terminate the licence for that area. Given the pressure on our funds, not helped by the Council's own position on rent for the two garages, we have taken a pragmatic view that in reality it is extremely unlikely the Council would terminate the licence and require us to return the area to its original (very poor) state. On that basis, we have taken the view that as that was a low risk, we need not retain the £5k in our reserves for that specific purpose. This has allowed us to reduce our financial reserves to £5,000, a more manageable figure and one which will reduce the pressure on our fundraising targets.

The Future

The coming year looks exciting, with, we hope, the creation of the Sittingbourne nametile boards and progress in other areas. Our volunteers will continue to look for opportunities to raise awareness of baby loss, and to give families opportunities to have somewhere special to remember their precious babies, and to talk about their losses. We are conscious that ours is a very small team and hope to recruit further volunteers during the year.

During the past year we have been working on a Development Plan for the coming five years and this is attached to this document. We are hoping to be able to deliver our 'Older People' project, aimed at talking to groups of older people who may have faced baby loss many years ago, but that is subject, in part, to us being able to find adequate funding, as well as volunteer time. We are hoping, too, to hold a Wave of Light and Ribbon Display in Ashford's Victoria Park in October 2024 during Baby Loss Awareness Week.

Financial Summary for 2023-24

Opening balance at 1 April 2023	£13,070.91		
Income		Expenditure	
Name Tiles	£1,338.00	Ashford Garden	£1,492.41
Fundraising	£6,126.58	Name Tiles	£582.78
Event Donations	£650.86	Fundraising & Awareness	£2,450.91
Other Donations	£2,228.99	Fundraising Prizes	£1,473.10
Grants	£0	Other Gardens	£1,196.88
Other	£225.56	Storage	£1,487.20
		Insurance	£292.20
		Other Group Costs	£848.57
		Printing etc	£377.07
		Other	£868.42
Total Income	£10,569.99	Total expenditure	£11,069.54
Closing Balance 31 March 2024	£12,571.36		

April 2024

EAST KENT BABY MEMORIAL GARDENS GROUP

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ANNUAL REVIEW AND ACCOUNTS FOR 2022-2023



Background

Our charity was established in August 2020 following an amicable split from the Sands charity, with an updated remit to support bereaved families by maintaining the Ashford Baby Memorial Garden, arranging support events, creating other baby memorial areas, and raising awareness of baby loss. The basis of our work was widened from stillbirth and neonatal deaths to include all babies who die, whether through miscarriage, stillbirth, perinatal death or as infants. We are there for all families, no matter how or when was their loss. This new independence allows us to have total control over what we do and how we spend our money, so important for a small community charity. We continue to work alongside other organisations, signposting people to their services and to their support where appropriate.

Volunteers

Our charity is run, and all our activities are delivered, by a very small team of volunteers, nearly all bereaved parents themselves, who between them give an enormous amount of time and energy. During the year we lost Vicky as a trustee, but were delighted to welcome both Jacalyn and Adrian to the team. A big thank you to them and to everyone who has supported us during the year, in any way, and a special thank you to our trustees whose energy and enthusiasm makes things happen!

Charity of the Year

In 2022 we were pleased to be selected as finalists in the Kent Charity of the Year awards, a welcome accolade and opportunity to raise awareness of what we do.

Ashford Baby Memorial Garden

The Baby Memorial Garden continues to thrive and to serve as a lovely place for families to remember their babies, with almost 400 baby names recorded forever, and more being added regularly. We have faced some minor vandalism, all of which has been reported to the Police, albeit without any evidence of action by them. At the Garden we held our annual Teddy Bear's Picnic which went well, with quite a few families attending. We also welcomed Justin Welby, the Archbishop of Canterbury and himself a bereaved parent, who visited the Garden.

In the summer of 2022 we took a decision to replace the namestones in the area surrounding the mosaic in the paved section with stones that were brighter and easier to keep clean. This was a major and expensive project and we are grateful to Ashford Borough Council for a grant of £3,000 towards the costs.

Faversham, Canterbury, Sheerness and Dover

Our remit covers the whole of East Kent from Sheerness to Thanet and down to Romney Marsh. We have always been conscious that Ashford is a fair distance from some parts of East Kent and have plans to create small 'satellite' areas in existing parks and gardens where we can install nameboards more locally. We already have a nameboard at Faversham and are awaiting agreement to something at Sheerness. We have recently had agreement to us installing boards within Westgate Park in Canterbury in a lovely setting alongside the river. We hope we can progress this during the coming months and will continue to look at other potential locations in other parts of East Kent.

Fundraising Events and Activities

A major part of our work is around raising awareness of baby loss and encouraging people to talk about this still very taboo subject - just giving people the opportunity to talk about their losses can be so cathartic, for them and for us. We attend awareness and network events and use our Smiley Face tombolas as a way of engaging with people. During the year we undertook over twenty-five events, including sixteen whole day Smiley Face Tombolas which raised around £6,000 in total, although against this was the cost of attending events and the prizes themselves.

Finances

We started the year with £4,015 in our current account and ended the year with £4,039, a satisfactory amount. Major expenditure included the replacement of some of the namestones in the Ashford Garden, for which we received a grant from Ashford Borough Council, as well as the purchase of a new large trailer for events, at a cost of £1,900 with a £1,500 grant from the Lawson Endowment Fund for Kent through the Kent Community Foundation. We received other smaller

grants from Persimmon Housing, Swale Council, and the Co-Op for which we are grateful. A big thank you too to families who raised money through wedding donations and other activities, and to the young people in Swale who raised £272 for us through the National Citizen Service project. We are grateful to every one of our supporters!

We pay Ashford Council to maintain the Baby Garden for us at a cost of around £1,999 a year, or £20 a week. We are happy to pay this as it keeps things on a business-like footing, although we do appreciate that they frequently go well beyond what they are paid for. What is less acceptable is that we have to pay Ashford Council £1,400 a year for the rent of two garages. We have asked the Council to waive these charges, so far to no avail, but we will continue on this quest.

Financial Reserves

During the year we are able to increase our financial reserves from £7,500 to just over £9,000, with the aim of increasing this to £10,000 over time. That £10,000 represents the running costs of the charity for twelve months and is at a reasonable level. There are a number of important factors we have taken into account in setting reserves at that level. Firstly, the Ashford Baby Memorial Garden area is licenced to us for five years (to October 2025) after which the Council (at least in theory) give us just three months' notice to quit. While we cannot see that ever happening, it is a risk we have to bear in mind and we need to have some reserves to either fight any such request, to find and secure an alternative area, or to return the area to its former condition. While this seems extremely unlikely, we cannot be sure it would never happen and have to plan for that possibility. Secondly, we have core costs which includes paying Aspire for the maintenance of the Ashford Baby Memorial Garden, the costs of storage, and backroom costs such as insurance which have to be met come what may. Thirdly, as a small charity with a relatively low financial turnover, we are particularly susceptible to unexpected bills – a good example is some vandalism to the Garden in April 2022 which cost us over £300 to rectify - we have to plan for such eventualities. And finally, as a small community charity with no staff, we are entirely dependent on a small number of volunteers who undertake most of the fundraising and other income generation. Despite succession planning, the current levels of fundraising activity cannot continue forever and we have to be realistic in not necessarily being able to rely on current fundraising levels in the future. Charity law requires us to plan reserves at a realistic level and taking account of all these factors, we are satisfied the £10,000 figure is the right one.

The Future

The coming year looks exciting, with, we hope, the creation of the Canterbury nametile boards and progress in other areas. Our volunteers will continue to look for opportunities to raise awareness of baby loss, and to give families opportunities to have somewhere special to remember their precious babies, and to talk about their losses.

Financial Summary for 2022-23

Income		Expenditure		Actual
Name Tiles	£4,790	Garden Maintenance		£7,955
Fundraising	£8,189	Name Tiles		£522
Event Donations	£331	Fundraising and Awareness		£2,417
Other Donations	£4,311	Fundraising Prizes		£1,563
Grants	£3,978	Other Gardens		£855
Other	£126	Events		£455
		Storage		£1,435
		Insurance		£96
		Other Group Costs		£4,388
		Printing etc		£142
		Transfer to Reserves		£1,500
		Other		£374
Total Income	£21,725	Total expenditure		£21,701

Bank balance in current account at 31 March 2023 £4,039.06

Bank balance in Reserves Account at 31 March 2023 £9,031.85

Cash float held for fundraising events etc. at 31 March 2023 £50.00

TOTAL MONEY HELD AT 31 MARCH 2023 £13,120.91

Chris Twydell Volunteer Treasurer

May 2023

EAST KENT BABY MEMORIAL GARDENS GROUP

England & Wales - Charity number 1190080

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ANNUAL REVIEW AND ACCOUNTS FOR 2021-2022

Our charity was established in August 2020 following an amicable split from the Sands charity after seven years, with an updated remit to support bereaved families by maintaining the Ashford Baby Memorial Garden, arranging support events, creating other baby memorial areas, and raising awareness of baby loss.

The basis of our work was widened from stillbirth and neonatal deaths to include all babies who die, whether through miscarriage, stillbirth, perinatal death or as infants. We are there for all families, no matter how or when was their loss. This new independence allows us to have total control over what we do and how we spend our money, so important for a small community charity. We continue to work alongside other organisations such as Sands and the Miscarriage Association, signposting people to their services and support where appropriate.

Our first year of operation was from August 2020 to March 2021 and as that was during the Covid pandemic, opportunities for community activities were few and far between. But that partial void gave us space to establish the charity and website and leaflets etc., ready for the return to normal activities. Our second year, 2021-22, included a gradual return to normality but with a reduced number of community events we were able to attend, impacting on our fundraising and awareness ambitions.

Volunteers

Our charity is run, and all our activities are delivered, by a small team of volunteers, nearly all bereaved parents themselves, who between them gave an enormous amount of time and energy. A big thank you to them and to everyone who has supported us during the year, in any way. Some support has been financial, others have given time and energy while for some that support has been rather more subtle. But to everyone, a big 'Thank You'.

Ashford Baby Memorial Garden

During 2021/22 we have continued to run our unique, fully accessible, town centre Ashford Baby Memorial Garden, adding a large wooden planter, and installing a further **41 baby name tiles**, remembering babies from 1958 through to 2021. We held our annual **Teddy Bear's Picnic** at the Garden and our regular **Wave of Light** during Baby Loss Awareness Week, the latter not going as well as we had planned due to issues with the venue, compounded by a relatively low turnout on the day by families.

Other Baby Memorial Areas.

We have worked with the **West Faversham Community Centre** to create a new baby memorial area within its sensory garden, supplying a bench and a nameboard to allow local families to have their baby's name recorded closer to their homes. This will be opening in June 2022. We have supported volunteers at the old **Folkestone Cemetery** where a stillbirth area was discovered and which local volunteers are making nicer. We put pressure on the NHS Trust to make improvements to the **Baby Cemetery at Canterbury Hospital** where around 100 babies are buried. This area had been long forgotten and neglected, but now has new fencing, and a new path together with an engraved bench donated by us. We continue to work with **Dover Rotary** which is hoping to create a baby memorial area on the seafront, but which appears to be facing some reluctance from the Council. We continue to look for opportunities for other baby areas across East Kent and would welcome any suggestions for suitable locations.

Fundraising Events and Activities

We undertake a considerable number of events and activities, many with the dual aim of raising funds for the charity, but also helping raise awareness of baby loss and the support available to families. The year covered by this Review was still affected by the pandemic although restrictions gradually eased over time, allowing us to undertake a reasonable number of events and activities, including some newer ones. During the year we:

- Attended fourteen full day events, and another eight shorter events, raising money and raising awareness in Ashford, Dover Folkestone, Sittingbourne and Whitstable.

- Attended twelve other networking events across East Kent with other organisations, raising awareness of baby loss and our charity. Conversations at many of these led to follow-up work or activities.
- Spoke to 500 students at Ashford College as part of its Fresher's Fair, recognising the College as our close neighbours and the students many of whom will almost certainly face the loss of a baby.
- Sold 16,000 Smiley Face Tombola tickets, giving away 2,300 prizes and raising almost £4,000.
- Raised awareness of baby loss among several thousand people.
- Created a four-page handout about baby loss for Kent Scout volunteers, and are looking at offering something similar to other youth organisations.
- Took part in Baby Loss Awareness Week, including having a stand in Ashford County Square.
- Had a full-page article in Ashford Council's magazine, delivered to 55,000 houses!
- Talked to Kent Police, Swale Council and others about their support to staff and the wider community, and developed plans to talk to National Citizens Service students in 2022.

Finances

We started the year with £3,219 in our current account and ended the year with £4,015 with the most significant areas of **expenditure** relating to the Ashford Baby Memorial Garden (£2,100, partly offset by £1,440 from the sale of nametiles), baby areas elsewhere (including £1,400 for benches at Faversham and at Canterbury), and events and activities. Storage costs for two garages rented from Ashford Council were £1,400, a really frustrating call on our funds and representing the equivalent of five full days fundraising.

Our **income** included almost £5,000 raised through fundraising events (mainly our Smiley Face Tombolas) and £2,000 in donations from various sources, mainly from family and friends of the charity, and local fundraising by our supporters. We also received grants including £2,000 from Kent Community Foundation towards our core costs, £339 from Ashford Council for the purchase of a projector, £1,000 from the Arnold Clark Foundation, £500 from 'Magic Little Grants, £220 from the Tolmoor Shoot and £250 from the Tory Family Foundation. We are grateful to everyone who helped us in any way.

Our **reserves** were set at £7,500 at the outset and we have managed to maintain that amount throughout the year. That £7,500 represents the basic running costs of the charity for twelve months and is at a reasonable level. There are four important factors taken into account in setting reserves at that level. Firstly, the Ashford Baby Memorial Garden area is licenced to us for five years (to October 2025) after which the Council (at least in theory) can give us just three months' notice to quit. While we cannot see that ever happening, it is a risk we have to bear in mind and we need to have some reserves to either fight any such request, or to find an alternative area. Secondly, we have core costs which would continue, come what may. This includes paying Aspire for the maintenance of the Ashford Baby Memorial Garden, the costs of storage, and backroom costs such as insurance. Thirdly, as a small charity with a relatively low financial turnover, we are particularly susceptible to unexpected bills – a good example is some vandalism to the Garden in April 2022 which cost us over £300 to rectify. We have to plan for such eventualities. And finally, as a small community charity with no staff, we are entirely dependent on a small number of volunteers who undertake most of the fundraising and other income generation. Despite succession planning, the current levels of fundraising activity cannot continue forever and we have to be realistic in not necessarily being able to rely on current activity levels in the future. Charity law requires us to plan reserves at a realistic level and taking account of all these factors, we are satisfied the £7,500 figure is the right one.

The Future

2022-23 is looking to be as busy as the previous year with 22 tombolas and eleven awareness and networking events planned so far. We are looking forward to working with NCS students in the Summer and to giving presentations to various groups across the county, as Covid restrictions are eased. Demand for nametiles continues and is likely to increase as we become more and more well known. We will continue to work with local communities to look for opportunities to create or support additional baby memorial areas and will work tirelessly to raise awareness of baby loss and to support bereaved families.

EAST KENT BABY MEMORIAL GARDENS GROUP
Charity Number 1190080

ANNUAL REVIEW AND ACCOUNTS FOR 2021-2022

Opening current account balance at 1 April 2021		£3,219
Income		
Name Tiles	£1,400	
Fundraising	£4,290	
Event Donations	£681	
Other Donations	£2,055	
Grants	£4,089	
Other	£3	
Total Income	£12,518	
Expenditure		
Garden Maintenance	£2,127	
Name Tiles	£421	
Fundraising and Awareness	£2,654	
Fundraising Prizes	£540	
Other Gardens	£1,482	
Events	£1,303	
Storage	£1,419	
Insurance	£96	
Other Group Costs	£1,157	
Printing etc	£501	
Transfer to Reserves	£0	
Other	£21	
Total expenditure	£11,721	
Closing current account balance at 31 March 2022		£4,015.43
Closing balance in reserves account at 31 March 2022		£7,507.90
Closing balance of £50.00 cash held (fundraising event float)		

Chris Twydell
Treasurer
31 March 2022

EAST KENT BABY MEMORIAL GARDENS GROUP

England & Wales - Charity number 1190080

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EAST KENT BABY MEMORIAL GARDENS TRUSTEES' REPORT FOR 2020-2021



Background

The charity was established in August 2020 and much of the first year to March 2021 was during the Coronavirus restrictions, preventing us from undertaking most of the fundraising and awareness events we had planned.

Money

In financial terms, in the light of our inability to undertake most of our planned community fundraising, we were lucky to secure grants from a range of sources, including the Kent Community Foundation Coronavirus Fund (£3k), the Colly Fergusson Charitable Trust (£2.5k), the True Colours Trust (£2k) KCC through local councillor (£1k), the Godinton Charitable Trust (£1k), Ashford Borough Council through local councillor (£300) and the Rowan Bentall Charitable Trust (£100). We are grateful to each of them for their support although we recognise we will not have similar opportunities in the future.

We also agreed a small 'divorce' payment from Sands charity (under whom we and the Ashford Baby Memorial Garden had previously operated, and for which our volunteers had raised an estimated £100k over the years). As a small organisation so dependent on community fundraising, and on the time and energy of a very small number of key volunteers, we realise our financial vulnerability and took a conscious decision to create a reserve of £7,500 which should be sufficient to meet our key commitments and core costs for one whole year. That, we believe, is a proportionate and realistic figure.

Ashford Baby Memorial Garden

We continued to manage the unique Ashford Baby Memorial Garden in Ashford Town Centre which remains a beautiful place for us to remember our special babies. We record our appreciation to Ashford Council's in-house grounds maintenance team (Aspire) which maintains the Garden for us on a repayment basis, but which has always supported us above and beyond the formal contract.

Support to families

We have supported families as best we could during the various lockdowns and restrictions and have signposted people to a range of organisations and support. We have also added a significant number of new nametiles in the Ashford Garden, each one recording the name and special date of a precious baby. We now have well over 300 baby names recorded forever.

Raising Awareness

We have taken as many opportunities as possible to raise awareness of baby loss and the support available to families, although Covid severely limited what we could do. Networking with other organisations has continued virtually.

Projects

We are working with partners on a number of projects, including the East Kent Hospital Trust in relation to its baby cemetery in Canterbury, Folkestone Cemetery volunteers who are hoping to create a special stillbirth area, West Faversham Community Association where we are hoping to have a 'satellite' nametile area, and others. NCS (the National Citizens Service) activities were curtailed but we are hoping to work with them, once again, on raising awareness among young people.

Volunteers

As a very small community charity we are totally dependent on volunteers for everything we do. We want to acknowledge the fantastic work of our volunteers, and to acknowledge the time, and energy they gave so freely. Thank you to them and to everyone who has supported up, in whatever, way, during these past very challenging months.

EAST KENT BABY MEMORIAL GARDENS GROUP FINANCIAL SUMMARY FOR 2020-2021



Opening Bank Balance at 1 June 2020 - Zero.

Income

Name Tiles	£520
Fundraising	£0
Event Donations	£0
Other Donations	£1,531
Grants	£9,900
Other (Sands charity)	£5,480
Total Income	£17,431

Expenditure

Actual

Garden Maintenance	£3,400
Name Tiles	£277
Fundraising and Awareness	£439
Fundraising Prizes	£83
Other Gardens	£10
Events	£208
Storage	£642
Insurance	£0
Other Group Costs	£887
Printing etc	£764
Transfer to Reserves	£7,500
Other	£2
Total expenditure	£14,212

Balance as per accounts	£3,218.63	31-Mar
Bank balance as per Bank	£3,218.63	31-Mar-21
Difference	£0.00	

Balance in Reserves Account	£7,501.86	31-Mar
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Chris Twydell
Treasurer
06-Apr-21