

BABY UMBRELLA

England & Wales · Charity number 1190745

Details

Status Registered

Legal form CIO

Registered 2020-08-06

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

Contact

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Activities

Objects: THE ADVANCEMENT OF HEALTH FOR THE PUBLIC INTEREST BY PROVIDING EASILY ACCESSIBLE SKILLED SUPPORT FOR POSTNATAL PHYSICAL AND MENTAL HEALTH IN AND AROUND WEST KENT.1) BY PROVIDING OPEN ACCESS COMMUNITY GROUPS WITH SKILLED, NON-JUDGEMENTAL PROFESSIONALS (INCLUDING LACTATION CONSULTANTS AND BREASTFEEDING COUNSELLORS) AND TRAINED VOLUNTEERS IN ORDER TO SUPPORT BREASTFEEDING AND PARENTING, REDUCE POSTNATAL SOCIAL ISOLATION, AND IMPROVE POSTNATAL MENTAL HEALTH AND WELLBEING;2) BY PROVIDING EDUCATION, TRAINING AND VOLUNTEERING OPPORTUNITIES, BUILDING EXPERTISE WITHIN THE SECTOR AND SUPPORTING PARENTS TO INCREASE CONFIDENCE AND RETURN TO WORK;3) BY WORKING IN PARTNERSHIP WITH NHS, LOCAL AUTHORITY, THIRD SECTOR AND PRIVATE SECTOR SERVICES TO ENSURE CONTINUITY OF PARENT-CENTRED RESPONSIVE CARE;4) BY INCREASING ACCESSIBILITY AND INCLUSIVITY OF SUPPORT SERVICES TO ADDRESS INEQUALITY.

Activities: Baby Umbrella is an award-winning small charity offering breastfeeding and early parenting support to families in West Kent. Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey. We are here to listen, support and empower parents to make the decisions that feel right for them and their babies.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** The Advancement Of Health Or Saving Of Lives, Disability, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£115,711	£142,122	-	-
2024-08-31	£131,609	£113,629	-	-
2023-08-31	£108,199	£85,607	-	-
2022-08-31	£86,444	£68,138	-	-
2021-08-31	£36,611	£18,665	-	-

Trustees

Name	Role	Appointed
Amy Catherine Semple		2026-03-23
Amy Clare Tippen-Smith		2024-10-18
Catherine Mary Hardwick		2024-03-25
Jaime Cheryl Eloise Langford Phipps		2024-03-25
Karen Hickson-Smith		2025-04-24
Marissa Katherine Conway		2024-03-25
Rebecca Margaret O'Dwyer		2024-03-25

BABY UMBRELLA

England & Wales - Charity number 1190745

Accounts



Baby Umbrella Annual Report & Accounts 2024 - 2025

📍 www.babyumbrella.org.uk
✉ info@babyumbrella.org.uk
📱 @babyumbrella
Registered charity number 1190745

**Kent
Charity
Awards**
Winner:
Start-Up 2022



**Kent
Mental
Wellbeing
Awards**

HIGHLY COMMENDED 2024

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Welcome from our Chair of Trustees and Founders

In August, at the end of this financial year, we celebrated five years of Baby Umbrella with a special Summer Party aimed at families of under 5s. Attended by over 100 families it was a remarkable experience of our whole community coming together to have fun and celebrate.

Over the past five years, we have supported thousands of local families through some of the most tender and transformative moments of early parenthood. This work has only been possible because of the incredible generosity, time, and heart of so many people: trustees, charity team, practitioners, volunteers, sponsors, funders, fundraisers - everyone has had their part to play.

We're proud to have made a tangible impact on families with evidence based, compassionate expertise. We always aim to bring a sense of safety and confidence to what is often an overwhelming transition.

Our world has changed. Families are now bringing babies into the world without a close community at hand. Extended families are often distant and parenthood is dislocated from work and social networks. Social media adds more pressure. Isolation, loneliness and overwhelm are endemic.

We can change this. Working together, we can prevent suffering, overwhelm and isolation, building our own communities of care and nurture. Spaces to hold families as they land in parenthood as well as provide support in the longer term. Spaces filled with trustworthy wisdom, and time to listen with kindness.

We need the support of our whole community to do this. Our charity has no government funding to deliver our high quality support. We are absolutely reliant on our community of volunteers, donors and fundraisers to make this change. This year we are proud to have raised 50% of our income through our community, and we aren't finished yet.

By working together, we can build a different world, for ourselves and for our children, right here on our doorsteps in West Kent.

Join us.

Karen Hickson-Smith

Chair of Trustees

Jennie Harvey

Education and Practice Lead

Karen McCully

Clinical, Community and Client Lead

Laura Shtaingos

Operations, Finance and Marketing Lead

"The support group is fantastic, and I highly recommend it to all mums. The one-on-one support from Laura was exactly what I needed to feel more confident in breastfeeding, and I received additional advice to help me on my journey. A wonderful bonus is the opportunity to connect with other mums during the session, which was invaluable in these early weeks of motherhood."

- In person appointment, February 2025

"It was lovely being in a busy baby orientated space focusing on the things that really matter: bonding, breastfeeding, meeting new people in a similar situation to yourself"

- Social/ Peer Support group, November 2024

"Absolutely amazing service. Felt listened to and not judged. I will recommend it to others as I feel it was what I needed."

- Listening service appointment, November 2024

Our impact in numbers



1,115
families
supported



1,714
individual
appointments



423
social
visits



1,556
individuals
in our Facebook
community



2,815
active
subscribers



1,098
volunteer
hours donated



96%
of our visitors felt
more confident
feeding their baby



95%
of our visitors felt
less anxious



100%
of our visitors would
recommend
our appointments



What we do

Baby Umbrella provides early parenting support services across West Kent. We are passionate about empowering families and communities through evidence based, compassionate support.

We deliver 1-1 and group support in Sevenoaks, Tonbridge, Tunbridge Wells and online 49 weeks a year as well as email, messenger, Facebook and WhatsApp.

We support over 1,000 families a year with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood, including parental mental wellbeing and infant sleep. We consider DEIB in everything we do and work with our community to co-create our services for under-served populations. Our strong professional networks ensure families can access the right support for their individual needs.

We offer specialist appointments from highly skilled and experienced Breastfeeding Counsellors and Lactation Consultants and drop-in peer support from our trained Volunteer Peer Supporters. We have a dedicated zoom Listening Service run by Breastfeeding Counsellors with additional counselling skills, for parents who are struggling with emotional wellbeing, and run quarterly journalling groups for mums.

We have a fantastic team of Specialist Practitioners, in-house trained volunteer Peer Supporters, and volunteer Group Hosts who together deliver exceptional support to families.

We curate free trustworthy online resources and webinars for both parents and professionals, covering topics such as feeding, infant sleep and perinatal mental health.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey.

Mission

We listen to, support and empower families.

Values

We are compassionate, evidence based and inclusive.

Our strategic purposes and priorities

Our strategic purposes

1. Provide free of charge, timely access to skilled support on breastfeeding, infant feeding, infant sleep and mental wellbeing across West Kent; and facilitate social connections.
2. Improve knowledge and confidence in early parenting among parents, supporters and allied professionals.
3. Connect the dots between services for parents in the area through signposting, collaboration and team building.
4. Reach a diverse and inclusive population reflective of the community we serve.

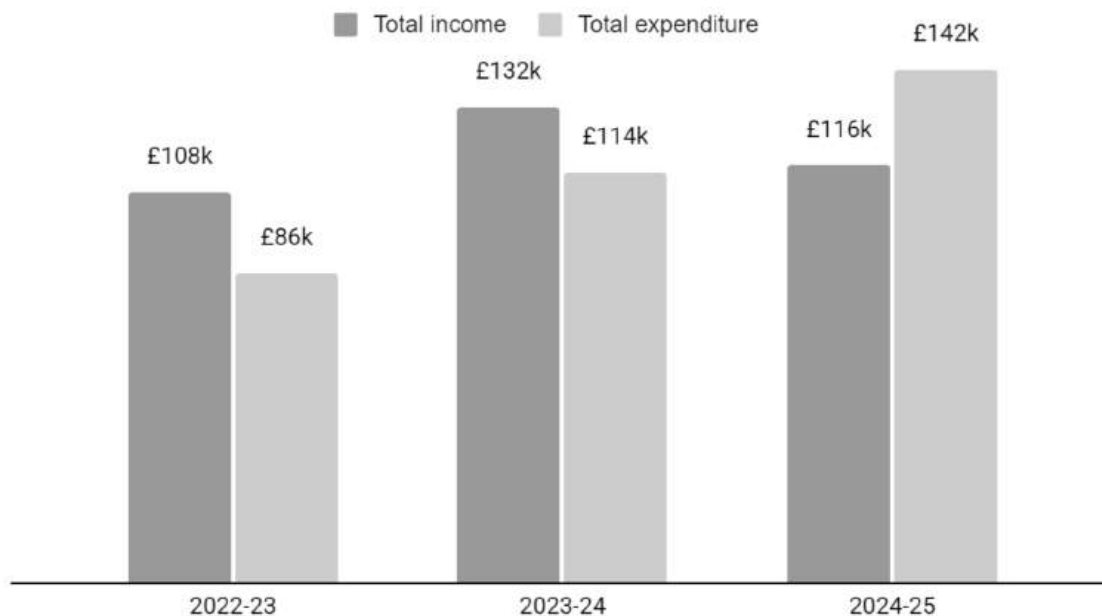
Our priorities to deliver our strategy

Optimising, broadening, deepening and expanding our offering to better meet families' needs

1. Diversify our income stream to improve funding stability.
2. Optimise our current operations to most effectively meet the needs of local families.
3. Broaden and deepen our support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed diversity in everything we do.

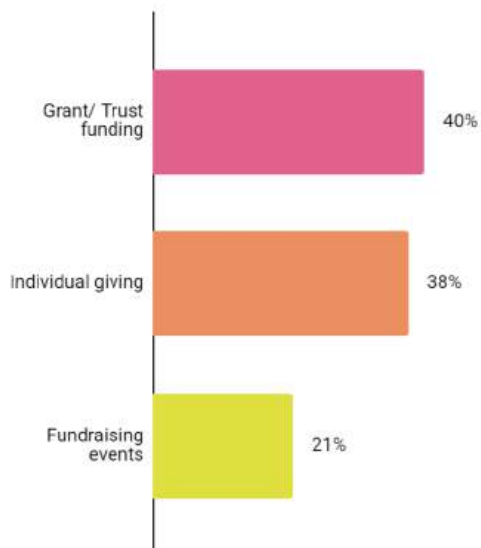
Our finances 2024-25: Summary

Income and expenditure growth

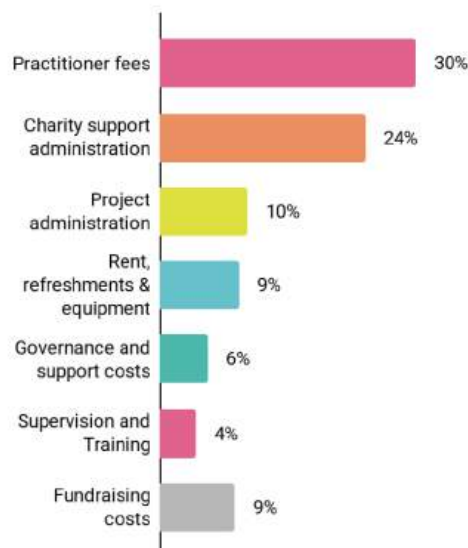


2024-25 income and expenditure

Source of income



Summary of expenditure



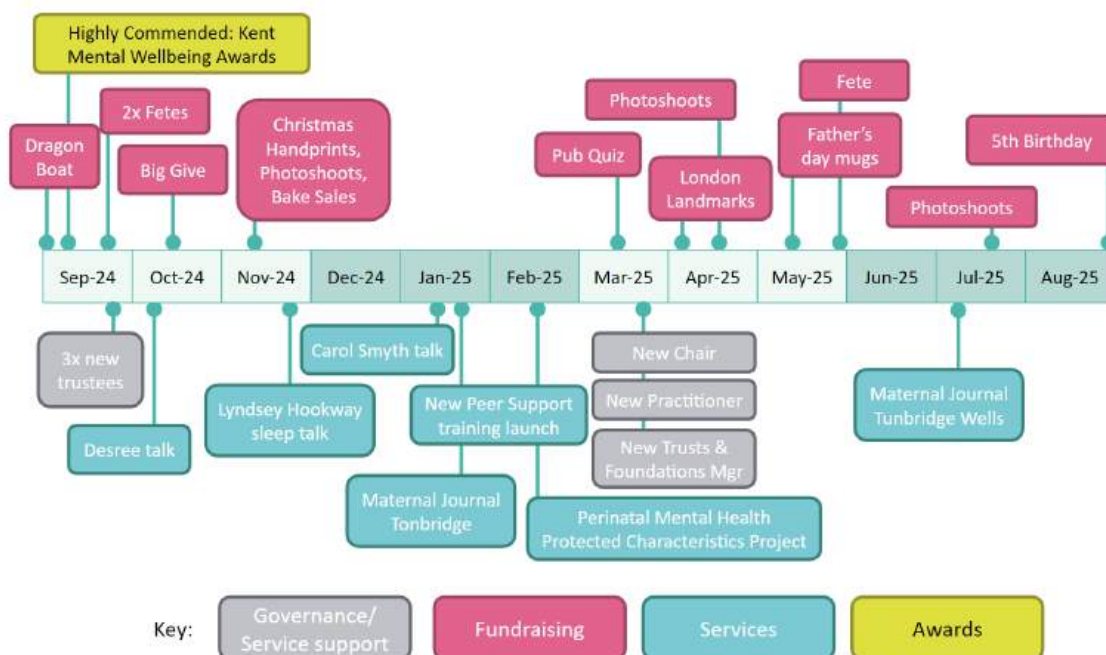
Our year in review

Persevering, adapting and turning up consistently for families

Our major challenge of this year has been significant grant funding challenges. There are ongoing pressures on funding across the whole of the charity sector, and we have also had internal capacity challenges. Non-grant income has however seen an excellent 19% growth, and this year we have for the first time raised more than half of our income from our community. We have invested in our fundraising capacity, and the team has never been stronger going into 2026.

We have continued to show up as a consistent, predictable and calm presence for families. Each week, families arrive overwhelmed with feeding, wellbeing and sleep issues, and find a place they can land and find their feet. Support needs are often urgent, and a key part of our service is seeing families quickly without barriers to support. This year we are proud to have seen 88% of postnatal booking requests within 7 days of booking.

2024- 2025 Milestones



A priority for 2024-25 was to build additional flexible capacity. We have now recruited a further experienced practitioner to our team, grown our Zoom support, further embedded safeguarding processes, and made significant enhancements to our volunteer and Peer Supporter onboarding and training processes.

Our perinatal mental wellbeing support is becoming more well known, and we delivered 23% more Listening Appointments year on year. We also developed our mental wellbeing journalling groups with 4-week courses and a new accessible pricing model.

Building engagement with our community has continued with various family events this year - many of which have served a fundraising purpose; and our Fifth Birthday which was a celebration for our whole community and was attended by over 100 families. We continued our work in Diversity, Equality, Inclusion and Belonging, with ten pilot WhatsApp communities for families with protected characteristics.

In terms of governance, our new team of trustees is now well embedded and we had three additional trustees join including a new Chair, and trustees with Marketing and Fundraising experience. The addition of our Finance and Risk, Safeguarding, and Marketing and Fundraising subcommittees has been instrumental in ensuring that we can balance the need for specialist board engagement with various topics, and strategic board oversight.



Our services

We're here throughout the early years of the journey through parenthood. Families can get to know us before their baby arrives and many then book in to see a Specialist Practitioner in the first few weeks. They are always welcome to drop-in to talk to our Peer Supporters and meet other families. Our website contains free to access articles and videos on various parenting topics. Many come back in to talk to us about introducing solid food, family sleep, going back to work and weaning. There's always a safe space to process the rollercoaster transitions through parenthood in one of our creative groups or 1-1 in our Listening Service.

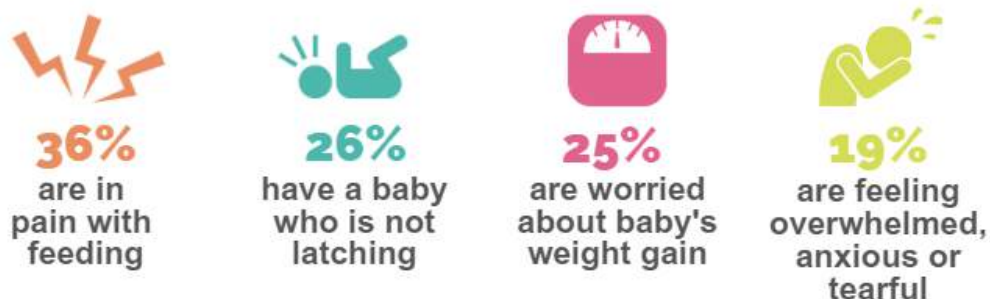


Specialist 1-1 appointments for Breastfeeding and Early Parenting Support

Our Breastfeeding Counsellors and Lactation Consultants are available for bookable 1-1 specialist support in all of our in person groups, as well as on Zoom. During this financial year, we have completed 1,366 individual face to face appointments and 316 individual Zoom appointments, all with dedicated and tailored support from our specialist practitioners.

Although most families continue to choose face to face support, online Zoom support is important for convenience, for those who cannot travel after birth, have older children to care for, or feel anxious about coming into our group spaces. We have grown Zoom support by 34% this year.

Families come to us from across West Kent (and sometimes farther afield) for all sorts of urgent and overwhelming reasons.

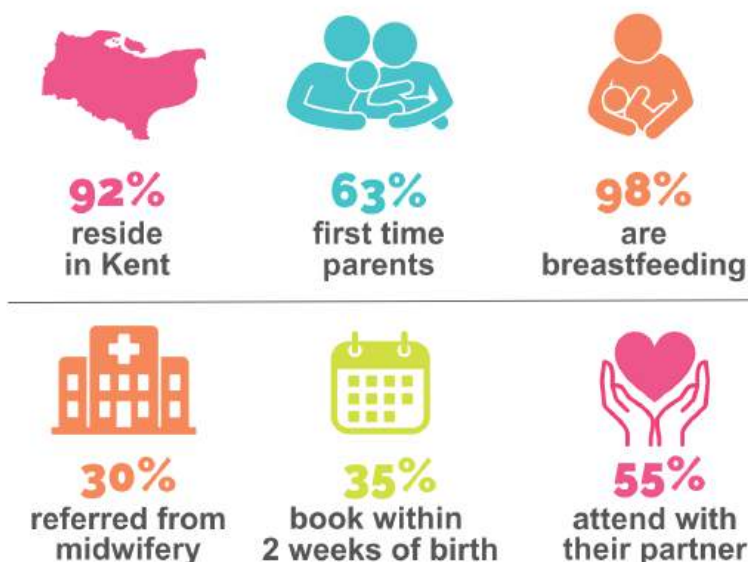


The majority are first time parents and 98% are breastfeeding (with 28% feeding formula alongside and 4% feeding solids alongside).

30% are referred directly from midwifery, and 24% word of mouth.

35% book within 2 weeks of birth.

We are proud to welcome partners and supporters to all our sessions and 55% of our attendees do bring someone with them for support (for 86% of them this was their partner and 12% bring their baby's grandparent).



Peer Support

The connection and support that parents experience from our weekly Peer Support groups have continued to be a lifeline for so many families. Our families really benefit from meeting other families in the area and accessing our trained Peer Supporters without the need for an appointment. Our in depth Peer Support training enables these volunteers to support parents with questions on normal breastfeeding and life with a baby in addition to mental wellbeing, sleep and making social connections.

“Volunteering with Baby Umbrella enables me to support families in a way that allows more time when needed, in an environment that leaves space for kindness and warmth” (Peer Supporter)

This year we trialled a pilot of small community WhatsApp groups, led by volunteer community builders. Our groups currently support Twin & Multiple parents, Asian parents, Hispanic & Latino parents, Ukrainian parents, Polish parents, parents with Long Term Health Conditions, LGBTQ+ parents, Dual Heritage families, Neurodivergent families and Black parents. This year we have developed and marketed these groups, created a sign up form from our website and worked with our Community Builders to encourage engagement and connection in their groups. A focus for 2025-26 is to work to understand why some groups are more active than others and to trial face to face meet ups to help co-create support that best meets their unique needs.

Alongside the social groups, we also run a **public Facebook page**, a **closed Facebook group**, and a **WhatsApp group for each of our locations**.

"Karen and her team helped me when the hospital failed. She confirmed tongue tie and helped support me breastfeed my little one. Her compassion, kindness, confidence and knowledge empowered me and gave me the strength to say I can do this, I will be forever grateful and have recommended this invaluable service to many new mums. Thank you from the bottom of my heart. Also her brownies are absolutely amazing!!"

- In Person appointment, June 2025

"Baby umbrella has given me the confidence to continue with my breastfeeding journey. It has helped me feel less alone at a vulnerable time. The value of the service is immeasurable."

- In person appointment, May 2025

"Just brilliant. We are first time parents so having a 1:1 call with someone who tailored the whole discussion to our needs was priceless. We loved her and came away feeling so empowered to make decisions going forward but also relax into knowing that if and when we hit a stumbling block, there is more support out there. It's been the MOST helpful support we've had during this pregnancy...The service you offered really has had a huge impact on us."

- Zoom appointment, August 2025

Listening Service

Our Listening Service grew by 23% this year. These 75 minute Zoom appointments support parents who are struggling with their emotional wellbeing. They are run by experienced Breastfeeding Counsellors who have done additional training in advanced listening skills and perinatal trauma. They also receive specialist supervision and training to support them in this work.

Feedback has been really positive from this service with parents saying they have found it to be “an amazing resource”. They describe the importance of speaking to someone impartial from an organisation they trust, who is not personally involved with their care. They reported feeling validated, that the experience helped to alleviate some of the pressure of parenthood and valued the service being free and without a waiting list.

Following last year’s focus groups, work has continued to build understanding of what the service is and who can access it, through social media campaigns, posters in groups and increased awareness building within our practitioner and volunteer teams. We know that word of mouth is vital to the understanding and uptake of this service so in 2025-26 we aim to spread the word more widely amongst health professionals.

Maternal Journal

After last year’s successful taster Maternal Journal groups, we extended this pilot with two four-week groups using a self-selected pay-what-you-can pricing model. We have identified the need for a free taster class before each structured group, to give individuals a chance to ‘try out’ the classes without further commitment.

These sessions create safe spaces for mothers to explore their journey to parenthood using creative journaling prompts, mindfulness and creating connections in small groups run by skilled practitioners. They have received excellent feedback from attendees, in particular reducing loneliness and isolation and increasing feelings of connectedness to the community. Mothers reported it being a mindful and healing way to process tough and taboo emotions, were grateful for a group that was for them but that welcomed their baby and felt that on completion of the group they felt calmer and more engaged as parents.

Mental Health continues to be a taboo subject in the perinatal period, with a large number of parents suffering in silence. By offering light touch support through various channels and activities, we are finding that different people can make initial contact in different ways, building confidence to access other forms of support both within Baby Umbrella and via our targeted external signposting.

"Jennie was incredible over the two sessions we worked together in. I came into the first session and blurted everything out, in no logical order, and by the end of the second session I came away with some practical ways to help me navigate the next steps in my family's future. I would not have received this anywhere else and am very grateful for being aware of Baby Umbrella and having this opportunity!"

- Listening Service appointment, 2024









"Maternal Journal has been a lifeline in what has been such a significant and monumental change in my life. To have two hours a week where I was able to focus on myself and process both my journey to motherhood and its change to my life has had such a positive impact on me. I have looked forward to our sessions every Monday and I'm so grateful to have met such a supportive and open group of women."

- Maternal Journal attendee, 2025

Online Resources

We have continued to evolve our Education offer this year, hosting a workshop with spoken word artist, Desree, welcoming specialist Carol Smyth for a talk on Reflux and unsettled babies and another visit from Lyndsey Hookway on sleep and older babies.

These talks join our existing ones and are available on our website to watch for free at babyumbrella.org.uk/education.

 <p>Carol Smyth <i>Unsettled babies</i> International Board Certified Lactation Consultant, specialist in reflux and unsettled babies. Carol's Website</p>	 <p>Desree <i>Poetry for wellbeing</i> Spoken word artist, producer, and facilitator exploring intersectionality and justice. Desree's Website</p>	 <p>Emma Jeffery <i>Postnatal Personal Training</i> Local PT raising awareness and appreciation for postnatal core function and pelvic health. Emma's Website</p>	 <p>Jenny Gillespie <i>Postnatal Physiotherapy</i> Local Women's Health Physiotherapist. Jenny's Website</p>
 <p>Laura Lamn <i>Singing for wellbeing</i> Folk singer, dancer, artist and leader of Singing Mamas Tonbridge. Laura's Website</p>	 <p>Lyndsey Hookway <i>Infant Sleep</i> Researcher, author, speaker and co-founder of the Holistic Sleep Coaching Program. Lyndsey's Website</p>	 <p>Mia Scotland <i>Mental Wellbeing</i> Clinical psychologist, author, birth doula and hypnobirthing instructor. Mia's Website</p>	 <p>Our practitioners <i>Breastfeeding/ Bottle Feeding</i> All our practitioners are Breastfeeding Counsellors or Lactation Consultants. Our practitioners</p>

Resources on sleep continue to be the most consistently accessed talks on our website. We have now agreed a 5-year plan with speaker Lyndsey Hookway to enable these to remain available for free on our website during this time.

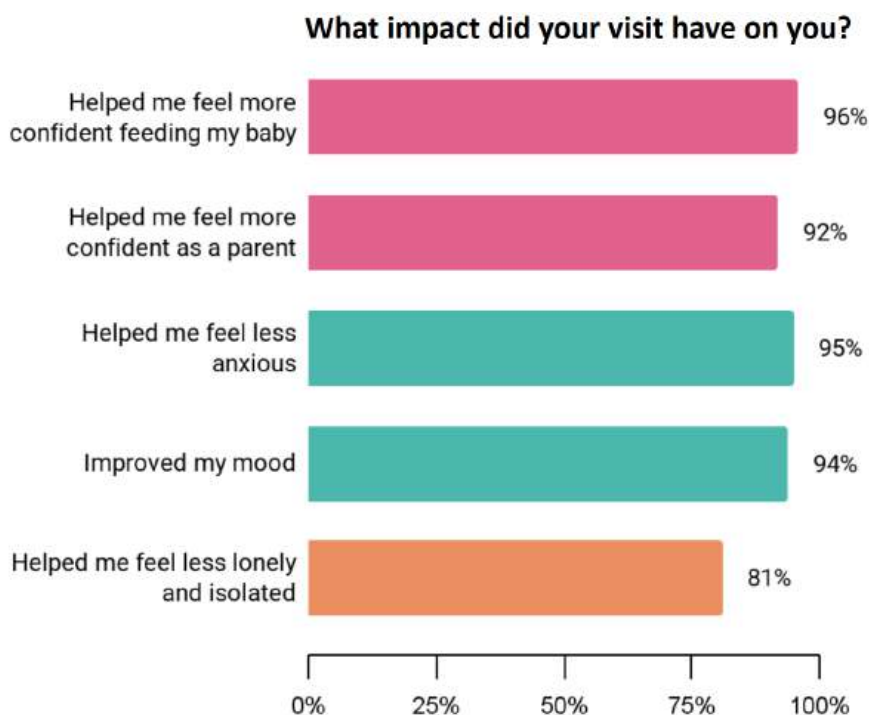
Our Impact

Our impact continues to be both wide reaching and significant. We estimate that of the 3,275 babies born in Sevenoaks, Tonbridge and Tunbridge Wells districts in 2024-25, we see approximately one third of them coming through our service for support.



We request feedback from all those we support by email after their visit. This financial year we received feedback from 92 of our appointments, representing 8.5% of the individual families we saw. We are always looking at ways to improve upon this response rate and bring feedback methods into our groups. We receive consistently strong feedback and very high recommendation rates from those who review our service.

Through our appointments, we aim to support parental and feeding confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face to face groups. Our feedback shows unambiguously that we are meeting these aims. While all of our services meet these aims very well, some of them are particularly effective in specific areas. For example 1-1 Specialist and Listening support is most effective at reducing anxiety and boosting confidence, while Peer Support particularly improves mood and reduces loneliness.



We also specifically monitor our impact on parent-infant relationships and infant mental health. Infants need secure, responsive relationships to thrive, ideally from their parents. The presence of a reliable, safe, supportive community around new families can transform their lives and build a foundation for future mental wellbeing.

- Before an appointment with us, 62% of participants strongly agreed that they have a **positive relationship** with their baby; after this rose to 84%.
- Before an appointment with us, 56% of respondents agreed that their level of **parenting stress** was high; after this fell to 25%.
- Before an appointment with us, just 22% of respondents strongly agreed they have a **trustworthy person** to turn to for information and support; afterwards this rose to 85%.

It is clear that our appointments drive improvements in parents' relationships with their babies, significantly reduce parenting stress, and help parents feel they can access trustworthy support.

Our team

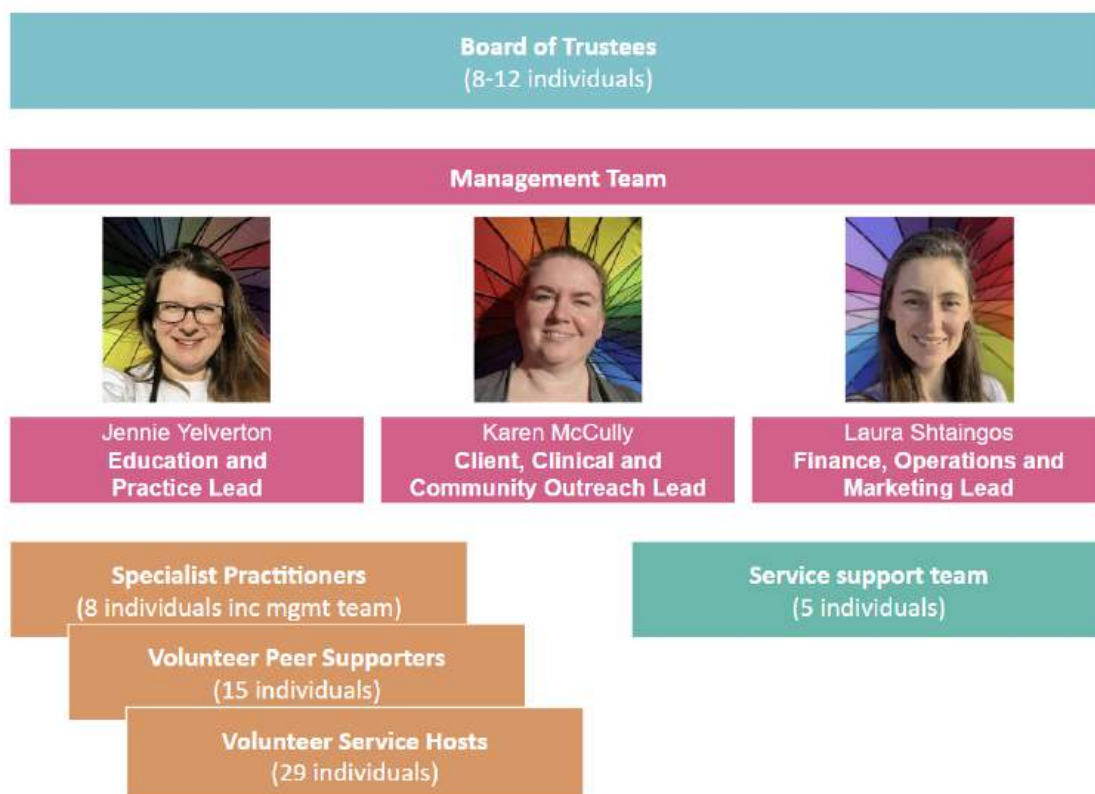
Board of trustees

In 2024-25 we welcomed a new Chair to our Trustee Board and the final founding members of the Board stepped down. We have had a lot of change on our board in a short period of time, but we have been very lucky with the calibre of applicants. In addition to impressive professional skills, all of our board have lived experience as mothers, and many are ex-beneficiaries of Baby Umbrella. We have successfully diversified the board, with more individuals who are experienced parents, though most still have primary aged children.

Our board sub-committees enable the board to support the management team with their individual areas of expertise. These include: Safeguarding, Fundraising & Marketing and the Finance and Risk Committee.

Management and Service Support team

Our management team have continued to cement their roles and in 2024-25 we have made further progress towards paying them in line with market rates and reducing their pro-bono support for the charity to promote equity and sustainability. Our four specialist part time contractors have grown to five and support the charity with book-keeping, operations, HR, marketing, bid-writing, and events. We work flexibly to ensure that all of our team can manage their workload around their families and other roles.



Practitioners

Having said goodbye to two members of our team in 2024 and 2025, we began recruitment for a new specialist and we were delighted by the calibre of applications. We ask for a high level of qualification and training from our practitioners and we also look for individuals working to continually improve and learn through their practice. We provide ongoing support, development and training, as well as regular group and 1:1 supervision, to all of our practitioners to ensure their knowledge and skills are up to date. We currently have 8 practitioners in our core team.

Volunteer Peer Supporters

Fifteen trained Baby Umbrella Breastfeeding Peer Supporters volunteered for us during the financial year. These are volunteers who have breastfed their own babies and completed 14 weeks of training in Breastfeeding Peer Support, as well as additional training in perinatal mental health and infant sleep. Together, they volunteered 546 hours for us, offering breastfeeding support and information to families at our peer support groups.



Prompted by a need to offer more flexible, modular training for families who are often returning to work sooner, we have this year revamped our Peer Support training programme. Our newly launched course blends a hybrid of online and offline training and is modular to increase flexibility, increase accessibility and mean that trainees can be recruited throughout the year. It consists of four face to face modules, six core online modules, observations and assessment, covering an increased breadth with additional listening skills and knowledge of bottle feeding, sleep and perinatal wellbeing, as well as breastfeeding.

The trainees are supported by our Education and Practice Lead throughout their training and receive feedback on all homework completed. We have had 12 new trainees begin training this year (all of whom have begun as Volunteer Hosts) and we look forward to evaluating their progress and the impact of the new course as they move through the programme.

Volunteer Hosts

Our fantastic and dedicated Volunteer Hosts continue to be at the heart of our in-person groups and this year we have been working to acknowledge their time and commitment and improve our onboarding processes. We developed and printed volunteering 'Welcome' cards for those joining our volunteering team and have launched an onboarding call for each new volunteer.



These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which can often feel very daunting and vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure sessions run smoothly. These generous individuals have contributed 552 hours of their time this financial year.

Behind the scenes, we also must mention our fantastic graphic designer - thank you Amanda!

Service support

Supervision and Safeguarding

We are lucky to have a fantastic team around us, all of whom have lived experience of the issues we support families with, and all of who are totally passionate about making a difference in their experience in the first years of parenthood. However, working with new families in distress can at times be difficult. A key part of ensuring we keep our team and beneficiaries safe, is the support we provide them in the form of clinical supervision and safeguarding processes.

We provide clinical supervision in the form of quarterly practitioner supervision groups, quarterly peer supporter and volunteer supervision groups, and on demand individual supervision 1-1s. All of our frontline practitioners, peer supporters and volunteers must access a minimum of supervision every year. Supervision sessions aim to provide a space for reflection and supportive team-building, so that worries are not carried over into personal lives.

Our safeguarding processes are inextricably linked to our supervision function. Last year, we were focused on encouraging the team to raise all low level concerns within our note-taking system about any families who might need extra support. Our lead supervisor reaches out to any of our practitioners or volunteers who have raised these to check in on supervision needs. This year, we have focused on developing clear and effective processes for the small number of concerns which feel more urgent or worrying, for example concerning suspected domestic abuse or high levels of mental health distress. We have been working closely with our Safeguarding Board Subcommittee and specialist external partners, as well as Kent Children's Services (Front Door) to support families effectively.

Internal Education and Training

Internal training programmes: We continue to provide our practitioners with training to support their work in breastfeeding, infant sleep and perinatal wellbeing. This year we have provided our new practitioner with training in sleep and mental wellbeing and one of our

practitioners has completed an additional 5 module course in birth debrief and perinatal trauma by Mia Scotland.

We have continued to work with our safeguarding subcommittee to improve processes and confidence amongst our team. This year we have brought in external knowledge and skills working with experts in the referral and safeguarding processes to review our policies and increase our management team's safeguarding training to level 5. In 2025-26 we aim to develop our own training video to increase the knowledge and confidence of raising concerns for everyone in our organisation.

Our support and supervision function is beginning to be noticed by other organisations and we have shared good practice in some of our networking. Our Education and Practice Lead has now defined the supervision function within safeguarding so that anyone raising a concern gets direct contact and supervision if required after every contact.

DEIB

Our Diversity, Equality, Inclusion and Belonging (DEIB) workstream has continued with improvements to our volunteer onboarding in place and our new hybrid Peer Supporter course. This year we piloted some small community WhatsApp groups which we hope to develop in 2025-26.

We continue to network and learn from other organisations how we can improve access to all our services.

Systems development

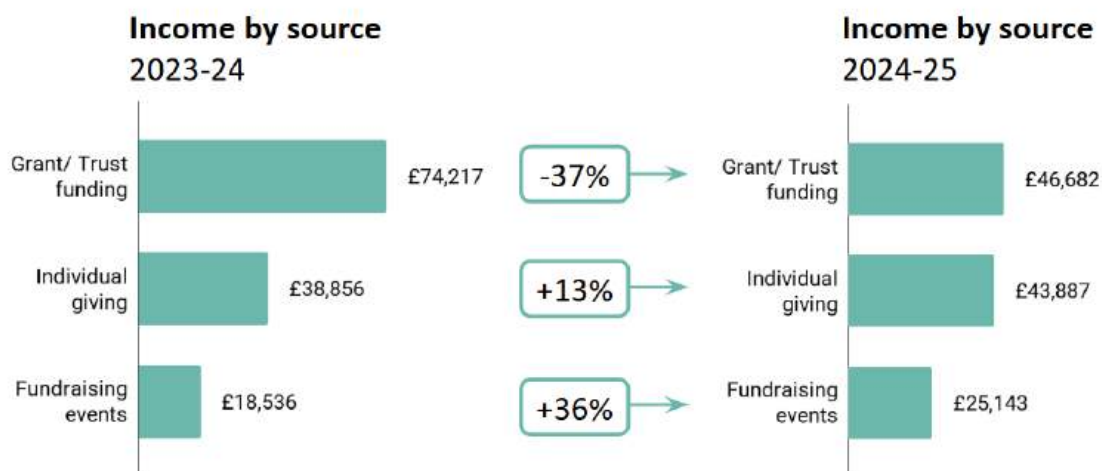
November 2024 saw the initial implementation of our new CRM system (Zoho), comprising all support booking actions and service delivery practitioner notes. This has reduced our risk of systems failure and increased our ability to manage, analyse and use our data to improve our service. Throughout the year, we have continued to add additional processes and data feeds, with the aim to have all of our beneficiary and donor related data reflected accurately within the system. During the year we migrated our marketing consents, monthly newsletter, social media scheduling, data analytics, and began testing WhatsApp booking support, all via the Zoho system.

We are developing a much better understanding of our beneficiaries and donors and aim to serve them with more individualised and timely information to better meet their needs. We are excited about the opportunities it will bring, particularly in terms of identifying beneficiary behaviours that suggest urgent support is required (e.g. multiple cancellations, or indications of high levels of distress) and building automated processes to bring these to our attention such that we can prioritise support and information delivery.

Fundraising

Our major challenge of this year has been significant grant funding challenges, and thankfully we have had an excellent year in non-grant fundraising which has filled some of this gap.

Much of our struggles with grants have been due to ongoing pressures on funding across the whole of the charity sector, with many grant rounds closing early or changing eligibility criteria in the face of hundreds of applications. Last year we agreed to invest in our grants capability and March saw the addition of a new position to support grant applications. Unfortunately this fledgling team has had some challenges with illness and we had to readvertise the position in August. These changes have impacted on our ability at various times throughout the year to fill our application pipeline. However, we now have a strong team in place and we are very much hoping this will bring more success in grants for 2025-26.



Our non-grant income line has been growing steadily and this year with growth of 19% year on year accounted for over 59% of our income. It has long been an ambition to fund at least 50% of our needs from within our community. We knew it would take time to build awareness in our community, and to develop events and fundraisers that would work well for us. 5 years in, we feel there is still plenty of scope for growth in many areas of non-grant income and for the first time we will be adding a team member specifically to focus on non-grant income opportunities in 2025-26.

Our beneficiaries are in a lifestage that places unique restrictions on their disposable income and their free time, however our service makes an enduring difference to those who come through our doors. Although many are unable to pay for support when they desperately need it, they often do return to support us further down the line when they have more disposable income and time to give. For the first time, our CRM is now able to give us a full

picture of the interactions of each of our families and is enabling us to deepen relationships over time and build a support network across our community.

We wish to thank all of our supporters this year for their generous contributions. If you feel you can help us meet this fundraising challenge in whatever way, large or small, we would love to hear from you. Please get in touch at info@babyumbrella.org.uk.

Grants

A large source of our income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks and appreciation to the following trusts, foundations and local councils that have generously supported us this year:

The Philip and Connie Phillips Foundation	Sevenoaks Town Council	Edenbridge Parish Council
Kent County Council	Kent Community Foundation: Hurst-Brown Family Fund	Asda Foundation Kings Hill
Kent Community Foundation: Glenn & Phyllida Earle Family Fund	The Royal Tunbridge Wells Round Table Charitable Trust	Sevenoaks Town Council
Sevenoaks District Council	Another Way Women's Foundation	Dunton Green Parish Council
The Albert Hunt Trust	Chapman Charitable trust	Hildenborough Parish Council
Souter Charitable Trust	Tonbridge Round Table	Arnold Clark
Nisa Borough Green	Tunbridge Wells Poetry Festival	Wadhurst Parish Council
Skinnners Charity Foundation		Webmart

Donations

The landscape for seeking individual donations has continued to be difficult, with families struggling to make ends meet at a time when they are often working reduced hours to care for their young family. Many families say to us they could never have afforded support like ours if they had had to pay and we are committed to providing services that are free for anyone to access no matter their circumstances.

We are very grateful to those families who feel they can give back to us and aim to make it as easy as possible to do so. We have contactless donations at all our face to face services

and donations can also be made at booking, in cash at our face to face services, via QR code, or online.

We would particularly like to thank Guy Butler Ltd and High Weald Marketing for their kind donations and Christ Church Tunbridge Wells who gave us a donation in kind worth £2,173 of rent this year.

Fundraising events

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.



We had 10 brilliant runners sign up to run our third **London Landmarks Half Marathon**. Together they raised a fantastic total of £7,747. Go Team!

We took part in our second year of the **Big Give Women and Girls Matched Crowdfunder** challenge, successfully raising over £3,000 in individual donations and gift aid, matched with a further £2,500 by the Big Give.

We ran a final Christmas mini-photoshoot collaboration with **Sarah Hart Photography**, and we brought new photography partners, **Emily Brown Photography** and **Rose Studios**. Together these amazing local businesses have raised £3,400 for Baby Umbrella. Thank you!





Our fifth birthday celebration brought together over 100 of the families we have supported over the last five years in a Family Summer Party



We entered the **Tonbridge Dragon Boat Race** for the first time, bringing together a boat of 16 supporters who raised £2,200! The event was also a great way to get our brand out in the wider community and build networks among local charities and corporates.



Our custom made **Christmas Handprint Decorations** and **Father's Day Mugs** in collaboration with Eat Pray Print were again hugely successful this year, raising the charity £4,100. Thank you Joy!

Karen was **face painting** at four separate local community fairs, raising over £1,500 from donations. Thank you Karen!

Thank you to **Tunbridge Wells Girls Grammar School, The Den Sevenoaks, Gymboree Sevenoaks, BoobieMilk, The Mummy Hub Tunbridge Wells, and Olivia Newstead Pilates** who all ran community fundraisers for us.

Looking forward to 2025-26

During our coming sixth year (2025-26) we are fully focused on community building and income generation.

2025-26 Strategic Priorities

1. Diversify income stream to improve funding stability

With a still unpredictable and very competitive funding environment, our highest priority has to remain fundraising. We will be continuing to apply for grants, large and small. An investment in data and systems will enable us to be smarter at individual donor activation. We will be bringing extra resource into the team to focus on building more proprietary fundraising events, local commercial partnerships and peer-to-peer fundraising through challenges and events.

2. Optimise current operations to most effectively meet the needs of families

We will continue to optimise our website and communications, to improve the understanding of the services we provide and ensure the experience and navigation is user friendly for all new and existing beneficiaries. Improvements to our data storage and processing will enable us to be smarter about how we provide information to various beneficiaries at various stages of their journey with us.

3. Broaden and deepen support to better meet client needs

We will be continuing to develop our safeguarding monitoring system to ensure we are doing all that we can for the most vulnerable families in our service. We are committed to the ongoing growth of our peer support program such that we can support families with smaller niggling problems who we know hesitate to take our specialists' time away from tiny babies. We will continue to test group support formats such as Maternal Journal to support perinatal mental health, and drive awareness and understanding of our Listening Service. In parent education, we will continue to engage leading speakers to bring relevant topics to our local parents and build out the self service resources available on our website.

4. Build links for collaboration and signposting

Relationship building with local maternity services and health visiting will continue to be important. Continuing our strong links with allied services across West Kent enables us to signpost our beneficiaries effectively, understanding what free, affordable and private

sector options exist for parents in areas such as paediatrics, osteopathy, tongue tie division, speech and language therapy, mental health support, physical rehabilitation after birth and much more!

5. Represent and raise local families' voices; embed diversity in everything we do

We are looking forward to developing our WhatsApp groups by delivering some face to face meetups and working with our community facilitators to co-create support for these communities.

Financial Results

Summary

During our fifth year of operation the charity raised £115,711 and spent £142,122. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, there was a surplus of £45,821 of reserves; of which £45,409 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £70,730 of general or unrestricted income. Expenditure of £81,050 was set against this, leaving a deficit of £10,320.

Restricted funds

We raised £44,982 of restricted income and the associated expenditure was £61,072, leaving a deficit of £16,090.

Sources of income

£46,682 was received from grants and trusts, £43,887 from individual donors and £24,130 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees to run our client-facing charitable activities and operational support for our services. We also incur costs for venue rental; training, supervising and onboarding our team; equipment and refreshments; and technology and governance/ legal costs.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 4 months of full-scale operation. We anticipate that 4 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors.

At 31 August 2025 four months of full-scale operation equates to £44,272, leaving a surplus of £1,137 from our total free reserves of £45,409. As such, we have just onboarded new resources to both our grants and non-grants fundraising team to improve our ability to raise funds. We also have well considered contingency plans to curtail our services if needed to preserve our reserves.

Investment Policy

Our funds are currently held in a current account and a savings account at HSBC.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf, with the exception of two individual grant writers. We are registered with the Fundraising Regulator and we have received no complaints about fundraising in 2024-25.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2025.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year and up to the date of approval of this report:

Bronwen Halfpenny-Ray		term ended 26/10/2024
Alison Day		term ended 26/10/2024
Alissa Brumby		term ended 26/10/2024
Chloe Gastrell		term ended 26/10/2024
Nicola Kirkwood		term ended 27/04/2025
Ema Saunders		term ended 27/04/2025
Catherine Hardwick		
Jaime Phipps		
Rebecca O'Dwyer		
Marissa Conway		
Katherine Barnes	appointed 18/10/2024	term ended 13/04/2026
Amy Tippen-Smith	appointed 18/10/2024	
Karen Hickson-Smith	appointed 15/04/2025	
Amy Semple	appointed 23/03/2026	

Management Committee

The members of the Management Committee during the year were:

Jennifer Harvey; Karen McCully; Laura Shtaingos

Principal Office: 5 Woodside Road, Tunbridge Wells, Kent, TN4 8QA, United Kingdom

Independent Examiner: Tonbridge Accountants Ltd, 27 Old Gloucester Street, London, WC1N 3AX

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting parents to increase confidence and return to work;
- 3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;
- 4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. We also provide a perinatal Listening Service, facilitated journaling groups, and regular online educational parenting talks. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. We continue to develop our Diversity, Equality, Inclusion and Belonging project which aims to build a strategy and activities to ensure our services are accessible to all and that all voices can be heard.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategy Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally twelve times a year as well as working collaboratively on a day-to-day basis. The Management Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Principal Risks

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Financial Solvency/ Fundraising

Steps to mitigate:

- Monthly review of Reserves and Cash Position
- Quarterly review of Management Accounts and Forecasts.
- Flexible operating model, few fixed costs
- Fundraising strategy had identified key investment areas
- Ongoing liaison with current and potential funders.

Inadequate safeguarding

Steps to mitigate:

- All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.
- Robust safeguarding policy and procedures in place.
- Seeking support from external safeguarding specialists
- Continual improvement to safeguarding processes

Loss of key staff & Staff illness/ burnout

Steps to mitigate:

- Succession planning for key roles
- Document processes across organisation
- Ensuring appropriate contracting and notice periods
- Regular supervision and annual check-ins for all staff
- DEIB workplace adjustments
- Increasing team capacity to increase flexibility

IT - systems fail to meet operational requirements

- CRM implementation project (ongoing)
- Training in new systems
- Process documentation

Statement of Responsibilities of the Trustees of Baby Umbrella

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statements, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on an on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;
- (d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;
- (e) Observe the methods and principles of the Charities SORP.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the

financial position of the charity and to ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 23rd April 2026 and signed on its behalf by

Karen Hickson-Smith (Chair of Trustees)



Rebecca O'Dwyer (Treasurer Trustee)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2025.

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 Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Laughton Ross

Laughton Ross

Tonbridge Accountants Limited
27 Old Gloucester Street, London, WC1N 3AX

Statement of Financial Activities

For the period ended 31 August 2025

	Notes	2024-25 Unrestricted £	2024-25 Restricted £	2024-25 Total £	2023-24 Total £
Income					
Donations and legacies	3	45,587	44,982	90,568	113,073
Investments		1,014	-	1,014	345
Other trading activities		24,130	-	24,130	18,191
Total		70,730	44,982	115,711	131,609
Expenditure					
Raising funds		10,766	1,877	12,642	9,244
Trading activities		9,488	-	9,488	6,875
Charitable activities	5	60,797	59,195	119,991	97,510
Total		81,050	61,072	142,122	113,629
Net income/ (expenditure) and net movement in funds		(10,320)	(16,090)	(26,410)	17,980
Reconciliation of funds:					
Total funds brought forward		56,141	20,684	76,825	58,845
Total funds carried forward		45,821	4,593	50,415	76,825

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Figures are stated in pounds sterling and rounded to the nearest £1. Accordingly, totals may not agree exactly with the sum of the individual items shown.

Balance Sheet

As at 31 August 2025

	Notes	2024-25 £	2023-24 £
Fixed Assets			
Tangible assets	7	244	557
Intangible assets	8	168	200
Total fixed assets		412	757
Current assets			
Debtors - accounts receivable		3,224	18,241
Debtors - prepayments		2,497	1,321
Cash at bank and in hand		53,496	67,013
Total current assets		59,217	86,574
Creditors: amounts falling due within one year	9	9,215	10,506
Net current assets		50,003	76,068
Total assets less current liabilities		50,415	76,825
Total net assets		50,415	76,825
Funds of the Charity			
Restricted income funds		4,593	20,684
Unrestricted funds		45,821	56,141
Total funds		50,415	76,825

The notes on pages 40 to 47 form part of these accounts.

Approved by the Trustees on 23rd April 2026 and signed on their behalf by:

Karen Hickson-Smith
(Chair of Trustees)

Karen Hickson-Smith
(Treasurer Trustee)

Rebecca O'Dwyer

Rebecca O'Dwyer

Notes to the accounts

1. Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 10.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding and online and offline fundraising activities to generate individual donations.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding and early parenting support; governance costs and support costs.

Tangible fixed assets and depreciation

Tangible assets comprise computers used in the charity and are depreciated over 3 years, being their expected useful life.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2. Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

Related parties: Key management personnel

Key management personnel remuneration (for both management and clinical services) is detailed as follows:

Relationship to charity	Total annual remuneration	Total annual remuneration
	2024-25	2023-24
	£	£
Management team	70,020	50,556

3. Income

The charity offers free breastfeeding and early parenting support as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

	Notes	2024-25	2024-25	2024-25	2023-24
		Unrestricted	Restricted	Total	Total
		£	£	£	£
Donations and gifts		40,057	-	40,057	35,473
Gift aid		3,830	-	3,830	3,383
General grants provided by government/ other charities	4	1,700	44,982	46,682	74,217
Total		45,587	44,982	90,568	113,073

4. Government grants

Grant	Description	2024-25 funds granted
Kent County Council	Peer and Specialist Support, formation of DEIB whatsapp groups, Maternal Journal, Listening Service	£14,767
Tonbridge & Malling Borough Council	Core activities (Tonbridge)	£2,259
Sevenoaks District Council	Volunteer Training and Maternal Journal (Sevenoaks)	£3,004
Sevenoaks Town Council	Core activities (Sevenoaks)	£1,500
Tonbridge & Malling Borough Council	Maternal Journal and Volunteer Training	£1,430
Tunbridge Wells Borough Council	Peer Supporter and Volunteer Training (Tunbridge Wells)	£1,290
Edenbridge Parish Council	Core services (Unrestricted)	£400
Sevenoaks Town Council	Peer Supporter and Volunteer Training (Sevenoaks)	£400
Dunton Green Parish Council	Core services (Unrestricted)	£300
Hildenborough Parish Council	Core services (Unrestricted)	£200
Wadhurst Parish Council	Core services (Unrestricted)	£100

Grant	Description	2023-24 funds granted
<i>Kent County Council</i>	<i>Peer Support, Maternal Journal, Listening service</i>	<i>£5,396</i>
<i>Tonbridge & Malling Borough Council</i>	<i>Core activities (Tonbridge), Training & Maternal Journal</i>	<i>£3,689</i>
<i>Kent County Council</i>	<i>Antenatal support pilot</i>	<i>£3,228</i>
<i>Sevenoaks Town Council</i>	<i>Core activities (Sevenoaks)</i>	<i>£2,600</i>
<i>Tunbridge Wells Borough Council</i>	<i>Peer Supporter and Volunteer Training</i>	<i>£1,290</i>

<i>Sevenoaks Town Council</i>	<i>Core activities (Sevenoaks)</i>	<i>£500</i>
<i>Oxford Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£480</i>
<i>Dunton Green Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£300</i>
<i>Westerham Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£200</i>
<i>Marden Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£200</i>
<i>Wrotham Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£200</i>
<i>Brasted Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£200</i>
<i>Horsmonden Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£100</i>
<i>Eynsford Parish Council</i>	<i>Core services (Unrestricted)</i>	<i>£100</i>

5. Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

		2024-25	<i>2023-24</i>
	Notes	Total	<i>Total</i>
		£	<i>£</i>
Direct costs - practitioners		43,493	<i>40,711</i>
Charity support administration		33,407	<i>22,938</i>
Project administration		14,725	<i>12,377</i>
Direct costs - rent		10,720	<i>10,336</i>
Governance, IT and marketing costs	6	7,998	<i>5,607</i>
Supervision, Training and Volunteers		7,043	<i>3,606</i>
Direct costs - refreshments and equipment		2,607	<i>1,935</i>
		<u>119,991</u>	<i><u>97,510</u></i>

6. Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

	2024-25	<i>2023-24</i>
	Total	<i>Total</i>
	£	<i>£</i>
IT costs	2,689	1,998
Advertising & Marketing	1,456	1,296
Bank charges	804	790
Insurance	822	459
Travel, postage and expenses	763	231
Depreciation	345	313
Legal and professional fees	341	339
Accountancy and independent examiner	780	180
Total	7,998	<i>5,607</i>

7. Tangible assets

	Fixtures, fittings and equipment	<i>Fixtures, fittings and equipment</i>
	2024-25	<i>2023-24</i>
Cost	£	<i>£</i>
At beginning of the year	1,088	600
Additions	-	488
At end of the year	<u>1,088</u>	<u>1,088</u>
Depreciation		
At beginning of the year	531	250
Depreciation	313	281
At end of year	<u>844</u>	<u>531</u>
Net book value at the beginning of the year	<u>557</u>	350
Net book value at the end of the year	<u>244</u>	<u>557</u>

8. Intangible fixed assets

	Patents and trademarks 2024-25	<i>Patents and trademarks 2023-24</i>
	£	£
Cost		
At beginning of the year	320	320
Additions	-	-
At end of the year	<u>320</u>	<u>320</u>
Amortisation		
At beginning of the year	120	88
Amortisation	32	32
At end of year	<u>152</u>	<u>120</u>
Net book value at the beginning of the year	200	232
Net book value at the end of the year	<u>168</u>	<u>200</u>

9. Creditors

	2024-25	<i>2023-24</i>
	£	£
Trade creditors	8,975	10,326
Accruals	240	180
Creditors: due within one year	<u>9,215</u>	<u>10,506</u>

10. Analysis of funds

10.1. Analysis of funds held in Current Reporting Period (2024-25)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

Fund	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	£16,866	28,309	45,150	26	-	52
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	£1,071	14,570	11,983	883	-	4,541
Volunteer training and onboarding	R	Recruiting and developing our volunteers	-	2,102	3,939	1,837	-	-
Other	R	Training, mixed grants	2,746	-	-	(2,746)	-	-
General funds	U	General unrestricted funds	53,037	70,730	70,085	(9,537)	-	44,144
Designated funds	U	Specific priority project work**	3,105	-	10,964	9,537	-	1,678
Total Funds as per balance sheet			76,825	115,711	142,122	-	-	50,415

** Priority project spend this year has focused on: Peer Supporter Training Development, Volunteer onboarding improvements, Developing Communities for families with Protected Characteristics, Safeguarding process improvements and CRM/ Systems development

10.2. Analysis of funds held in Previous Reporting Period (2023-24)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

Fund	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	6,083	34,165	23,382	-	-	16,866
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	3,428	4,317	6,674	-	-	1,071
Other	R	Training, mixed grants	395	6,271	3,920	-	-	2,746
General funds	U	General unrestricted funds	41,633	66,722	50,318	(5,000)	-	53,037
Designated funds	U	Specific priority project work**	7,306	-	9,201	5,000	-	3,105
Total Funds as per balance sheet			58,845	111,475	93,495	-	-	76,825

** Priority project spend in 2023-24 focused on: Trustee recruitment, DEIB workstream, CRM/ Systems development, improving Peer Supporter and Volunteer onboarding, internal education, fundraising strategy and website development.

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at some of their most vulnerable times.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
5 Woodside Road
Tunbridge Wells
TN4 8QA

Baby Umbrella Annual Report and Accounts 2024-25 covers the period 1st September 2024 to 31 August 2025.

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BABY UMBRELLA

England & Wales - Charity number 1190745

Accounts



Baby Umbrella Annual Report & Accounts 2023 - 2024

📍 www.babyumbrella.org.uk

✉ info@babyumbrella.org.uk

📱 @babyumbrella

Registered charity number 1190745

Kent
Charity
Awards

Winner:

Start-Up 2022



Kent
Mental
Wellbeing
Awards

HIGHLY COMMENDED 2023

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Welcome from our Chair of Trustees and Founders

Our fourth year of operation has been characterised by an injection of new talent to our team and our Board. Just as the first tiny babies we supported have grown up and are getting ready to start school, our charity has matured too. Our founding Board of Trustees have said goodbye and our new team is excited to take us forward to the next phase.

Our focus during the year has been to continue to build a service support function to meet the needs of our growing charity. We have made progress at paying fair rates for work at our core, rather than relying on goodwill, and brought in additional support for operations, marketing and fundraising as the services we provide have grown.

We have also made a significant investment in supporting our team of practitioners and volunteers in the form of enhanced onboarding, training and supervision.

In August 2024, we received a small grant from Involve to enable us to explore the impact we have on infant mental health. Infants need secure, responsive relationships to thrive. The presence of a reliable, safe, supportive community around new families can transform their lives and their futures.

We found that our appointments have a remarkable impact on families at this early stage, driving improvements in positive relationships with their babies,

significantly reducing parenting stress, and helping parents understand and respond to their babies.

Babies are among the most vulnerable individuals in our society, and new parenthood is a uniquely precarious phase of life where mental health can often suffer. We are single-minded in ensuring that families receive best in class support when they walk through our doors, enabling them to find their feet and build strength for the journey ahead.

Emma Saunders

Chair of Trustees

Jennie Yelverton

Education and Practice Lead

Karen McCully

Clinical, Community and Client Lead

Laura Shtaingos

Operations, Finance and Marketing Lead

“I am so grateful for the support of Baby Umbrella. I was unable to breastfeed my son and so when it came to my now infant daughter, I felt very anxious and unsure about breastfeeding. It was also causing me pain. I attended a 1-1 appointment with the Lactation Consultant and it has helped massively! I have been breastfeeding my daughter successfully since leaving the appointment. If I have any further issues, I feel confident that Baby Umbrella will be there to support me. Thank you so much.”

- In-person appointment, January 2024

“Thank you. I arrived at Tonbridge feeling pretty low about a variety of things and by the time I left I had a renewed sense of confidence and happiness. It was lovely to have a new ‘floor tribe’ (social group) even if my baby was almost the oldest one there now!”

- Social/Peer Support group, October 2023

Our impact in numbers



1,070
families
supported



1,668
individual
appointments



372
social
visits



1,429
individuals
in our Facebook
community



1,549
active
subscribers



880
volunteer
hours donated



98%
of our visitors felt
more confident
feeding their baby



95%
of our visitors felt
less anxious



97%
of our visitors would
recommend
our appointments

Sources: Baby Umbrella data on service booking and delivery, and Baby Umbrella feedback form sent to beneficiaries after their visit.



What we do

Our charity was formed in 2020 to provide early parenting support services across West Kent. We are passionate about providing evidence-based, compassionate support which empowers families.

We deliver 1-1 and group support in Sevenoaks, Tonbridge, Tunbridge Wells and online 52 weeks a year as well as email, messenger, Facebook and WhatsApp.

We support over 1,000 families a year with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood, including parental mental wellbeing and infant sleep. All our support is provided through a DEIB lens and we work with our community to co-create services that meet individual needs.

We offer specialist appointments from highly skilled and experienced

Breastfeeding Counsellors and Lactation Consultants; peer support from our trained Volunteer Peer Supporters; and a dedicated Zoom Listening Service run by Breastfeeding Counsellors with additional counselling skills for parents who are struggling with emotional wellbeing.

We have a fantastic team of Specialist Practitioners, in-house trained volunteer Peer Supporters, and volunteer Group Hosts who together deliver exceptional support to families.

We also plan, organise and host multiple webinars every year to educate both parents and professionals, covering topics such as feeding, infant sleep and mental health. We have fostered relationships with leading UK expert speakers to run these sessions and they are recorded and available free on our website for families to watch afterwards.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey.

Mission

We listen to, support and empower families.

Values

We are compassionate, evidence-based and inclusive.

Our strategic purposes and priorities

Our strategic purposes

1. Provide free of charge, timely access to skilled support on breastfeeding, infant feeding, infant sleep and mental wellbeing across West Kent; and facilitate social connections.
2. Improve knowledge and confidence in early parenting among parents, supporters and allied professionals.
3. Connect the dots between services for parents in the area through signposting, collaboration and team building.
4. Reach a diverse population reflective of the community we serve.

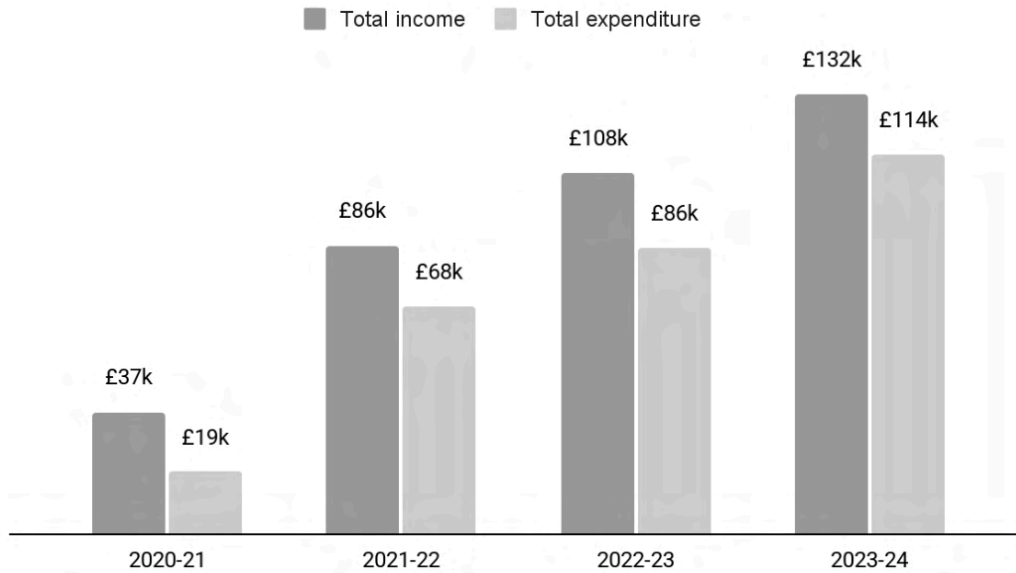
Our priorities to deliver our strategy

Optimising, broadening, deepening and expanding our offering to better meet families' needs

1. Diversify and grow our income streams to improve funding stability.
2. Optimise our current operations to most effectively meet the needs of local families.
3. Broaden and deepen our support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed diversity in everything we do.

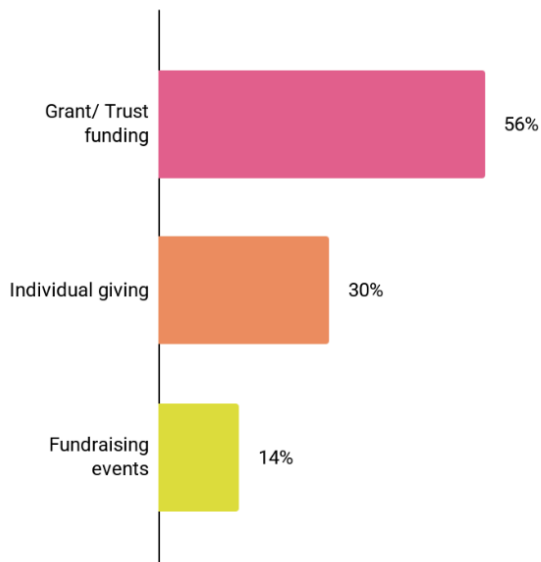
Our finances 2023-24: Summary

Income and expenditure growth

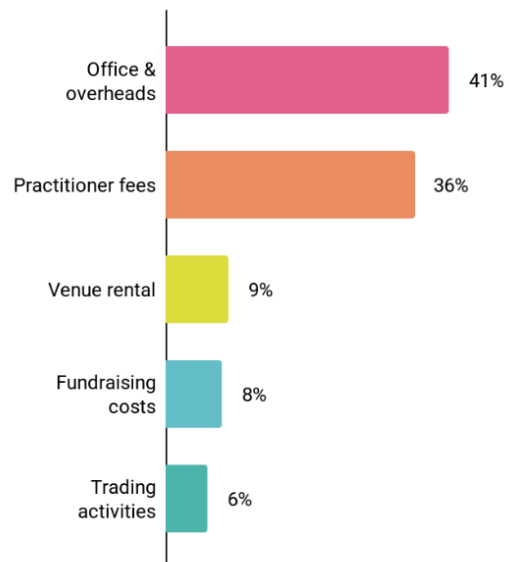


2023-24 income and expenditure

Source of income



Summary of expenditure



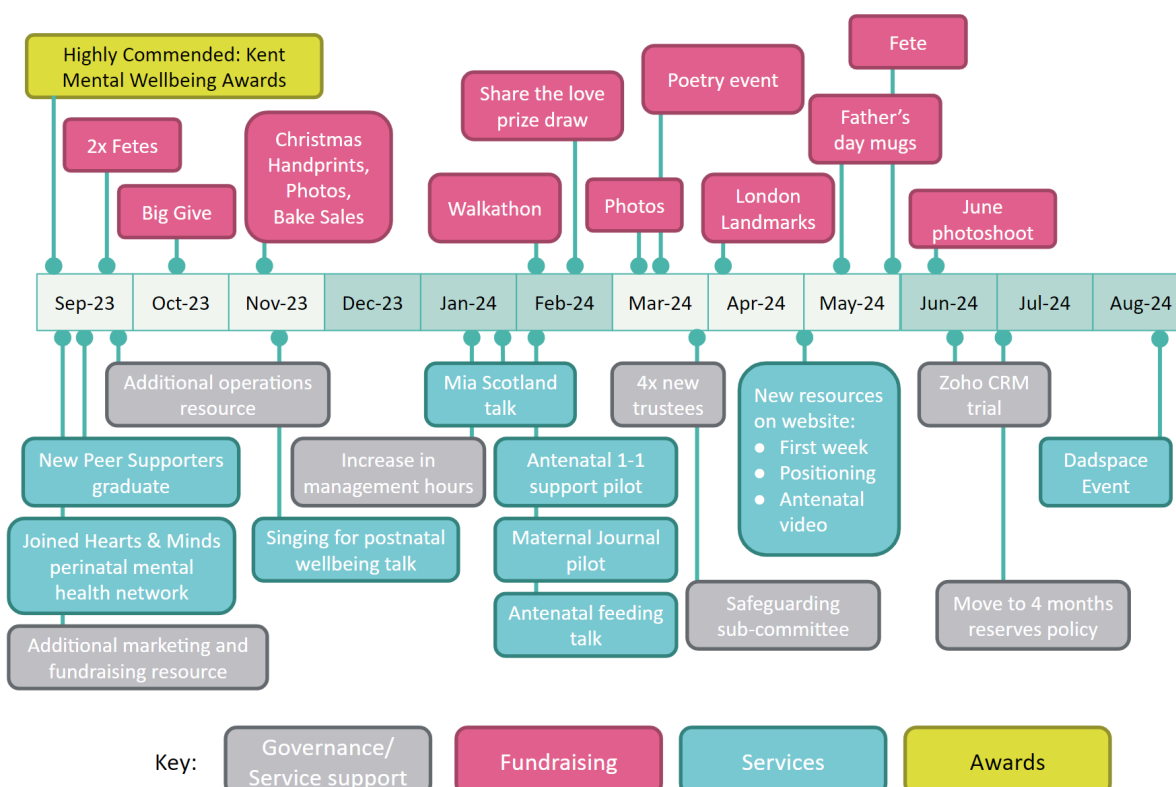
Our year in review

Building a foundation for expanding core services

We have continued to see consistently high levels of demand, especially for our specialist breastfeeding and early parenting support services, which receive excellent reviews by attendees. Particularly through November 2023, and April and May 2024, it has proved challenging to predict what capacity we will need, and to add enough additional practitioners at short notice. This has had a knock-on effect on waiting lists. Though we are still managing to see 80% of these bookings within 7 days, our target is 85%. We know that when the service appears very busy, parents delay booking for lower level concerns. We suspect we are only seeing the tip of the iceberg in demand.

A priority for 2024-25 is to build additional flexible capacity across the service among practitioners, peer supporters and volunteers, so that we are able to expand our support. This will include looking at our process of training and retaining peer supporters and improving volunteering rates.

2023- 2024 Milestones



Our improved safeguarding processes have enabled us to further understand the need for mental health support. Our Listening Service continues to develop and we have trialled four taster Maternal Journal mental wellbeing groups for mums which were well received. We are finding that different families like to access mental wellbeing support in different ways, and that word of mouth is absolutely critical in this area.

With such a small team, the split focus of managing service delivery capacity, innovation and fundraising has been challenging. We have also found it harder to find funding for our core service and its support function rather than funding for innovation. While we have cautiously increased resourcing for service support during the year, we need to continue to invest here.

We have also managed significant change in our governance structures this year, with most of our founding Board of Trustees moving on, and brought in some fantastic new skills and experience to the team. With more charity professionals coming onto our Board, we are starting to build the governance structures at Board and subcommittee levels to manage our charity really effectively and provide a springboard for increasing our impact in the community. We are also seeing greater collaboration between our trustees and the Management team.

As we near the end of the financial year, there is a clear agreement across the Board and Management team that we need to invest in our fundraising capacity, particularly to drive funds towards our core service delivery and support, so that we can continue to grow the remarkable impact our core services make every single day. Our grants income stream is the initial priority to invest in, followed by non-grant income encompassing supporter engagement and community outreach.



Our team

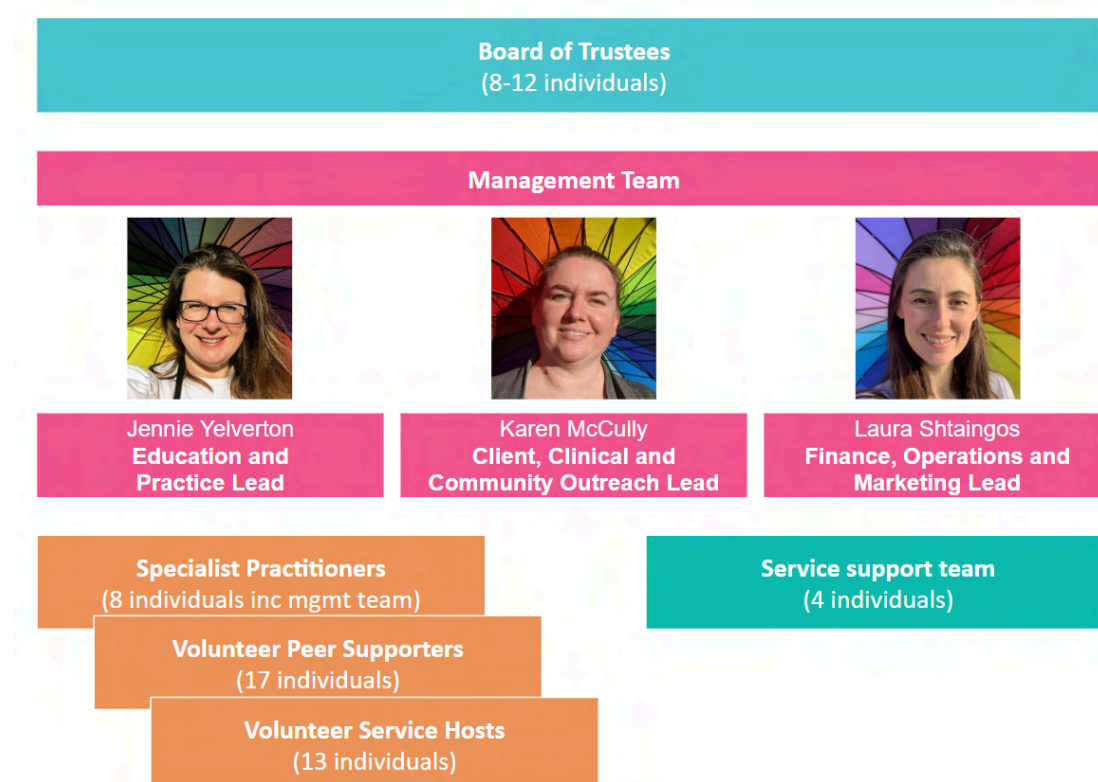
Board of Trustees

We have had several changes to our Board of Trustees this financial year as two of our founding trustees have moved on and we prepare for several more terms to complete over the next year. We have always been very fortunate to have a very strong set of applicants to our Board and in 2023-24 we welcomed five new trustees with skills in charity governance, safeguarding, healthcare, finance and strategy.

We have also created some new Board sub-committees to enable the Board to support the Management team with their individual areas of expertise. These include: Safeguarding, Fundraising Strategy, Non-Grant Income and Diversity, Equity and Inclusion with an ambition to set up a Finance and Risk Committee in early 2024-25.

Management and Service Support team

Our Management team have continued to cement their roles and in 2023-24 we have made further progress towards paying them in line with market rates, reducing their pro-bono support for the charity to promote equity and sustainability, and to reduce key person risk. Our four specialist contractors support the charity with book-keeping, operations, HR, marketing, bid-writing, and events. We have carefully increased our paid team from 1.8 FTE in 2022-23 to 2.4 FTE in 2023-24 (comprising Management, Service Support and Practitioners).



Our Practitioners

Our core team of eight practitioners have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licensed as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health. We also provide ongoing support and development, as well as supervision, to all of our practitioners to ensure their knowledge and skills are up to date.

In April we said goodbye to one of our Lactation Consultants, Jane Gerard-Pearse, on her retirement from practice (and from our Board of Trustees). Jane is often referred to by families as "The Jane" so prodigious are her skills! We will miss her greatly and will be looking to add a replacement practitioner to our team in 2024-25.

Our Peer Supporters and Volunteers

We are extremely lucky to have fantastic volunteers across our charity who give up their valuable time to help us and the families we serve.

Seventeen trained Baby Umbrella Breastfeeding Peer Supporters volunteered for us during the financial year. These are volunteers who have breastfed their own babies and completed 14 weeks of training in Breastfeeding Peer Support, as well as additional training in perinatal mental health and infant sleep.

Throughout the year, our Peer Supporters volunteered 648 hours for us, offering breastfeeding support and information to families at our peer support groups.

We also have thirteen further volunteers who have helped us host and run our face-to-face sessions throughout the year. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which can often feel very daunting and vulnerable. They ensure everyone is looked after and offered a hot drink and brownie, as well as completing all our paperwork and making sure sessions run smoothly. These generous individuals have contributed 240 hours of their time this financial year.

Behind the scenes, we also must mention our fantastic graphic designer - thank you Izzy!



“I was really nervous when attending ... as I haven't been to any other classes during my pregnancy but was made to feel welcome and at ease straight away. I was given bespoke information and assistance relevant to my personal situation and this was followed up the next week with more support.”

- In-person appointment, March 2024

“Amazing support and empowering. I actually needed support in weaning my baby off my boob ... and the support, knowledge, advice and care was incredible. Highly recommend to anyone who is struggling to wean their baby and want to do it in a gentle way that works for them and their family.”

- In-person appointment, April 2024

Reassuring, supportive and informative. I really felt listened to and the support has been invaluable. I was scared and worried after a traumatic birth and Jani gave me so much confidence in the early weeks. Laura was also fantastic as my baby got older and within 5 mins of our appointment, helped my pain to disappear. BF is now something I look forward to rather than dreading. I would not be breastfeeding 5 months in if it wasn't for Baby Umbrella- when I walk past I still remember how safe I felt when I visited months ago as a stressed and scared new mum.

- In-person appointment, August 2024

Our services

We provide information and support on a variety of Breastfeeding and Early Parenting topics covering feeding, sleep, mental wellbeing and building communities. We offer a variety of channels of support so parents can access it when and where they need it. Our specialist and drop-in support sessions run every week of the year, only pausing for bank holidays.

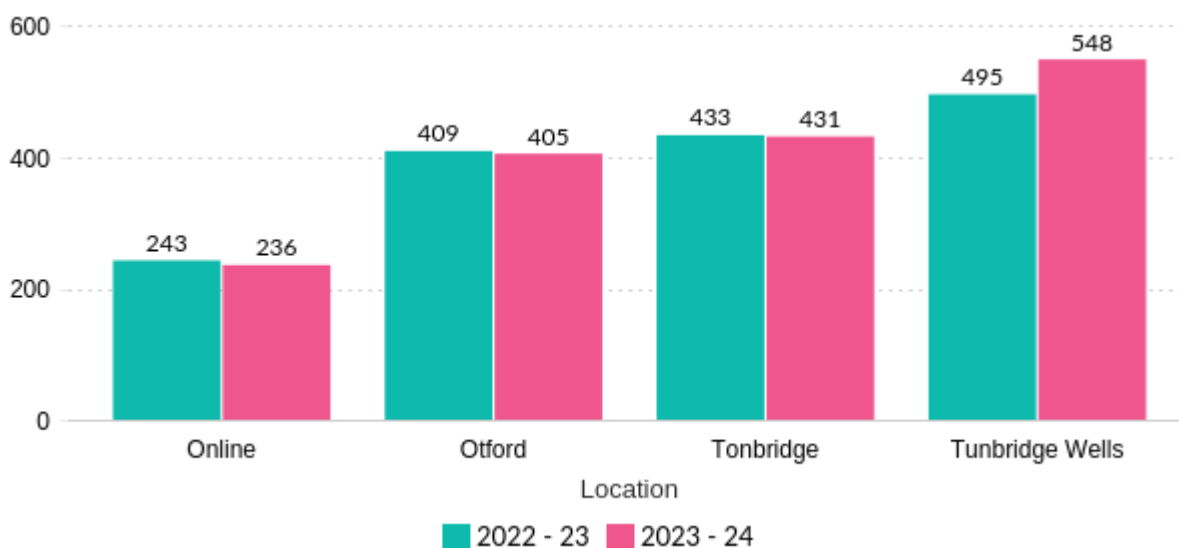


Specialist 1-1 appointments for Breastfeeding and Early Parenting Support

Our Breastfeeding Counsellors and Lactation Consultants are available for bookable 1-1 specialist support in all of our in person groups, as well as on Zoom. During this financial year, we have completed 1,384 individual face-to-face appointments and 236 individual Zoom appointments, all with dedicated and tailored support from our specialist practitioners.

This year we have seen consistently high demand for specialist support appointments, with the majority of requests being seen within a week. By its' nature, serving new families can be unpredictable, with peaks in demand that come at different times each year. April and May 2024 were particularly busy and at times we have struggled to add enough capacity at short notice to serve this with a knock-on effect on waiting times.

1-1 specialist appointments served by location - year on year comparison



Families come to us from across West Kent (and sometimes farther afield) for all sorts of urgent and overwhelming reasons.



43%
are in
pain with
feeding



31%
have a baby
who is not
latching



29%
are worried
about baby's
weight gain



24%
are feeling
overwhelmed,
anxious or
tearful

The majority of families are first time parents and 98% are breastfeeding (with 26% feeding formula alongside and 4% feeding solids alongside). Almost half are referred directly from midwifery, with word of mouth referrals this year jumping from 15% to 20%. 39% first book within 7 days of birth. We are proud to welcome partners and supporters to all our sessions with 53% of our attendees bringing someone with them for support.



92%
reside
in Kent



65%
first time
parents



98%
are
breastfeeding



47%
referred from
midwifery



39%
book within
7 days of birth



46%
attend with
their partner

For the first time this year, we trialled offering specific specialist 1-1 appointments for families antenatally. We found this a great way to build relationships with families before birth and help them plan for how to feed and care for their babies. 65% of these families returned for support after their babies were born. Families told us that the appointments helped them feel more confident and knowledgeable about feeding their baby and knowing if feeding is going well, understand more about the types of support available, and feel more able to reach out for support if needed. We continue to see families antenatally as required.

Our practitioners also reported finding these appointments valuable for them and for the parents who visited. It also helped encourage them to come back into the space for postnatal support.

Peer Support

Many of our families really benefit from meeting other families in the area and our weekly **Peer Support groups** provide a safe space to come with your baby and receive a hot drink and a warm welcome. Our trained Peer Supporters are embedded into these sessions and support our mums with questions on normal breastfeeding and life with a baby.

Alongside the social groups, we also run a **public Facebook page**, a **closed Facebook group**, and a **WhatsApp group for each of our locations**.

I just wanted to say a big thank you... My breastfeeding journey with my first son didn't go to plan, largely because I don't think I fully understood how to establish my supply and respond to my baby's cues. With baby number 2 due shortly, Andrea explained how to establish my supply in such a simple way and gave me some brilliant advice. I felt so empowered and equipped after our call, and more appreciative of what my body is capable of. Thank you, Andrea, it means so much to me."

- Zoom antenatal appointment, August 2024

"I'm the dad that accompanied, as I was keen to learn about my partner's breastfeeding. Andrea's knowledge was on another level and some of the advice she gave us has been completely invaluable! ... It's our third time back today and I can't recommend it enough."

- In-person appointment, August 2024

"I was feeling really overwhelmed by all of the differing advice I was given around breastfeeding, but my consultant was able to help me get back to basics and encourage me to do what felt natural. I was so upset and faced giving up/feeling like a failure, but since my Zoom session yesterday, baby has been attached to the boob and very content. Life changing - thank you."

- Zoom appointment, February 2024

Listening Service & Mental Wellbeing Support

Our Listening Service continues to support parents who are struggling with their emotional wellbeing via 75 minute appointments on Zoom. These appointments are run by two of our practitioners who have done additional training in advanced listening skills and perinatal trauma. They also receive additional supervision and training to support them in this work.

Those who have used the service report it being extremely effective, with parents saying in particular that they feel heard and listened to, they have more ideas on how to support their emotional wellbeing, they know how to access additional support, and they understand their feelings and experience better.

In August 2024 we ran a focus group to better understand how parents view the service. We found that cultural taboos around seeking mental health support in the perinatal phase continue to be a hurdle we have to navigate. Many parents feel it is a 'crisis service' for people who must be 'worse off than them'. Indeed it is common even for those who access the service (who are often encountering multiple very difficult challenges), to apologise and say that they feel like a fraud and a failure for booking.

We are very proud to deliver an accessible service that local families in crisis can access freely and without delay. In addition to this, we're still working to break the taboos of mental wellbeing support and widen access for the many families booking in for feeding support who we feel would benefit from additional emotional support too. We are continuing to experiment with various ways to deliver emotional support that might feel lighter touch and more informal for parents to access in this vulnerable phase.

In 2023-24 this has included running four taster **Maternal Journal** sessions for new parents. These sessions use creative journaling prompts to help mothers complete a simple creative exercise in their journals and share their experiences in a small group. Our taster sessions were very well received and many attendees went on to use the Listening Service to explore their experiences further. By weaving emotional literacy throughout all of our services we are enabling families to access support in their own time according to what they feel most comfortable with. We are looking forward to further similar pilots in 2024-25.

"An amazing resource that helped me to move on from a state of very negative emotions so I could better get back in control of them and therefore be a better parent. I am unbelievably grateful that such a fantastic resource was available to me for free in quick timescales. The listener also signposted me to other services, which was incredibly useful."

- Listening Service appointment, 2023

"Throughout our discussion, Jennie displayed exceptional empathy, understanding, and patience. She attentively listened to my concerns about breastfeeding, my fears of potential [colitis] flare-ups, and the overwhelming sense of a lack of control over both my life and my baby at times. Her ability to listen without judgment and offer thoughtful, practical coping mechanisms was incredibly reassuring.

Jennie's advice and encouragement were not only timely but also profoundly impactful... Her guidance on managing my condition while balancing the demands of motherhood was particularly valuable, offering me a sense of control and confidence that I had previously struggled to find."

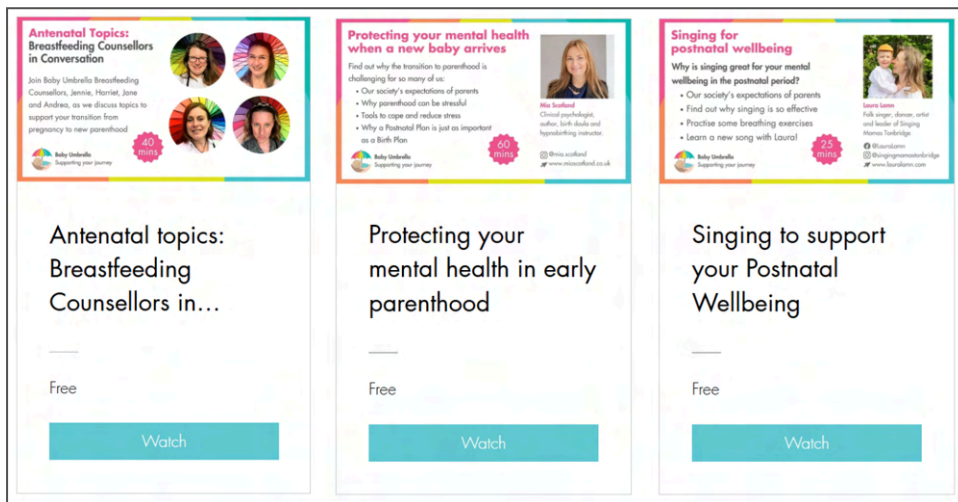
- Listening Service appointment, 2024

Online Resources

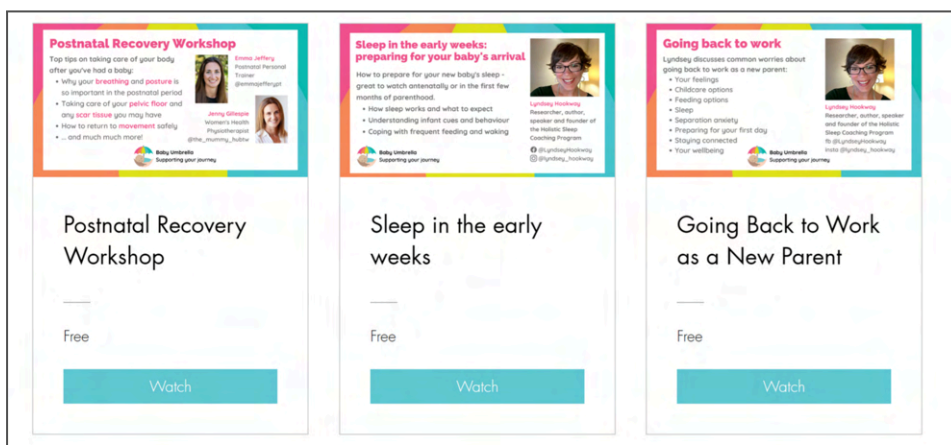
This year we added three new video courses to our website to extend our topics to cover perinatal mental wellbeing and feeding. For the first time we have added talks recorded by our own practitioners (covering breastfeeding, bottle feeding, expressing, and how we talk to ourselves as new parents), bringing their vast experience and knowledge to parents to access whenever they like.

We also welcomed Mia Scotland, a leading UK perinatal psychologist, to the platform. Her workshop covers protecting your mental health when a new baby arrives and shares many of the techniques our practitioners and Peer Supporters learned from her last year.

Lastly, our local Singing Mamas leader, Laura Lamn, joined us to explore how singing in the postnatal period can support mental wellbeing with exercises to practice at home.

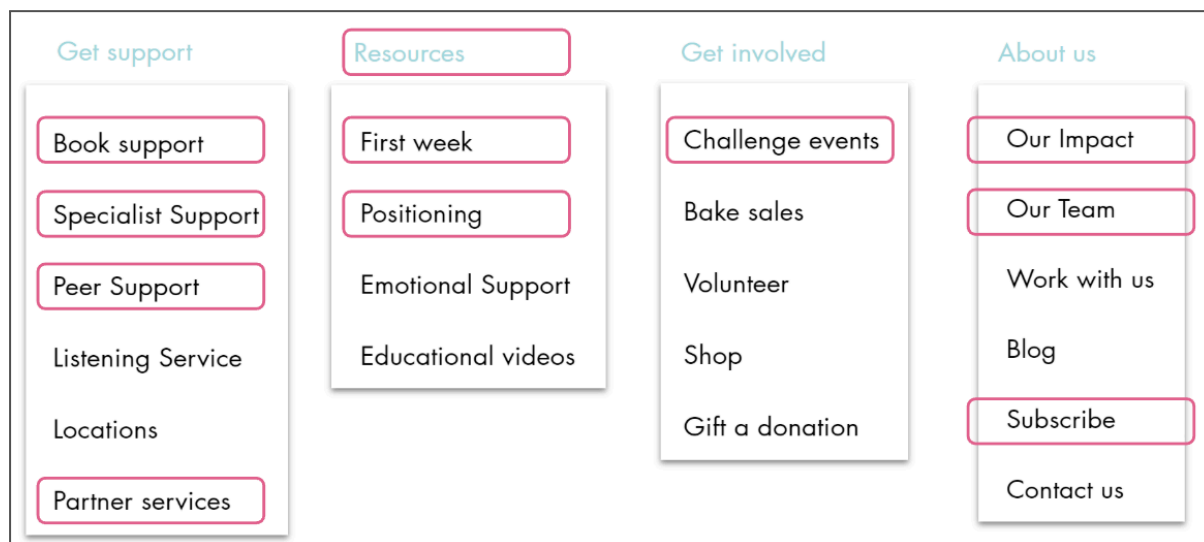


These talks join our existing ones and are available on our website to watch for free at babyumbrella.org.uk/education.



Website

In June 2023, we significantly restructured our **website** to make it easier to navigate and added several new online resources to support parents. The development of a resources section forms the foundation for us to be able to use our new CRM platform to send out relevant resources to parents based on their booking behaviour and what they tell us they need.



Service support

Internal Education and Training

Internal training programmes: We continue to provide our practitioners with training to support their work in breastfeeding, infant sleep and perinatal wellbeing. This year we have rolled out extensive training in infant sleep to ensure our practitioners are confident and skilled in this important area of our work. We often find that sleep forms part of the discussion with parents and this knowledge will help our team support and protect normal infant sleep as well as knowing what to do if they spot any concerns. This training ran from September 2023 and was completed as a group over the following six months. We concluded the training with a session run by Lyndsey Hookway to ask questions and look at scenarios that we might come across in practice.

In January 2024, three of our practitioners completed facilitation training for Maternal Journal, allowing us to run groups for mothers face to face and online. These groups are highly effective at encouraging mothers to spend time reflecting on their experiences together and learning creative tools to support their mental wellbeing. We hope this will be the start of being able to pilot sessions over a number of weeks to monitor the impact of this support over a longer period.

We have continued to roll out our Mia Scotland training in perinatal mental health for our practitioners. This 5 module course will aim to be completed by the remainder of our team in 2024-25.

We have started to review our training in safeguarding this year with our new subcommittee. We have added Level 1 training in safeguarding adults to our team requirements (in addition to safeguarding children) and have required the Management team to do level 3 in children and adult safeguarding. In 2024-25 we aim to bring in external knowledge and skills taking the Management team's safeguarding training to level 5.

We have not trained any new Peer Supporters this year, but our current cohort have been working really well with parents. One thing we have identified is that our training may be hard to access for some, requiring them to attend a number of consecutive face to face sessions and only running irregularly. We are therefore considering moving more of it online, ensuring key elements remain face-to-face and making it more accessible and flexible for parents who are often going back to work earlier than in previous years. We hope this will also improve retention and completion rates. We aim to develop this new training programme in the Autumn of 2024 to start training in early 2025.

We continue to build our support and supervision function to provide flexible and accessible support for our team. We have identified that volunteers lack a supervision group so have started some work to see how best to support them. We are looking at the pros and cons of inviting them to the peer supporter group sessions.

Safeguarding

A particular focus for our service support team this year has been a full proactive review of our safeguarding policy and processes including working with various professionals with safeguarding expertise across our local networks. A key change has been to set up a Safeguarding Subcommittee at board level, providing policy and process oversight as well as expert support for individual cases when required.

In May 2023 we improved our process for flagging low level safeguarding concerns. As many of the families who visit us are in the vulnerable stages of new parenting, we felt it would be useful to have a lower level concern for those who do not need proactive referrals but still may need additional support, time, signposting or perhaps a more proactive outreach from us. 2023-24 has seen a focus on improving practitioner confidence at flagging these concerns for the safeguarding team to monitor and escalate where appropriate. Most concerns relate to maternal mental health or baby's weight gain and can be supported within our service, and through signposting specific support from our network of allied services within the area for individual needs.

These low level concerns are carefully monitored and escalated by the safeguarding team if required. Occasionally we feel that we need additional specialist knowledge to manage risk and ensure we are taking the right steps for families we are worried about (including

proactive referrals if necessary). We would in particular like to thank Sam Haspell, CEO of DAVSS (Domestic Abuse Volunteer Support Services in West Kent), for her specialist support here in helping us develop processes to manage higher level safeguarding concerns. We are committed to learning from cross-partnership working and proactively asking for expert input.

DEIB

Our Diversity, Equality, Inclusion and Belonging (DEIB) workstream has continued, and we have spent time evaluating and improving our volunteer onboarding process to ensure that anyone who would like to get involved in our team is supported to do so and any accessibility concerns are addressed. We have also developed a robust offboarding process to ensure that there are proper endings to volunteering, allowing volunteers to feed back to us, and for us to thank and learn from those who have worked with us. We have attended various webinars and conferences on DEIB related issues relating to the workplace and to our particular beneficiary demographics. One idea we have taken from this outward looking work is to pilot some small community WhatsApp groups for marginalised communities in our locality.

Systems development

We have begun work in earnest to implement a CRM system (Zoho) that will enable us to have a better understanding of our beneficiaries and donors and serve them with more individualised and timely information to better meet their needs. We are excited about the opportunities it will bring, particularly in terms of identifying beneficiary behaviours that suggest urgent support is required (e.g. multiple cancellations, or indications of high levels of distress) and building automated processes to bring these to our attention such that we can prioritise support and information delivery. We anticipate that this system will start to bear fruit in Spring 2025.

Our Impact

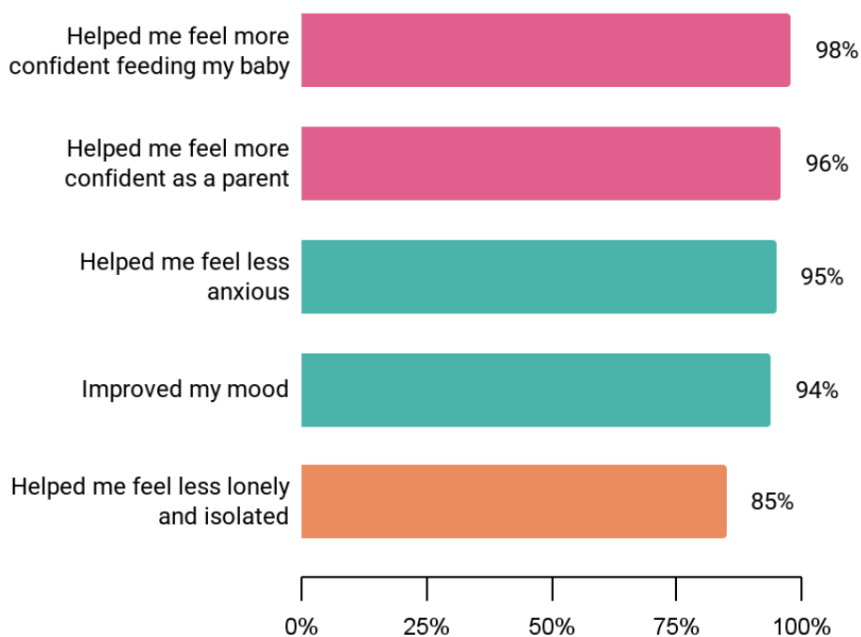
Our impact continues to be both wide-reaching and significant. We estimate that of the 3,300 babies born in Sevenoaks, Tonbridge and Tunbridge Wells districts each year, we see approximately one third of them coming through our service for support.



We request feedback from all those we support by email after their visit. This financial year we received feedback from 124 of our appointments, representing 11% of the individual families seen. We are always looking at ways to improve upon this response rate and bring feedback methods into our groups. We receive consistently strong feedback and very high recommendation rates from those who review our service.

Through our appointments, we aim to support parental and feeding confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face-to-face groups. Our feedback shows unambiguously that we are meeting these aims. We have emerging findings that show that while all of our services meet these aims very well, some of them are particularly effective in specific areas. For example 1-1 Specialist and Listening support is most effective at reducing anxiety and boosting confidence, but for a mood booster and a reduction in loneliness, you can't beat Peer Support.

What impact did your visit have on you?



This financial year we have begun to monitor our impact on parent-infant relationships and infant mental health, at the very foundation of our work.

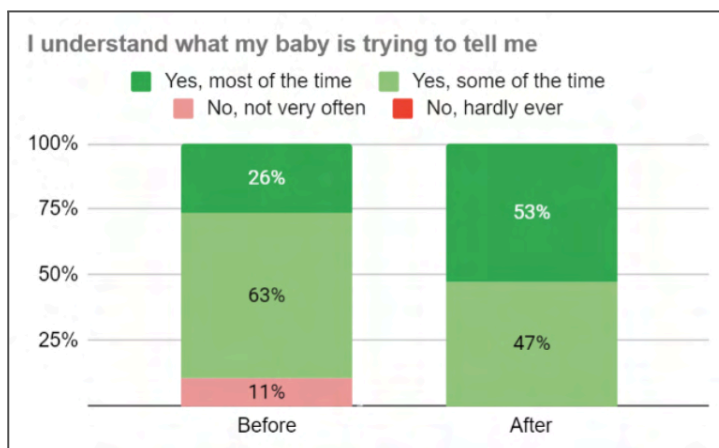
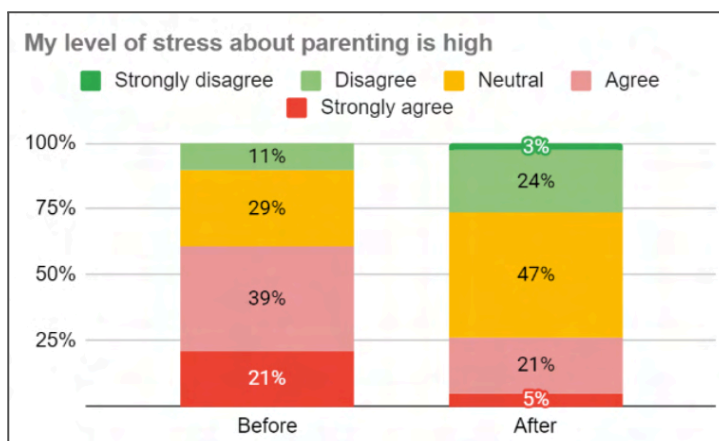
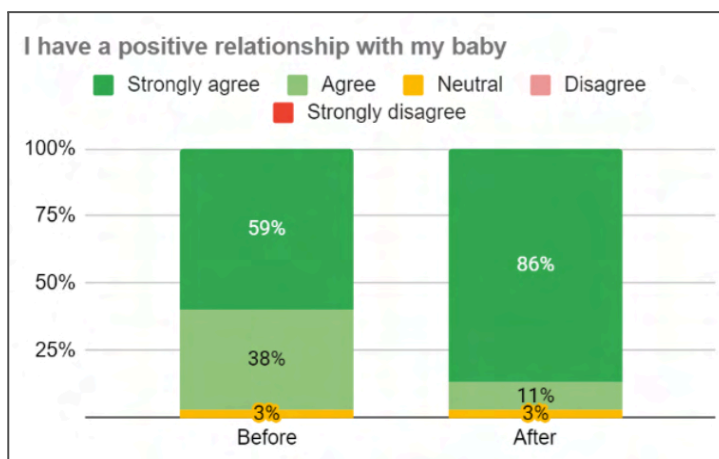
Infants need secure, responsive relationships to thrive, ideally from their parents. The presence of a reliable, safe, supportive community around new families can transform their lives and build a foundation for future mental wellbeing.

In December 2023 we contributed to the co-creation of a new five-year Strategy for Perinatal Mental Health and Parent Infant Relationships in Kent, providing a case study on how Baby Umbrella services support good Parent-Infant Relationships and Perinatal Mental Health.

In August 2024 a grant from Involve then allowed us to test whether our appointments were having the impact on relationships we hoped - the results were remarkable.

Our appointments drive improvements in parents' relationships with their babies, reduce parenting stress, and help parents better understand and respond to their babies.

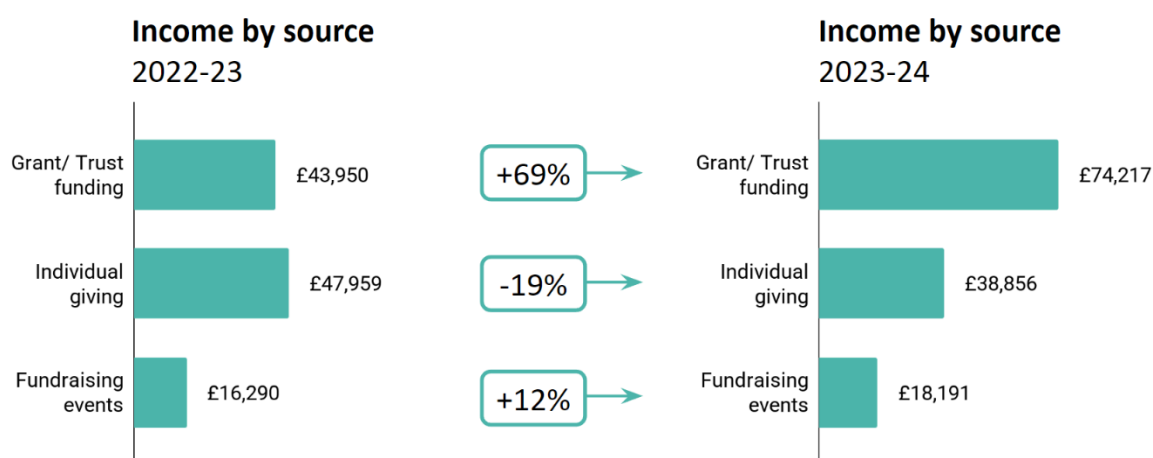
Our aim is to make a positive impact on families over the long term. We see this anecdotally, with repeat visits, progression to additional services, engagement with volunteering and peer support training, and taking part in community and fundraising events. Focusing investment in the next year in our CRM system will enable us to better understand and demonstrate this impact.



Fundraising

This year has brought further challenges for both grant funding and individual donations, with a rise in grant giving organisations closing their doors, spending down or pausing to take stock as they deal with record numbers of applications. Funding is thin on the ground too from local authorities, and inflation continues to wreak havoc on household finances, impacting individual giving.

Despite all this, we have managed to grow our income by 22% this year, to £131,609. In particular, grant income rose significantly to £74,217, with a boost at the very end of our financial year from The National Lottery Awards for All.



As a relatively new small charity, we are heavily dependent on grant income and this must continue to be a primary focus for our strategy. The environment for grants funding seems to become more difficult with each passing year, but our focus around mental wellbeing, creativity, the early years, and DEIB is attractive to many funders and in 2024-25 we will be looking to increase our resourcing to manage applications and reporting for trusts and foundations.

Our beneficiaries are in a life stage that places unique restrictions on their disposable income and their free time, however our service makes an enduring difference to those who come through our doors. This stage of life often brings new perspectives alongside its challenges and many parents are keen to pass on support to those who come after them. Although many are unable to pay for support when they desperately need it, they often do return to support us further down the line when they have more disposable income and time to give. The investment in our CRM is a key way to support this strategy, enabling us to deepen relationships over time and build a support network across our community. We aim to build our resources through 2025 and 2026 to support this arm of our fundraising strategy, covering community fundraising and individual giving, events, and corporate partnerships.

We wish to thank all of our supporters this year for their generous contributions. If you feel you can help us meet this fundraising challenge in whatever way, large or small, we would love to hear from you. Please get in touch at info@babyumbrella.org.uk.

Grants

A large source of our income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks and appreciation to the following trusts, foundations and local councils that have generously supported us this year:

The National Lottery Community Fund (£16,744)	Tesco Community Fund	Dunton Green Parish Council
Colyer Fergusson (£10,000)	Sevenoaks Town Council	Paddock Wood Lions
Kent County Council (£8,624)	Big Give Women and Girls Match Fund	Brasted Parish Council
KCF: High Hilden fund (£6,000)	Involve Kent	Marden Parish Council
Foyle Foundation (£5,000)	The Royal Tunbridge Wells Round Table	Westerham Parish Council
Leathersellers (£5,000)	Tunbridge Wells Borough Council	Wrotham Parish Council
Schroder Charity Trust	Wadhurst Warriors	Edenbridge and Westerham Rotary Club
Tonbridge & Malling Borough Council	The Chandris Foundation	Eynsford Parish Council
	Tonbridge Round Table	Horsmonden Parish Council
	Otford Parish Council	

Donations

The landscape for seeking individual donations has continued to be difficult, with the cost of living crisis meaning many families are struggling to make ends meet. Many families say to us they could never have afforded support like ours if they had had to pay and we are committed to providing services that are free for anyone to access no matter their circumstances.

We are very grateful to those families who feel they can give back to us and aim to make it as easy as possible to do so. We have contactless donations at all our face-to-face services and donations can also be made at booking, in cash at our face-to-face services, via QR code, or online.

We would particularly like to thank Guy Butler Ltd for their kind donation; and Christ Church Tunbridge Wells who gave us a donation in kind worth £2,127 of rent this year.

Fundraising events

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.

We had 10 brilliant runners sign up to run the **London Landmarks Half Marathon** this year, double the number from last year. Together they raised a fantastic total of £6,900. Go Team!



This year for the first time we took part in the **Big Give Women and Girls Matched Crowdfunder** challenge, successfully raising over £3,000 in individual donations and gift aid, matched with a further £2,470 by the Big Give.

We ran three successful collaborations with **Sarah Hart Photography**, allowing 237 local families to access professional quality photography of their growing families at low cost, and raising us over £4,600 for Baby Umbrella. Thank you Sarah!



Christmas is a key time for fundraising for us, and our custom made **Christmas Handprint Decorations** in collaboration with Eat Pray Print were again hugely successful this year, raising the charity £5,700. Thank you Joy!



Karen (our Clinical, Community and Client Lead) had the opportunity to put her prodigious **face painting** skills to the test this year at four separate local community fairs. We always enjoy bumping into families we've supported in the past, and raising awareness of our services. In total, we raised over £1,600 from donations. Thank you Karen!

We ran another successful collaboration with Eat Pray Print for **Father's Day**, with customised mugs, cufflinks and keyrings, raising over £800.



We ran a fantastic **Spring Treats Prize Draw** in March raising a total of £700. Thank you to the wonderful local businesses who generously donated gifts as prizes!



We brought our community together in March for our first live **Poetry Evening** at the Old Auction House in Tunbridge Wells. It was a night to remember with beautiful words, music, and lots of new connections made, and also raised us £400.

Thank you to **Emma Saunders** and the **West Peckham Craft Fair** who ran bake sales in our aid; Little Learners who ran a **messy play** fundraiser; and Monica Atkinson for a sponsored **Walkathon**. Together they raised over £1,000 for us!

Looking forward to 2024-25

During our coming fifth year (2024-25) we have a joint focus on continuing to improve operational processes, governance and further strengthening and building engagement with our community.

2024-25 Strategic Priorities

1. Diversify income streams to improve funding stability

With a still unpredictable and very competitive funding environment, our highest priority has to remain fundraising. We will be continuing to apply for grants, large and small. An investment in data and systems will enable us to be smarter at individual donor activation. We will also be continuing to innovate with our proprietary fundraising events, local commercial partnerships and peer-to-peer fundraising through challenges and events.

2. Optimise current operations to most effectively meet the needs of families

We would like to continue to optimise our website and communications, to improve the understanding of the services we provide and ensure the experience and navigation is user friendly for all new and existing beneficiaries. Improvements to our data storage and processing will enable us to be smarter about how we provide information to various beneficiaries at various stages of their journey with us.

3. Broaden and deepen support to better meet client needs

We will be continuing to develop our safeguarding monitoring system to ensure we are doing all that we can for the most vulnerable families in our service. We are committed to the ongoing growth of our peer support programme such that we can support families with smaller niggling problems who we know hesitate to take our specialists' time away from tiny babies. We will continue to test group support formats such as Maternal Journal to support perinatal mental health, and drive awareness and understanding of our Listening Service. In parent education, we will continue to engage leading speakers to bring relevant topics to our local parents and build out the self-service resources available on our website.

4. Build links for collaboration and signposting

Relationship building with local maternity services and health visiting will continue to be important. Continuing our strong links with allied services across West Kent enables us to signpost our beneficiaries effectively, understanding what free, affordable and private

sector options exist for parents in areas such as paediatrics, osteopathy, tongue tie division, speech and language therapy, mental health support, physical rehabilitation after birth and much more!

5. Represent and raise local families' voices; embed diversity in everything we do

We are looking forward to trialling some small WhatsApp groups bringing together members of the community who might not feel as comfortable accessing our services. These will be run by community members sharing various characteristics such as language, ethnicity or culture. We hope this will enable us to think creatively together about changes we can make to improve access to our services or develop different services according to needs.

Financial Results

Summary

During our fourth year of operation the charity raised £131,609 and spent £113,629. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, there was a surplus of £56,141 of reserves; of which £55,384 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £66,722 of general or unrestricted income. Expenditure of £59,519 was set against this, leaving a surplus of £7,203.

Restricted funds

We raised £64,887 of restricted income and the associated expenditure was £54,110, leaving a surplus of £10,777.

Sources of income

£74,217 was received from grants and trusts, £38,856 from individual donors and £18,191 from fundraising events.

Expenditure

Our main expenditure is on office and overheads (mostly administrative support for our services, and project work), and practitioner fees to run our client-facing charitable activities. We also incur costs for rent and refreshments for in-person services, and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation.

In July 2024, the Board decided to increase this target to 4 months to account for the unpredictable funding environment. We anticipate that 4 months will give the Board adequate time to come together and appeal for additional funding from both trusts and individual donors. At 31st August 2024 four months of full-scale operation equated to £35,448, leaving a surplus of £19,936 from our total free reserves of £55,384.

Investment Policy

Our funds are currently held in a current account and a savings account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf, with the exception of one individual bid-writer. We are registered with the Fundraising Regulator and we have received no complaints about fundraising in 2023-24.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella Charitable Incorporated Organisation for the year ended 31 August 2024. The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Hope Maguire		term ended 26/10/2023
Jane Gerard-Pearse		term ended 27/04/2024
Sarah Martin	appointed 25/03/2024	term ended 04/07/2024
Bronwen Halfpenny-Ray		term ended 26/10/2024
Alison Day		term ended 26/10/2024
Alissa Brumby		term ended 26/10/2024
Chloe Gastrell		term ended 26/10/2024
Nicola Kirkwood		
Ema Saunders		
Cat Hardwick	appointed 25/03/2024	
Jaime Phipps	appointed 25/03/2024	
Rebecca O'Dwyer	appointed 25/03/2024	
Marissa Conway	appointed 25/03/2024	
Katherine Barnes	appointed 18/10/2024	
Amy Tippen-Smith	appointed 18/10/2024	

Management Committee

The members of the Management Committee during the year were Jennifer Yelverton; Karen McCully; Laura Shtaingos

Principal Office: 51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner: Tonbridge Accountants Ltd, 27 Old Gloucester Street, London, WC1N 3AX

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting parents to increase confidence and return to work;
- 3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;
- 4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. We also provide a perinatal Listening Service, and regular online educational parenting talks. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. This year we have kicked off our Diversity, Equality, Inclusion and Belonging project which aims to build a strategy and activities to ensure our services are accessible to all.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategy Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally twelve times a year as well as working collaboratively on a day-to-day basis. The Management Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Principal Risks

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work, including a risk register that is updated regularly by Management and key risks circulated to the Board. The key risks were identified as follows:

Financial Solvency/ Fundraising

Steps to mitigate:

- Monthly review of Reserves and Cash Position, with a prudent Reserves policy of 4 months operating costs (currently sitting at 6.2 months).
- Quarterly review of Management Accounts and Forecasts.
- Flexible operating model, few fixed costs
- Ongoing review and development of fundraising strategy
- Targeted planned investment in 2024-25 staff costs to support fundraising framework
- Ongoing liaison with current and potential funders.

Inadequate safeguarding

Steps to mitigate:

- All Trustees and front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.
- Robust safeguarding policy and procedures in place.
- Seeking support from external safeguarding specialists
- Continual improvement to safeguarding processes

Loss of key staff & Staff illness/ burnout

Steps to mitigate:

- Succession planning for key roles
- Reducing reliance on key staff donations in kind and increasing wage rates to reflect industry benchmarks
- Document processes across organisation
- Ensuring appropriate contracting and notice periods
- Regular supervision and annual check-ins for all staff
- DEIB workplace adjustments
- Increasing team capacity to increase flexibility

IT - systems fail to meet operational requirements

- CRM implementation project (ongoing)
- Training in new systems
- Process documentation

Statement of Responsibilities of the Trustees of Baby Umbrella

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;
- (d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;
- (e) Observe the methods and principles of the Charities SORP.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the

financial position of the charity and to ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on:
22nd April 2025.

Signed on its behalf by:

Ema Saunders (Chair of Trustees)

Ema Saunders

Rebecca O'Dwyer (Treasurer Trustee)

Rebecca O'Dwyer

Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2024.

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 Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Laughton Ross

Laughton Ross FCA
Independent Examiner

Tonbridge Accountants Limited
27 Old Gloucester Street, London, WC1N 3AX

Statement of Financial Activities

For the period ended 31 August 2024

		2023-24	2023-24	2023-24	2022-23
	Notes	Unrestricted	Restricted	Total	Total
		£	£	£	£
Income					
Donations and legacies	3	48,186	64,887	113,073	91,909
Investments		345	-	345	-
Other trading activities		18,191	-	18,191	16,290
Total		66,722	64,887	131,609	108,199
Expenditure					
Raising funds		6,301	2,943	9,244	5,224
Trading activities		6,875	-	6,875	7,845
Charitable activities	5	46,343	51,167	97,510	72,538
Total		59,519	54,110	113,629	85,607
Net income/ (expenditure) and net movement in funds		7,203	10,777	17,980	22,592
Reconciliation of funds:					
Total funds brought forward		33,909	(11,316)	22,592	36,253
Total funds carried forward		41,111	(539)	40,572	58,845

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

As at 31 August 2024

	Notes	2023-24 Total	2022-23 Total
Fixed Assets			
Tangible assets	7	557	350
Intangible assets	8	200	232
Total fixed assets		757	582
Current assets			
Debtors - accounts receivable		18,241	3,214
Debtors - prepayments		1,321	1,190
Cash at bank and in hand		67,013	60,142
Total current assets		86,574	64,546
Creditors: amounts falling due within one year	9	10,506	6,283
Net current assets		76,068	58,263
Total assets less current liabilities		76,825	58,845
Total net assets		76,825	58,845
Funds of the Charity			
Restricted income funds		20,684	9,906
Unrestricted funds		56,141	48,938
Total funds		76,825	58,845

The notes on pages 40 to 47 form part of these accounts.

Approved by the Trustees on 22nd April 2025 and signed on their behalf by:

Ema Saunders
(Chair of Trustees)

Ema Saunders

Rebecca O'Dwyer
(Treasurer Trustee)

Rebecca O'Dwyer

Notes to the accounts

1. Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 10.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding and online and offline fundraising activities to generate individual donations.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding and early parenting support; governance costs and support costs.

Tangible fixed assets and depreciation

Tangible assets comprise computers used in the charity and are depreciated over 3 years, being their expected useful life.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2. Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

One trustee, Jane Gerard-Pearse, was also contracted by the charity as a Lactation Consultant and paid for those services provided to the charity on that basis as follows.

Name of trustee	Legal authority	Total annual remuneration	Total annual remuneration
		2023-24	2022-23
		£	£
Jane Gerard-Pearse	Governing Document	1,775	1,327

Related parties: Key management personnel

Key management personnel remuneration (for both management and clinical services) is detailed as follows:

Relationship to charity	Total annual remuneration	Total annual remuneration
	2023-24	2022-23
	£	£
Management team	50,556	34,462

3. Income

The charity offers free breastfeeding and early parenting support as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

Notes	2023-24	2023-24	2023-24	2022-23
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Donations and gifts	35,473	-	35,473	44,705
Gift aid	3,383	-	3,383	3,254
General grants provided by government/ other charities	4	9,330	64,887	74,217
Total	48,186	64,887	113,073	91,909

4. Government grants

Grant	Description	2023-24 funds received
Kent County Council	Peer Support, Maternal Journal, Listening service	£5,396
Tonbridge & Malling Borough Council	Core activities (Tonbridge), Training & Maternal Journal	£3,689
Kent County Council	Antenatal support pilot	£3,228
Sevenoaks Town Council	Core activities (Sevenoaks)	£2,600
Tunbridge Wells Borough Council	Peer Supporter and Volunteer Training	£1,290
Sevenoaks Town Council	Core activities (Sevenoaks)	£500
Otford Parish Council	Core services (Unrestricted)	£480
Dunton Green Parish Council	Core services (Unrestricted)	£300
Westerham Parish Council	Core services (Unrestricted)	£200
Marden Parish Council	Core services (Unrestricted)	£200
Wrotham Parish Council	Core services (Unrestricted)	£200
Brasted Parish Council	Core services (Unrestricted)	£200
Horsmonden Parish Council	Core services (Unrestricted)	£100
Eynsford Parish Council	Core services (Unrestricted)	£100

	Description	2022-23 funds received
Sevenoaks Town Council	Sevenoaks Town Resident support services	£1,380
Tonbridge & Malling Borough Council	Tonbridge support services	£1,000
Paddock Wood Town Council	Core services	£500

5. Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

		2023-24	<i>2022-23</i>
	Notes	Total	<i>Total</i>
		£	<i>£</i>
Governance and support costs	6	45,207	26,428
Direct costs - practitioners		40,711	36,213
Direct costs - rent		10,336	8,795
Direct costs - refreshments		1,257	1,103
		97,510	<i>72,538</i>

6. Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

		2023-24	<i>2022-23</i>
		Total	<i>Total</i>
		£	<i>£</i>
Office administration		36,157	18,638
Supervision and Training		2,887	3,804
IT costs		1,998	1,385
Bank charges		790	747
Printing and stationery		955	623
Equipment		786	438
Insurance		459	376
Depreciation		313	232
Advertising & Marketing		342	100
Legal and professional fees		339	85
Accountancy and independent examiner		180	0
Total		45,207	<i>26,428</i>

7. Tangible assets

	Fixtures, fittings and equipment 2023-24	<i>Fixtures, fittings and equipment 2022-23</i>
Cost	£	£
At beginning of the year	600	600
Additions	488	-
At end of the year	<u>1,088</u>	<u>600</u>
Depreciation		
At beginning of the year	250	50
Depreciation	281	200
At end of year	<u>531</u>	<u>250</u>
Net book value at the beginning of the year	<u>350</u>	<u>550</u>
Net book value at the end of the year	<u>557</u>	<u>350</u>

8. Intangible fixed assets

	Patents and trademarks 2023-24	<i>Patents and trademarks 2022-23</i>
Cost	£	£
At beginning of the year	320	320
Additions	-	-
At end of the year	<u>320</u>	<u>320</u>
Amortisation		
At beginning of the year	88	56
Amortisation	32	32
At end of year	<u>120</u>	<u>88</u>
Net book value at the beginning of the year	<u>232</u>	<u>264</u>
Net book value at the end of the year	<u>200</u>	<u>232</u>

9. Creditors

	2023-24	2022-23
	£	£
Trade creditors	10,326	5,923
Accruals	180	360
Creditors: due within one year	10,506	6,283

10. Analysis of funds

10.1. Analysis of funds held in Current Reporting Period (2023-24)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

Fund	Type*	Purpose and Restrictions	Fund balances	Income	Expenditure	Transfers	Gains and losses	Fund balances
			brought forward					£
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	6,083	34,165	23,382	-	-	16,866
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	3,428	4,317	6,674	-	-	1,071
Other	R	Training, mixed grants	395	6,271	3,920	-	-	2,746
General funds	U	General unrestricted funds	41,633	66,722	50,318	(5,000)	-	53,037
Designated funds	U	Specific priority project work*	7,306	-	9,201	5,000	-	3,105
Total Funds as per balance sheet			58,845	111,475	93,495	-	-	76,825

* Priority project spend this year has focused on: Trustee recruitment, DEIB workstream, CRM/ Systems development, improving Peer Supporter and Volunteer onboarding, internal education, fundraising strategy and website development.

10.2. Analysis of funds held in Previous Reporting Period (2022-23)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward	Income	Expenditure	Transfers	Gains and losses	Fund balances carried forward
			£	£	£	£	£	£
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	15,240	32,464	41,621	-	-	6,083
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	3,650	3,986	4,208	-	-	3,428
Infant Sleep	R	Improving our ability to support families with infant sleep	1,398	-	1,398	-	-	-
Miscellaneous restricted funds	R	Equipment grant	935	-	540	-	-	395
General funds	U	General unrestricted funds	15,030	71,749	35,646	(9,500)	-	41,633
Designated funds	U	Specific priority projects*	-	-	2,195	9,500	-	7,306
Total Funds as per balance sheet			36,253	108,199	85,607	-	-	58,845

* Priority project spend in the 2022-23 financial year focused on: Listening Service; DEI project internal research and strategy; Safeguarding review; Operations/ Admin resourcing; Internal education, HR processes and support review

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at some of their most vulnerable times.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
51 The Avenue
Tunbridge Wells
TN2 3FJ

Baby Umbrella Annual Report and Accounts 2023-24 covers the period 1st September 2023 to 31 August 2024.

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BABY UMBRELLA

England & Wales - Charity number 1190745

Accounts

2022-23

Baby Umbrella Annual Report and Accounts



Baby Umbrella
Supporting your journey

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Welcome from our Chair of Trustees and Founders

Our third full year of operation has been characterised by a growing sense of stability and predictability.

Against a difficult funding environment, we have grown our fundraising income to support a careful expansion of our front line Breastfeeding and Early Parenting support services where it is most needed. This year we supported over 1,000 families and we're immensely proud that 100% of the families who filled our feedback form this year said they would recommend us.

We have also launched our pioneering new Listening Service for parents, which was an aspiration from our starting days. With so many desperate parents coming through our doors every week, we often struggled to find free specialist emotional support services to signpost to. Our Listening Service has filled this hole and we are now able to encourage parents to seek extra support at the earliest stage. We hope that this will enable them to feel more confident and less anxious from much earlier in their parenting journey, having a profound impact on the lives of their young babies and wider family.

We're so uplifted too to feel a tangible change happening within our community in West Kent and further afield. More and more people know who we are, know who to turn to for support, and are beginning to request to work with us, to fundraise for us and to support us. Much as our

community values our support, it's wonderful to feel our community supporting us.

We are often asked about expanding to other areas, but we believe in support services rooted in the local community, and we see so many opportunities to support parents even better in West Kent. We have ambitious plans for 2024 including: improving our peer support programme, improving support for our most vulnerable families, encouraging bookings for Listening Support, reviewing infant sleep support, bringing further fascinating speakers to local families, investing in data storage and processing, and continuing to learn and innovate on diversity, equality, inclusion and belonging.

Would you like to join our community to change early parenthood for the better? Get in touch - we'd love to hear from you.

info@babyumbrella.org.uk

Emma Saunders
Chair of Trustees

Jennie Yelverton
Education and Practice Lead

Karen McCully
Clinical, Community and Client Lead

Laura Shtaingos
Operations, Finance and Marketing Lead

“An invaluable service provided by lovely ladies who not only advise and improve the many breast-feeding issues, but provide a safe place to be heard about every anxiety you have; a counselling session and expert feeding advice rolled into one...with the added bonus of delicious brownies! I used this service with my first child and without a doubt Karen and the lovely supporters are the reason I succeeded in feeding my son for 18 months when he self-weaned. There were many hurdles along the way but I always felt supported and left feeling much more positive. My new baby and I have had different issues but, with support, I remain exclusively breastfeeding and he is thriving! Thank you ladies!”

- In person appointment, October 2022

“Baby umbrella has saved me. I felt so lonely and anxious at the start of my journey as a mother. This warm and welcoming group made me feel more confident and happy. Also the brownies are amazing!!”

- Social/ Peer Support group, June 2023

Our impact in numbers



1,070
families
supported



1,620
individual
appointments



618
social
visits



1,300
individuals
in our Facebook
community



1,457
subscribed
to our newsletter



816
volunteer
hours donated



98%
of our visitors felt
more confident
feeding their baby



94%
of our visitors felt
less anxious



100%
of our visitors would
recommend
our appointments



What we do

Our charity was formed in 2020 to provide early parenting support services across West Kent.

We are passionate about providing evidence based, compassionate support which empowers families.

We deliver 1-1 and group support with breastfeeding and early parenting. We offer support in Sevenoaks, Tonbridge, Tunbridge Wells and online 49 weeks a year as well as email, messenger, Facebook and WhatsApp.

We support families with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood, including parental mental wellbeing and infant sleep.

We offer specialist support from highly skilled and experienced Breastfeeding Counsellors and Lactation Consultants;

peer support from our trained Volunteer Peer Supporters; and in 2023 we also launched a dedicated zoom Listening Service for parents who are struggling with emotional wellbeing.

We have a fantastic team of Specialist Practitioners, in-house trained volunteer Peer Supporters, and volunteer Service Hosts who together deliver exceptional support to families.

We also plan, organise and host multiple webinars every year to educate both parents and professionals, covering topics such as infant sleep and perinatal mental health. We have fostered relationships with leading UK expert speakers to run these sessions and they are recorded and available free on our website for families to watch afterwards.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey.

Mission

We listen to, support and empower families.

Values

We are compassionate, evidence based and inclusive.

Our strategic purposes and priorities

Our strategic purposes

1. Provide free of charge, timely access to skilled support on breastfeeding, infant feeding, infant sleep and mental wellbeing across West Kent; and facilitate social connections.
2. Improve knowledge and confidence in early parenting among parents, supporters and allied professionals.
3. Connect the dots between services for parents in the area through signposting, collaboration and team building.
4. Reach a diverse and inclusive population reflective of the community we serve.

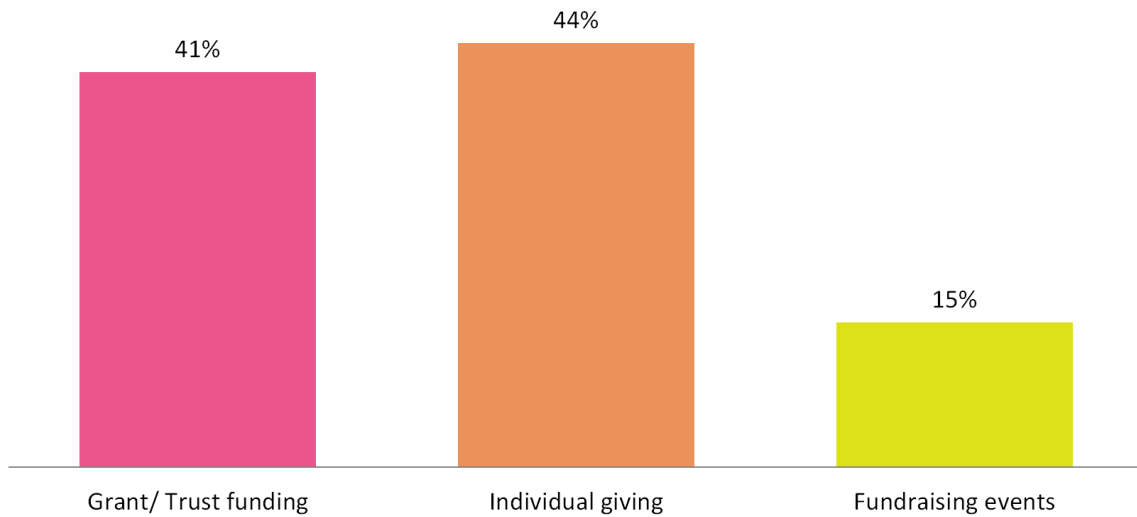
Our priorities to deliver our strategy

Optimising, broadening, deepening and expanding our offering to better meet families' needs

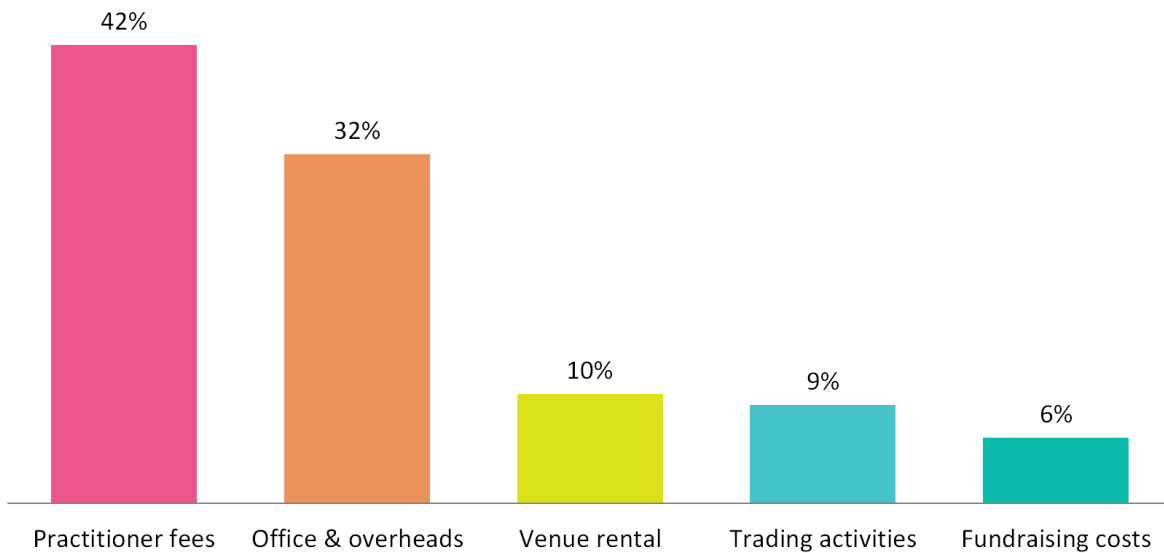
1. Diversify our income stream to improve funding stability.
2. Optimise our current operations to most effectively meet the needs of local families.
3. Broaden and deepen our support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed diversity in everything we do.

Our finances 2022-23: Summary

Source of income



Summary of expenditure



N.B. Expenditure bars only add up to 99% due to rounding

Our year in review

Building predictability and strength

At the end of 2022, the combination of the Ukraine war and the cost of living crisis meant that the external environment was looking very tough for funding. We entered 2023 with a single minded focus to build predictability in our processes and stability in our funding model.

At the very start of the financial year we had a fantastic boost to morale and confidence when we were awarded the Kent Charity Awards Start-Up Charity of the Year for 2022! The assessment process was thorough and the fellow charities we were up against were daunting, so we were absolutely delighted to come away with this recognition of our hard work and dedication to supporting parents in Kent.

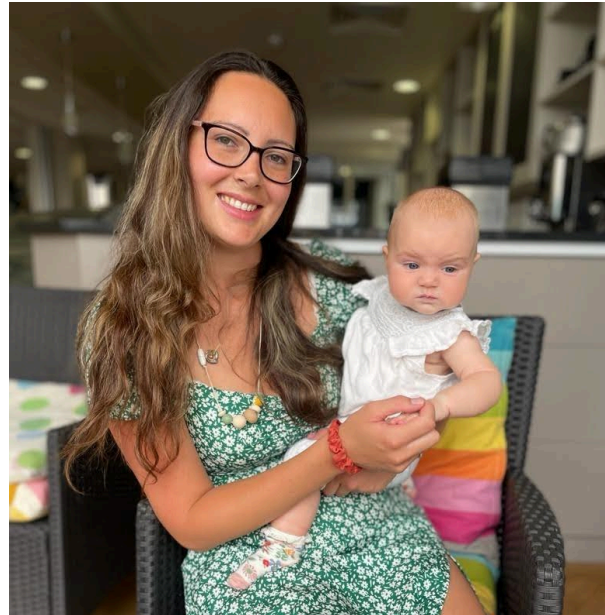


(L to R) Ema Saunders (Chair of Trustees), Laura Shtaingos (Operations, Finance and Marketing Lead) and Karen McCully (Clinical, Community and Client Lead) accepting our Start-Up Charity of the Year award at the Kent Charity Awards 2022

In terms of our funding position, we have worked very hard to maintain our grant income as well as grow our non-grant income by a whopping 70%, demonstrating the clear impact our services have on our families and their willingness to donate and engage with our fundraising initiatives. After a long period of running close to our 3 month reserves levels in 2021-22, this year we have maintained reserves of around 6 months for the whole year. This

stable base has enabled us to reinvest into Baby Umbrella by developing our internal service support systems as well as grow our local support services.

In our core charitable services, this stable funding base has enabled us to take the step of increasing capacity in our busy Tunbridge Wells location, by adding additional specialist staff every week, and enabling 25% more 1-1 appointments to be served over the course of the year. We have also seen appointments increase by 22% in our historically quieter Otford location, enabling better utilisation of the staff there. We have trained 11 fantastic new volunteer Peer Supporters who are now integrated into our service supporting parents across all three of our locations.

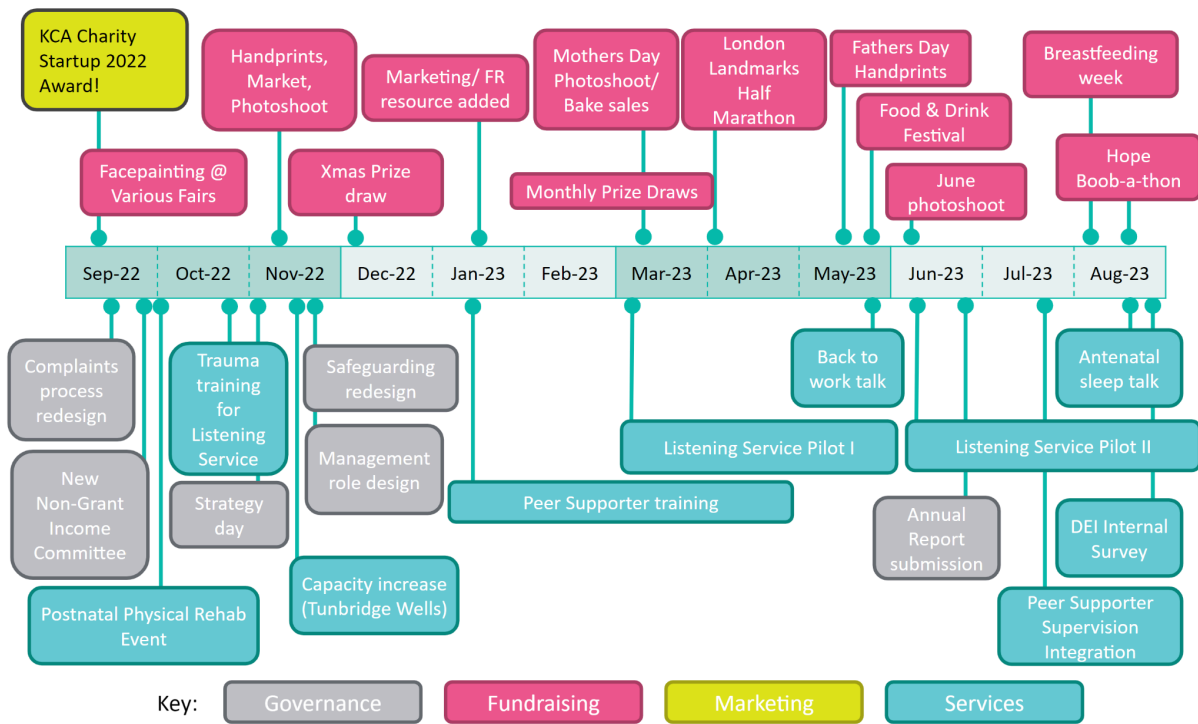


We have also been hard at work this year broadening and deepening our support services by adding and trialling some key new charitable services to meet the requests of our local families. We have successfully trialled a dedicated zoom Listening Service run by specially trained staff to support families struggling with their emotional wellbeing, and following its success made a decision that this will be part of our core service going forwards. We have run three further successful live webinar events for parents, covering sleep, returning to work and postnatal recovery, which are now available to watch on our website and have proved very popular in both live and recorded format.

In terms of service support, we have reviewed and improved several processes throughout the year - most importantly our complaints and safeguarding processes which are now firmly embedded into weekly and monthly management review processes, and reported to trustees on a quarterly basis. We recruited a part time marketing and fundraising coordinator who has given us additional ability to raise individual donations and advertise our fundraising events; as well as ensure local families are aware of all of our support services. We have embedded our new management roles to great effect, enabling our team to progress with their own areas of expertise more effectively. And we have also begun our Diversity, Equality, Inclusion and Belonging Project with an internal survey of our workforce and volunteers.

It's been a busy year, but it has run like clockwork, and we are starting to see the fruits of our labour as the charity builds predictability in its processes and activities.

2022- 2023 Milestones

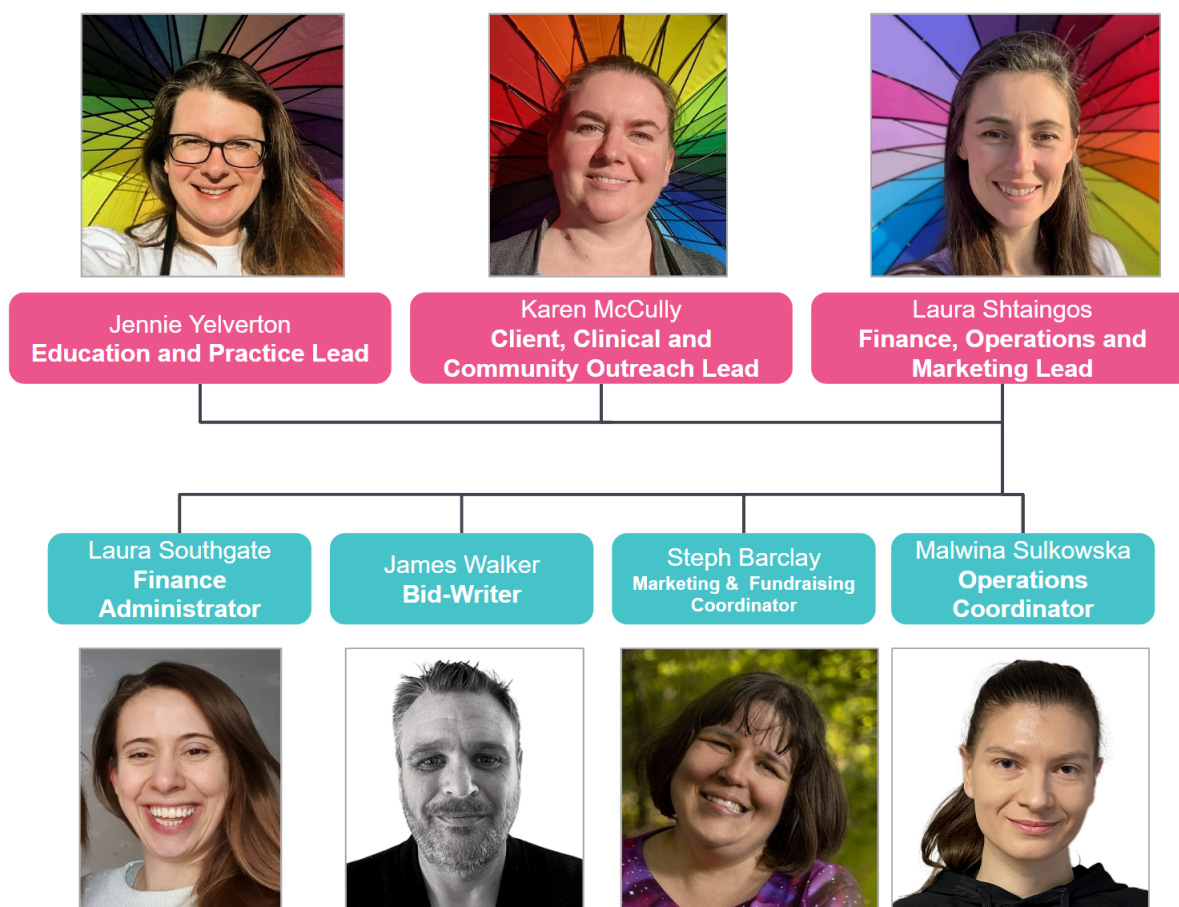




Our team

Our service support team

Jennie, Karen and Laura bring together a broad range of unique skills on our charity management team. We also have four specialist part time contractors supporting the charity with various functions. We are proud of our family-friendly and flexible working practices and together the whole team comprises only about 0.7 of a full time equivalent employee. We are small but mighty!



Our Practitioners

Laura, Karen and Jennie are also embedded within our core team of nine practitioners who have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licenced as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health. We also provide ongoing support and development, as well as supervision, to all of our practitioners to ensure their knowledge and skills are up to date.

Our Peer Supporters and Volunteers

Our essence is shaped by the people who bring it to life, and we are extremely lucky to have fantastic volunteers across our charity who give up their own valuable time to help us and the families we serve.

Twenty two trained Baby Umbrella Breastfeeding Peer Supporters volunteered for us during the financial year. These are volunteers who have breastfed their own babies and completed 12 weeks of accredited training in Breastfeeding Peer Support, as well as additional training in perinatal mental health and infant sleep.

Throughout the year our Peer Supporters volunteered 471 hours for us, offering breastfeeding support and information to families at our social groups.

We also have 22 further volunteers who have helped us host and run our face to face sessions throughout the year. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which can often feel very daunting and vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure sessions run smoothly. These generous individuals have contributed 345 hours of their time this financial year.

Behind the scenes, we also must mention our fantastic graphic designer - thank you Kim!

Last but far from least are our eight fantastic trustees who dedicated their time and expertise to support us - thank you!

Supporting our team

Our supervision function is really coming into its own this year with group sessions available for practitioners and peer supporters every month. We have also rolled out individual ad-hoc supervision (as required) to our Peer Supporters too after great success with our Practitioners. All relevant feedback we receive at supervision sessions is fed back into service support so that our service gets more effective each month. Safeguarding concerns are proactively addressed to ensure that we are taking the right steps for every family we contact to get the appropriate support they need, and that practitioners and volunteers are provided with support when concerns are raised.



Our services

Specialist Breastfeeding and Early Parenting Support

Our Breastfeeding Counsellors and Lactation Consultants are available for bookable 1-1 specialist support in all of our in person groups, as well as on Zoom, only pausing for Bank Holidays. With the addition of our newly trained Peer Supporters, we are now able to provide Peer Support on a drop-in basis in all of our in person groups for more straightforward questions. We also run a Facebook group and answer emails and messages from families looking for information on breastfeeding and early parenting.

Families come to us from across West Kent (and sometimes farther afield) for all sorts of urgent and overwhelming reasons.



48%
are in
pain with
feeding



32%
have a baby
who is not
latching



27%
are worried
about baby's
weight gain



26%
are feeling
overwhelmed,
anxious or
tearful

The majority are first time parents and 98% are breastfeeding (with 33% feeding formula alongside and 3% feeding solids alongside). Over half are referred directly from midwifery and 44% first book within 7 days of birth. We are proud to welcome partners and supporters to all our sessions and 43% of our attendees do bring someone with them for support.



92%
resident
in Kent



70%
first time
parents



98%
are
breastfeeding



53%
referred from
midwifery



44%
book within
7 days of birth



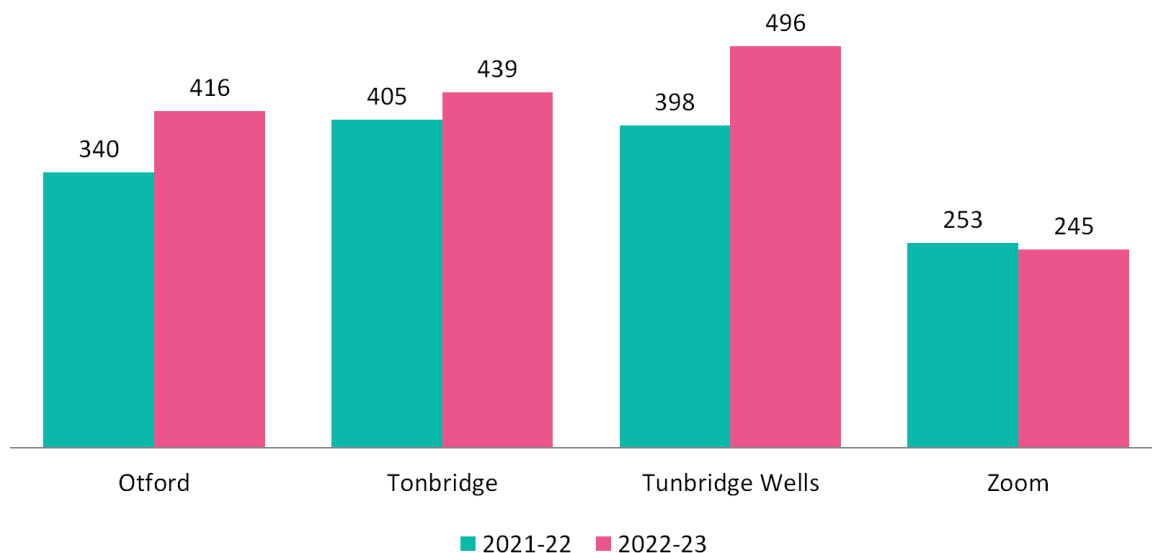
43%
attend with
their partner



A Breastfeeding Counsellor working with a family in January 2023

During this financial year, we have completed 1,351 individual face to face appointments with families and 245 individual Zoom appointments, all with dedicated and tailored support from our specialist practitioners.

1-1 specialist appointments served by location - year on year comparison



“Very welcoming and warm, relaxed, kind, empathetic, caring and no pressured atmosphere and service. So well looked after (drinks and cake!!), clearly a room of expertise - would be lost without them! Thank you!!”

- In Person appointment, September 2022

“Best support I have received so far. I felt no judgement or pressure from the specialist, was recommended a few options that may help with baby feeding, and felt listened to and encouraged even though I was very tearful through the appointment. Baby is now feeding so much better and we are both much happier.”

- In person appointment, August 2023

“I cannot express how valuable you have been. I had two sessions via zoom. I had spent nearly 10 weeks in agony, using pain relief and sobbing through feeds. I'd seen multiple health professionals and had got nowhere with support. I was exhausted and close to giving up - Baby Umbrella was my final option before turning to the bottle. But 45 mins with Andrea and I was pain free. I cannot tell you how grateful I am. I am desperate to breastfeed and now I rarely have a painful feed. I feel confident, happy and hopeful. You honestly changed mine and my baby's life.”

- Zoom appointment, October 2022

Emotional Wellbeing Support

After a significant investment in Perinatal Mental Health training for our team last year, this year we were excited to be able to launch a pilot of a new Listening Service for parents who are struggling with their emotional wellbeing.

The service provides a stepping stone for parents between our known and trusted support service and other services in the area for families. Many parents feel they have nowhere to turn, missing the threshold for support with their mental health or facing long waiting lists through the NHS and facing barriers to accessing expensive private services. Others feel they are 'not bad enough' to reach out for more formal referral, our service giving them an accessible route into support.



**Baby Umbrella
Listening Service**

Would you like to talk about early parenthood? We're here to listen.

Our trained practitioners are available on Zoom to listen to you if you're struggling with early parenting or you found your journey particularly challenging

More information and book at babyumbrella.as.me/listening

 Baby Umbrella
Supporting your journey

3 month trial

The poster features a teal border with a colorful geometric pattern at the top and bottom. The main text is in a clean, sans-serif font. A teal umbrella icon is positioned to the right of the main text. The '3 month trial' banner is a dark grey diagonal strip at the bottom right.

Our free to access Listening Service fills this gap, offering an easy to book, accessible session, and provides an inclusive, confidential and non judgemental space in which to reflect on a parent's feelings during the huge transitions of conception, pregnancy, birth, feeding and parenthood. Often parents are left feeling anxious, with low mood or dealing with traumatic feelings following their birth or early postnatal period. Without support, parents often try to shut unprocessed feelings away, feeling that they 'should be able to cope' and 'get over' what has happened to them, often leading to more challenging mental health difficulties in the longer term. The Listening Service aims to support parents before their difficulties develop into anything greater, and signpost early to further specialist help should this be necessary.

It is often not what happened that has caused a parent to feel traumatised in itself but the feelings about their experience that they are struggling to process. Our Listening Service has been developed specifically to fit this early need for support. It is free to access, timely and run by highly qualified and experienced practitioners who have been trained to listen to trauma and support the safe processing of these feelings.

We are delighted to say that the service was very well received by parents and professionals alike (see over), and will continue as a core service in 2023-24.

“Baby Umbrella literally changed my life. Feeling supported and listened to without thinking about money made a huge difference when it came to asking for help. Everyone in here has been so professional and so supportive.”

- Listening Service appointment, 2023

“Fabulous. Every new Mum should have access to a listening service appointment. Pregnancy/ birth and post-partum can be such an overwhelming and life changing time, I found it really helpful to be able to talk about my experiences in a supportive and objective space. It made me feel like my experiences and feelings were valid and I felt seen in a way that I hadn’t before. Thank you so much Baby Umbrella!”

- Listening Service appointment, 2023

“It was such a relief to just say everything that was on my mind without fear of judgement to someone not personally involved, thank you. I had been unsure if I felt 'bad enough' but felt so welcome and I guess...validated.”

- Listening Service appointment, 2023

Infant Sleep Support

This year saw us roll out in-depth training for our specialist practitioners and volunteers on infant sleep. We worked closely with Lyndsey Hookway, former paediatric nurse and health visitor, lactation consultant, author, researcher, speaker; and a well known compassionate and evidence based voice on infant feeding, sleep, and parenting.

Our nine practitioners undertook 10 hours each of training from Lyndsey to embed an understanding of responsive infant sleep support within our team. This covered sleep biology, prevalent infant sleep myths and how to support parents who are struggling with night waking and naps. We were also able to train 19 of our volunteer peer supporters in Sleep, Bonding & Lactation again with Lyndsey (1.5 hours each).

We are already supporting families with this new knowledge to great effect with our families telling us that sleep concerns are often a close second to their breastfeeding concerns. We will evaluate the impact of this training and any additional training support needed for practitioners and peer supporters over the next year.

Peer Support

Many of our families really benefit from meeting other families in the area and our weekly Peer Support groups provide a safe space to come with your baby and receive a hot drink and a warm welcome. Our trained Peer Supporters are embedded in these sessions and support our mums with questions on normal breastfeeding and life with a baby.



Parents enjoying our Peer Support group in 2023

Alongside the social groups, we also run a **public Facebook page**, a **closed Facebook group**, and a **WhatsApp group for each of our locations**.

“When I leave on a Tuesday lunchtime, my “battery” has been recharged to 100%. It depletes during the week and I look forward to Tuesday mornings so much, so that I can refuel (mentally and with brownies!) I won’t let anything interfere with Baby Umbrella - other appointments can wait. I have laughed, cried, gained confidence and been inspired. Thank you for providing such a valuable service - I think every new parent should be prescribed Baby Umbrella!”

- Social/ Peer Support group, June 2023

“Amazing service, I've made some really good friends through the social service.”

- Social/ Peer Support group, March 2023

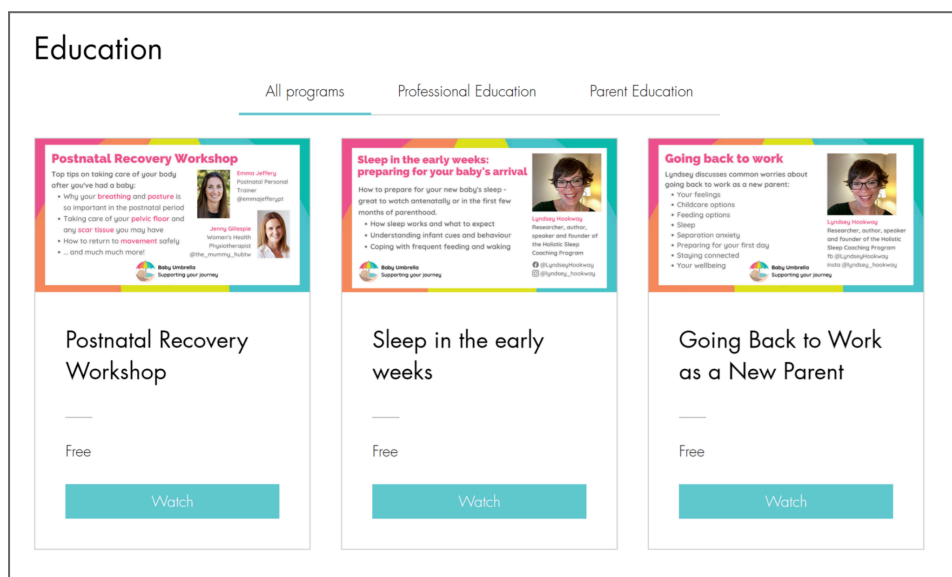
“We've been coming to Baby Umbrella since my daughter was about 4 weeks old and have found a group of friends that have stuck with us. We keep coming every week and it's just so nice to be able to talk to people that know what you're going through but also that you get along with. I can't say how helpful it's been for us.”

- Social/ Peer Support group, Aug 2023

Parent Education

We have made great strides this year on developing our parent education programme. Lyndsey Hookway returned with two further talks. One covers sleep in the early weeks and is aimed at antenatal and new parents, and the other is a wide ranging talk on going back to work as a new parent. We were also grateful to Emma Jeffery, a local Postnatal Personal Trainer, and Jenny Gillespie, a local Women's Health Physiotherapist, who came to talk to our community about recovering physically from pregnancy and birth.

All of these talks were very well attended live, and the recorded versions are available for free for parents to watch at their leisure on our website at babyumbrella.org.uk/education. Together these talks have been seen by over 250 viewers.



We are excited about the pipeline of talks to come in 2024, including one from Mia Scotland, a leading UK perinatal psychologist, about protecting your mental health when a new baby arrives.

Diversity, Equality, Inclusion and Belonging

This year saw us kick off a 2 year Diversity, Equality, Inclusion and Belonging (DEIB) project, which began in August with the launch of an internal survey and recruitment of an internal working group from across the charity. Our survey will establish a baseline we can use to monitor our progress and for us to start to understand how we are experienced as a charity by different members of our team.

In 2023-24 we will be using this working group to develop a set of objectives for DEIB at Baby Umbrella, as well as to help us talk to all parts of our local community of parents to understand how we can improve access to our services for all. Next stages will be further developing the working group and building an external survey; as well as analysing and evaluating our internal results. Watch this space!

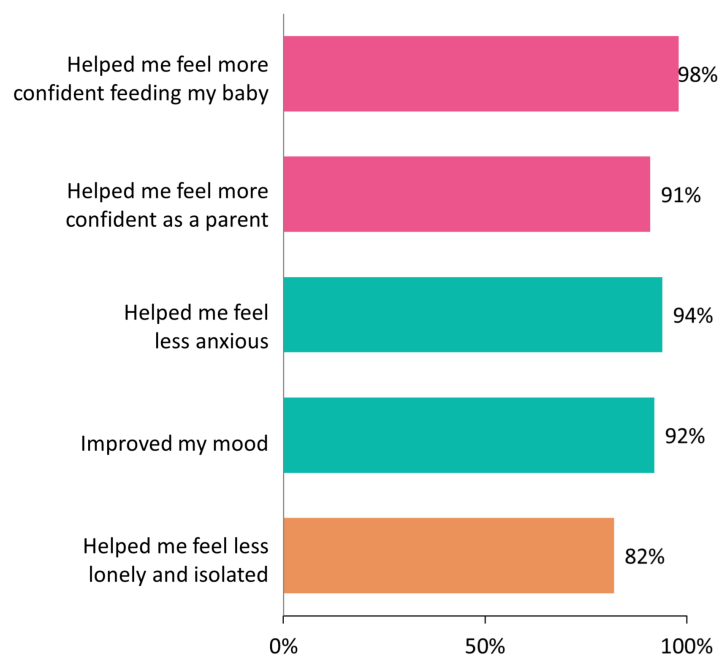
Our Impact

We request feedback from all those we support by email after their visit. This financial year we received feedback from 141 of our appointments, representing 15% of the individual families we saw. We are always looking at ways to improve upon this response rate and bring feedback methods into our groups.

Through our appointments, we aim to support parental confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face to face groups. Our feedback shows unambiguously that we are meeting these aims.



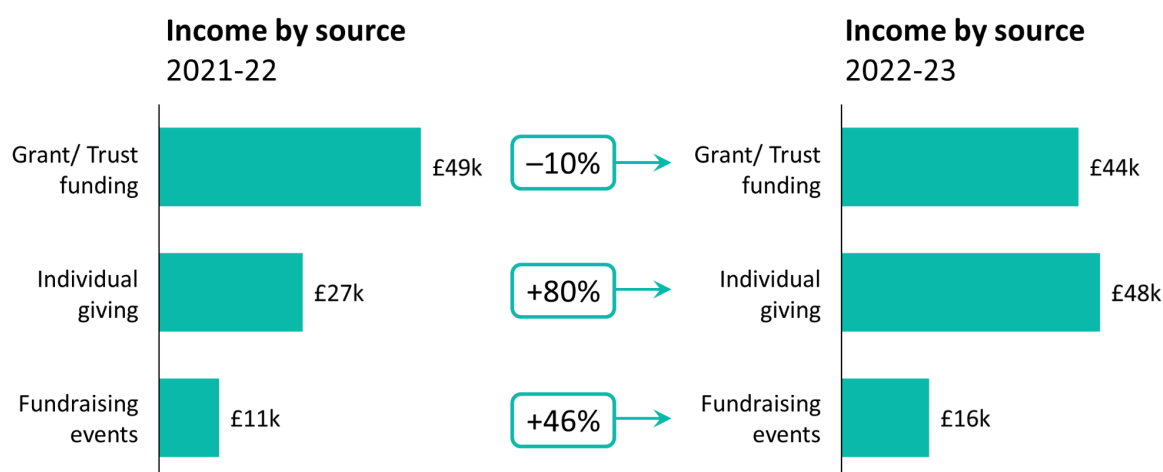
What impact did your visit have on you?



Fundraising

Fundraising has continued to be challenging in 2022-23. The early parenting phase is a relatively invisible stage of life, and there is a perception that urgent need will be supported through the NHS and government services, however many of our beneficiaries tell us that they have been unable to access support anywhere else. In addition, with the cost of living crisis at home and overseas crises such as the Ukraine war, competition for funds has been intense.

Despite this, we have not only managed to find the funds to run our services this year, we have also improved our overall financial position by diversifying our funding base and streamlining our expenditure. We increased the number of grants we applied for by 27%, and the total value of applications by 8%, meaning we were able to mostly maintain our income from trusts and foundations, with only a 10% drop. This small drop has been more than offset by an 80% increase in individual giving (including gift aid), and a 46% increase in income from our fundraising events. We wish to thank all of our supporters this year for their generous contributions.



Two thirds of our revenue in 2022-23 was in the form of unrestricted funds (up from 49% in 2021-22), allowing us flexibility within our budgeting to allocate these funds towards services most in need, and those that are harder to obtain specific funding for, such as core administration costs, technology costs and fundraising costs.

Next year brings additional challenges, as we seek to grow our income by a further 6% against a still challenging set of circumstances. If you feel you can help us meet this fundraising challenge in whatever way, large or small, we would love to hear from you. Please get in touch at info@babyumbrella.org.uk.

Grants

A large source of our income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks and appreciation to the following trusts and foundations that have generously supported us this year:

KCF: Children, Young People and Families Fund	Another Way Women's Foundation	Tonbridge & Malling Borough Council
KCF: Green Family Fund	Souter Charitable Trust	Sir Thomas Smythe's Charity
KCF: The Gatwick Foundation Fund	Tonbridge Round Table	Digital Lift
KCF: The Howard Family Fund	The Royal Tunbridge Wells Round Table Charitable Trust	The Grace Trust
KCF: Cost of Living boost	Sevenoaks Town Council	Paddock Wood Town Council
The Philip and Connie Phillips Foundation	Persimmon Community Champions	Southeast Water Community Fund
Savills Lettings Charity Fund	Sevenoaks Lions	Malling Lions
	Tesco Community Fund	

Donations

The landscape for seeking individual donations has continued to be difficult, with the cost of living crisis meaning many families are struggling to make ends meet. Many families say to us they could never have afforded support like ours if they had had to pay and we are committed to providing services that are free for anyone to access no matter their circumstances.

We are very grateful to those families who feel they can give back to us and aim to make it as easy as possible to do so. We have contactless donations at all our face to face services and donations can also be made at booking, in cash at our face to face services, via QR code, or online.

We would particularly like to thank the Dean Family who donated £2,000 after we supported them with feeding their baby son during Christmas 2021; and Christ Church Tunbridge Wells who gave us a donation in kind worth £1,550 of rent this year.

Fundraising events

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.



New for this year and a bit of a leap into the unknown, a fantastic team of five participated in the **London Landmarks Half Marathon**. We were blown away when they raised almost £12,000, including a whopping £2,500 of employer matched funding. Go Team!



We ran three successful collaborations with **Sarah Hart Photography**, allowing 181 local families to access professional quality photography of their growing families at low cost, and raising us over £2,900 for Baby Umbrella. Thank you Sarah!

Christmas is a key time for fundraising for us, and our custom made Christmas Handprint Decorations in collaboration with **Eat Pray Print** were again hugely successful this year, raising the charity £2,400. Thank you Joy!





Karen had the opportunity to put her prodigious **face painting** skills to the test this year at four separate local community fairs. We always enjoy bumping into families we've supported in the past, and raising awareness of our services. In total, we raised over £2,000 from donations. Thank you Karen!

We ran a fantastic **Festive Prize Draw** in December raising a total of £800. Thank you to the wonderful local businesses who generously donated gifts as prizes!

Festive Prize Draw

To celebrate the festive season, we're giving away **12 bundles of prizes** to 12 lucky winners!

Each winner will also receive a **£10 voucher** to spend at Tonbridge and Aylesford farmers markets.

Prize bundles include: Newborn bundle, Family bundle, Pamper bundle, Eco bundle, Activity bundle, and Farmers market bundle.

To Enter: Donate or email by 12noon on 12th December at babyumbrella.org.uk/festive-prizedraw

Baby Umbrella Supporting your journey

Thank you also to Hope for her Boobathon fundraiser where she wore an enormous boob for the entire month of August, Laura who ran the Manchester Marathon on our behalf, and Ema who ran a bake sale in her workplace. Together they raised £2,300!

Hope's Boobathon!

Could you wear an enormous boob for THE WHOLE OF AUGUST?

Our amazing trustee Hope is! She's now 9 days in, 22 to go.

You can support Hope's epic fundraiser via www.justgiving.com/page/hope-the-boob

Baby Umbrella Supporting your journey

Manchester Marathon!

This Sunday, Laura will be running the Manchester Marathon raising money for Baby Umbrella!

Donate on JustGiving!

Laura

Baby Umbrella Supporting your journey

Looking forward to 2023-24

During our coming fourth year (2023-24) we have a joint focus on continuing to improve operational processes, and further strengthening and building our community in the broadest sense.

2023-24 Strategic Priorities

1. Diversify income stream to improve funding stability

With a still unpredictable and very competitive funding environment, our highest priority has to remain fundraising. We will be continuing to apply for grants, large and small. An investment in data and systems will enable us to be smarter at individual donor activation. We will also be continuing to innovate with our proprietary fundraising events, local commercial partnerships and peer-to-peer fundraising through challenges and events.

2. Optimise current operations to most effectively meet the needs of families

We would like to continue to optimise our website and communications, to improve the understanding of the services we provide and ensure the experience and navigation is user friendly for all new and existing beneficiaries. Improvements to our data storage and processing will enable us to be smarter about how we provide information to various beneficiaries at various stages of their journey with us.

3. Broaden and deepen support to better meet client needs

We will be continuing to develop our safeguarding monitoring system to ensure we are doing all that we can for the most vulnerable families in our service. We are committed to the ongoing growth of our peer support program such that we can support families with smaller niggling problems who we know hesitate to take our specialists' time away from tiny babies. Work is still needed to encourage parents who we feel could benefit from Listening Support to come forward and book. There is still a feeling that seeking mental health support as a parent is an admission of failure: nothing could be further from the truth. In parent education, we have a long and very exciting list of speakers and topics we'd like to bring to our local parents. We will be further embedding practitioner and peer supporter training on infant sleep and exploring whether targeted support services are needed in this area.

4. Build links for collaboration and signposting

Relationship building with local maternity services and health visiting will continue to be

important, including feeding into the new Infant Feeding Strategy for Kent. Continuing our strong links with allied services across West Kent enables us to signpost our beneficiaries effectively, understanding what free, affordable and private sector options exist for parents in areas such as paediatrics, osteopathy, tongue tie division, speech and language therapy, mental health support, physical rehabilitation after birth and much more!

5. Represent and raise local families' voices; embed diversity in everything we do

Having now formed an inspiring cross-sectional and diverse internal working group for Diversity, Inclusion, Equity and Belonging, we are looking forward to reaching out to our wider community, and finding out more about what each part of that community might need from us. We'll then be able to think creatively together about changes we can make to improve access to our services.

Financial Results

Summary

During our second year of operation the charity raised £108,199 and spent £85,607. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, there was a surplus of £48,938 of reserves; of which £48,356 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £71,749 of general or unrestricted income. Expenditure of £37,840 was set against this, leaving a surplus of £33,909.

Restricted funds

We raised £36,450 of restricted income and the associated expenditure was £47,767. The deficit of £11,316 was covered by a surplus on restricted income from the prior year.

Sources of income

£43,950 was received from grants and trusts, £47,959 from individual donors and £16,290 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees (see Note 5) to run our client-facing charitable activities; with additional costs in rent and refreshments for in-person services. We also incurred costs for admin support and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation. We anticipate that 3 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors. At 31 August 2023 three months of full-scale operation equates to £17,037, leaving a surplus of £31,319 from our total free reserves of £48,356.

We have achieved our stated aim from last year's report of building additional unrestricted reserves above 3 months to weather the current uncertain economic and funding environment.

This enabled us during the year to set aside £9,500 in a Designated Fund, to spend against specific priority projects (see note 10).

Investment Policy

Our funds are currently held in a current account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf, with the exception of one individual bid-writer. We are registered with the Fundraising Regulator and we have received no complaints about fundraising in 2022-23.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2023.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Ema Saunders - Chair
Alissa Brumby
Alison Day
Bronwen Halfpenny-Ray - Secretary
Chloe Gastrell
Jane Gerard-Pearse
Nicola Kirkwood
Hope Maguire - Treasurer

Management Committee

The members of the Management Committee during the year were:

Jennifer Yelverton
Karen McCully
Laura Shtaingos

Principal Office

51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner

DA Coffey & Associates, 2nd Floor, 34
Cambridge Road, Hastings, East Sussex,
TN34 1DT

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting

parents to increase confidence and return to work;

3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;

4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. We also provide a perinatal Listening Service, and regular online educational parenting talks. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page. The total number of Trustees was eight.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. This year we have kicked off our Diversity, Equality, Inclusion and Belonging project which aims to build a strategy and activities to ensure our services are accessible to all.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategic Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally twelve times a year as well as working collaboratively on a day-to-day basis. The Management Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Risk

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Principal risks – Financial Solvency/ Fundraising

Steps to mitigate:

Monthly review of Reserves and Cash Position

Quarterly review of Management Accounts and Forecasts.

Flexible operating model, few fixed costs

Plans in place for continued diversification of funding.

Ongoing liaison with current and potential funders.

Principal risks – Insufficient resourcing

Steps to mitigate:

Engage and support a wide bank of trained professionals.

Develop a pipeline of talent.

Add admin support resources to ensure professionals are focused on high impact work.

Invest in IT systems to ensure efficiency.

Principal risks – Inadequate safeguarding

Steps to mitigate:

All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.

Robust safeguarding policy and procedures in place.

Principal risks – Failure to meet quality standards

Steps to mitigate:

Recognised qualifications and/ or training for front line staff.

Supervision and support for front line staff.

£10million Public Liability Insurance in place.

£10million Professional Indemnity Insurance in place.

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;
- (d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;
- (e) Observe the methods and principles of the Charities SORP.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to

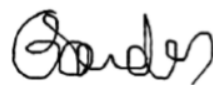
ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 16/05/2024 and signed on its behalf by

Emma Saunders (Chair of Trustees)



Alison Day (Trustee)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2023.

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 Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Date:

01/05/2024

Leonora Crawley ACIE

DA Coffey & Associates
Second Floor, 34 Cambridge Road
Hastings
East Sussex
TN35 4NN

Statement of Financial Activities

For the period ended 31 August 2023

		2022-23	2022-23	2022-23	2021-22
	Notes	Unrestricted	Restricted	Total	Total
		£	£	£	£
Income					
Donations and legacies	3	55,459	36,450	91,909	75,283
Other trading activities		16,290	-	16,290	11,161
Total		71,749	36,450	108,199	86,444
Expenditure					
Raising funds		3,577	1,647	5,224	3,240
Trading activities		7,804	41	7,845	6,409
Charitable activities	5	26,460	46,079	72,538	58,489
Total		37,840	47,767	85,607	68,138
Net income/ (expenditure) and net movement in funds		33,909	(11,316)	22,592	18,306
Reconciliation of funds:					
Total funds brought forward		15,030	21,223	36,253	17,947
Total funds carried forward		48,938	9,906	58,845	36,253

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

As at 31 August 2023

	Notes	2022-23 Total £	2021-22 Total £
Fixed Assets			
Tangible assets	7	350	550
Intangible assets	8	232	264
Total fixed assets		582	814
Current assets			
Debtors - accounts receivable		3,214	439
Debtors - prepayments		1,190	595
Cash at bank and in hand		60,142	39,724
Total current assets		64,546	40,758
Creditors: amounts falling due within one year	9	6,283	5,319
Net current assets		58,263	35,439
Total assets less current liabilities		58,845	36,253
Total net assets		58,845	36,253
Funds of the Charity			
Restricted income funds	10	9,906	21,223
Unrestricted funds	10	48,938	15,030
Total funds		58,845	36,253

The notes on pages 40 to 47 form part of these accounts.

Approved by the Trustees on 16/05/2024 and signed on their behalf by:

Ema Saunders
(Chair of Trustees)



Alison Day
(Trustee)



Notes to the accounts

1. Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 10.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding and online and offline fundraising activities to generate individual donations.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding and early parenting support; governance costs and support costs.

Tangible fixed assets and depreciation

Tangible assets comprise computers used in the charity and are depreciated over 3 years, being their expected useful life.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2. Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

One trustee, Jane Gerard-Pearse, is also contracted by the charity as a Lactation Consultant and is paid for those services provided to the charity on that basis as follows.

Name of trustee	Legal authority	Amounts paid or benefit value (2022-23)				
		Remuneration	Pension contribution	Redundancy	Other	TOTAL
		£	£	£	£	£
Jane Gerard-Pearse	Governing Document	1,775	-	-	-	1,775

Last year

Name of trustee	Legal authority	Amounts paid or benefit value (2021-22)				
		Remuneration	Pension contribution	Redundancy	Other	TOTAL
		£	£	£	£	£
Jane Gerard-Pearse	Governing Document	1,925	-	-	-	1,925

Related parties: Key management personnel

Key management personnel remuneration (for both management and clinical services) is detailed as follows:

Relationship to charity	Total annual remuneration 2022-23	Total annual remuneration 2021-22
	£	£
Management team	34,462	24,021

3. Income

The charity offers free breastfeeding and early parenting support as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

	2022-23	2022-23	2022-23	2021-22
Notes	Unrestricted	Restricted	Total	Total
	£	£	£	£
Donations and gifts	44,705	0	44,705	24,916
Gift aid	3,254	0	3,254	1,762
General grants provided by government/ other charities	4 7,500	36,450	43,950	48,606
Total	<u>55,459</u>	<u>36,450</u>	<u>91,909</u>	<u>75,283</u>

4. Government grants

	Description	2022-23 funds received
Sevenoaks Town Council	Sevenoaks Town Resident support services	£1,380
Tonbridge & Malling Borough Council	Tonbridge support services	£1,000
Paddock Wood Town Council	Core services	£500

	Description	2021-22 funds received
Kent County Council	Covid regeneration grant	£4,930
Kent County Council	Crowdfunder: Infant sleep education and support	£3,455
Sevenoaks District Council	Sevenoaks District Peer Supporter enrichment and recruitment; Family Listening Support	£1,900
Sevenoaks Town Council	Sevenoaks face to face support services	£500
Sevenoaks Town Council	Sevenoaks Town Peer Supporter enrichment sessions	£500
Otford Parish Council	Otford face to face services	£400

5. Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

	Notes	2022-23 Total £	2021-22 Total £
Direct costs - practitioners		36,213	31,685
Direct costs - rent		8,795	7,389
Direct costs - refreshments		1,103	0
Governance and support costs	6	26,428	19,415
		72,538	58,489

6. Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

	2022-23	<i>2021-22</i>
	Total	<i>Total</i>
	£	<i>£</i>
Office administration	18,638	10,964
Supervision and Training	3,804	5,149
IT costs	1,385	845
Bank charges	747	457
Printing and stationery	623	180
Equipment	438	691
Insurance	376	352
Depreciation	232	82
Advertising & Marketing	100	-
Legal and professional fees	85	85
Accountancy and independent examiner	-	610
Total expenditure on governance and support costs	26,428	<i>19,415</i>

7. Tangible assets

	Fixtures, fittings and equipment 2022-23	<i>Fixtures, fittings and equipment 2021-22</i>
Cost	£	£
At beginning of the year	600	-
Additions	-	600
At end of the year	<u>600</u>	<u>600</u>
Depreciation		
At beginning of the year	50	-
Depreciation	200	50
At end of year	<u>250</u>	<u>50</u>
Net book value at the beginning of the year	<u>550</u>	<u>600</u>
Net book value at the end of the year	<u>350</u>	<u>550</u>

8. Intangible fixed assets

	Patents and trademarks 2022-23	<i>Patents and trademarks 2021-22</i>
Cost	£	£
At beginning of the year	320	320
Additions	-	-
At end of the year	<u>320</u>	<u>320</u>
Amortisation		
At beginning of the year	56	24
Amortisation	32	32
At end of year	<u>88</u>	<u>56</u>
Net book value at the beginning of the year	<u>264</u>	<u>296</u>
Net book value at the end of the year	<u>232</u>	<u>264</u>

9. Creditors

	2022-23	<i>2021-22</i>
	Total	<i>Total</i>
	£	<i>£</i>
Trade creditors	5,923	4,959
Accruals	360	360
Creditors: due within one year	6,283	<i>5,319</i>

10. Analysis of funds

10.1. Analysis of funds held in Current Reporting Period (2022-23)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward	Income	Expenditure	Transfers	Gains and losses	Fund balances carried forward
			£	£	£	£	£	£
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	15,240	32,464	41,621	-	-	6,083
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	3,650	3,986	4,208	-	-	3,428
Infant Sleep	R	Improving our ability to support families with infant sleep	1,398	-	1,398	-	-	-
Miscellaneous restricted funds	R	Equipment grant	935	-	540	-	-	395
General funds	U	General unrestricted funds	15,030	71,749	35,646	(9,500)	-	41,633
Designated funds	U	Specific priority projects*	-	-	2,195	9,500	-	7,306
Total Funds as per balance sheet			36,253	108,199	85,607	-	-	58,845

* Priority project spend this year has focused on: Listening Service; DEI project internal research and strategy; Safeguarding review; Operations/Admin resourcing; Internal education, HR processes and support review

10.2. Analysis of funds held in Previous Reporting Period (2021-22)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	1,931	33,537	20,228	-	-	15,240
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	500	6,090	2,940	-	-	3,650
Infant Sleep	R	Improving our ability to support families with infant sleep	-	3,455	2,057	-	-	1,398
Miscellaneous restricted funds	R	Equipment grant		935	-	-	-	935
Unrestricted funds	U	Unrestricted	15,515	42,427	42,913	-	-	15,029
Total Funds as per balance sheet			17,947	86,444	68,138		-	36,253

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at some of their most vulnerable times.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
51 The Avenue
Tunbridge Wells
TN2 3FJ

Baby Umbrella Annual Report and Accounts 2022-23 covers the period 1st September 2022 to 31 August 2023.

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BABY UMBRELLA

England & Wales - Charity number 1190745

Accounts

2021-2022

Baby Umbrella

Annual Report & Accounts



Baby Umbrella
Supporting your journey

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Welcome from our Chair of Trustees and Founders

A lot can be done with a small team of passionate people.

The past two years have seen us build a small but mighty charity from the ground up. We have doubled our income year on year to enable us to serve over 1,000 families with breastfeeding and early parenting support services.

A particular highlight this year has been our winning the Kent Charity Awards 'Startup Charity of the Year 2022' which recognises the valuable contribution we make to the local community.

The impact we have on families is only too clear. Imagine being discharged from hospital a few hours after giving birth with a tiny newborn baby. Many parents tell us that this experience is completely overwhelming, and they feel totally alone.

Being able to book for trusted and skilled support delivered within a few days in a safe and welcoming environment can be a game changer, giving parents a lifeline to hold on to as they navigate the challenges of recovery after birth and learning to feed their tiny baby.

Over half of our families make their first booking within 2 weeks of birth, with 60% being referred directly from our local hospital maternity ward. Over a quarter tell us they are feeling overwhelmed, anxious or tearful; 45% are in pain; 36% are worried about their baby's milk intake;

35% have babies who are not latching at all; and almost half of those we support are facing more than one challenge.

Families tell us of the sense of relief they get from finding our service and spending time with our compassionate and highly experienced practitioners. With our support many of these families are able to meet their feeding goals, as well as find their feet as new parents. From feeling broken and at sea they are able to take a breath and see a way forwards.

At Baby Umbrella we are proud to offer much more than just feeding support. Recognising that feeding is often the urgent presenting issue in the early days, we often start here. However we know that emotional and social support is also extremely important as parents navigate this huge transition in their lives.

In the past year we have invested in significant training for our staff in perinatal mental health and wellbeing support, to enable us to provide a service that not only supports parents to solve urgent presenting problems, but develops their confidence and resilience to meet any challenges ahead.

We provide shelter in the storm of early parenthood and equip parents for the journey ahead. At our heart, this is Baby Umbrella.

“Jani was incredible. I was in desperate need of help with a less than 1 week old baby and she showed me and my husband a path forward and went over and above what I could have imagined someone doing to provide support. I immediately felt I could do this, whereas a few hours earlier I was panicking, in pain and feeling very low. I realised how one person can make a huge impact on this rollercoaster”

- In person 1:1 appointment, May 2022

“I have been blown away by the support of Baby Umbrella and literally can’t thank you enough for everything. I would have stopped breastfeeding had it not been for this group and the support has transformed my experience of early motherhood. It really is so precious, so thank you so much.”

- Social group support, Nov 2021

Our impact in numbers



1,186
families
supported



1,395
individual
appointments



639
social
visits



1,052
individuals
in our Facebook
community



1,021
subscribed
to our newsletter



837
volunteer
hours donated



95%
of our visitors felt
more confident
feeding their baby



93%
of our visitors felt
less anxious



97%
of our visitors would
recommend
our appointments



What we do

Our charity was formed in August 2020 to provide early parenting support services across West Kent.

We are passionate about providing evidence-based, compassionate, empowering support for families.

We offer 1-1 and group support for families with highly skilled and experienced Breastfeeding Counsellors and Lactation Consultants as well as Volunteer Peer Supporters. We run support sessions in-person in Sevenoaks, Tonbridge, Tunbridge Wells and online 49 weeks a year as well as email, messenger, Facebook and WhatsApp.

We support families with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood, including parental mental wellbeing and infant sleep.

The skills and expertise of our practitioners and volunteers is at the heart of what we do. We have formed a strong team of skilled practitioners with over 100 years of experience in diverse specialisms. We continue to enhance their knowledge through professional training courses on supplementary topics such as Infant Tongue Tie, Infant Sleep and Perinatal Mental Wellbeing.

We also train and support volunteer Breastfeeding Peer Supporters, many of whom began by visiting us as new mothers themselves. Many go on to use these new skills in future careers working with children or families.

Our charitable aim to provide education has seen us host a range of webinars for both parents and professionals discussing topics such as infant sleep and perinatal mental health.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey

Mission

We listen to, support and empower families

Values

We are compassionate, evidence based and inclusive

Our strategic purposes and priorities

Our strategic purposes

1. Provide free of charge, timely access to skilled support on breastfeeding, infant feeding, infant sleep and mental wellbeing across West Kent; and facilitate social connections.
2. Improve knowledge and confidence in early parenting among parents, supporters and allied professionals.
3. Connect the dots between services for parents in the area through signposting, collaboration and team building.
4. Reach a diverse and inclusive population reflective of the community we serve.

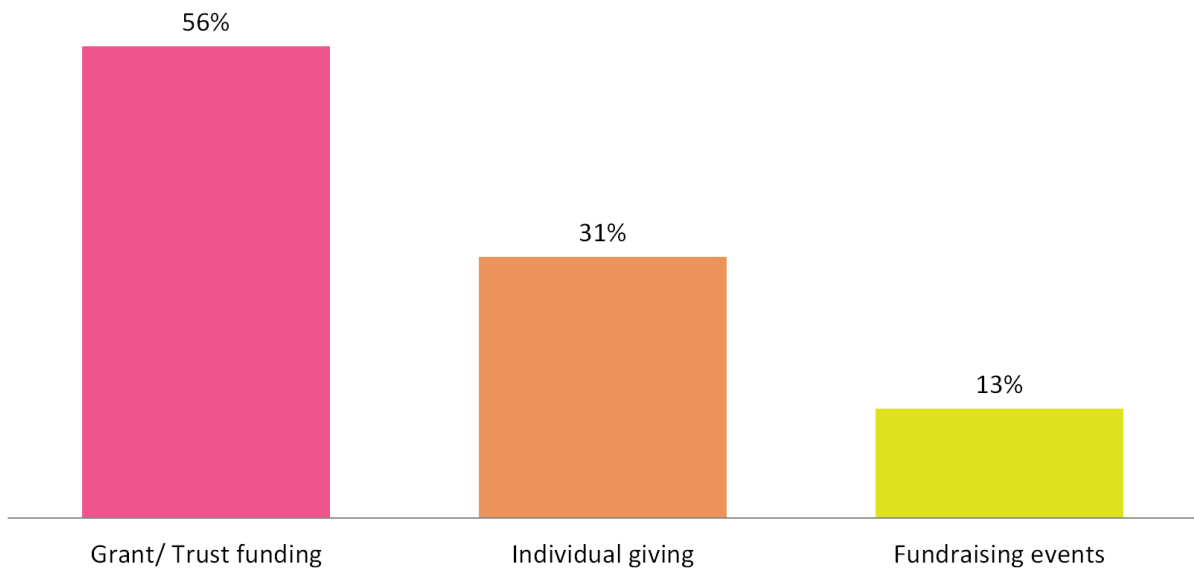
Our priorities to enable our strategy

Optimising, broadening, deepening and expanding our offering to better meet families' needs

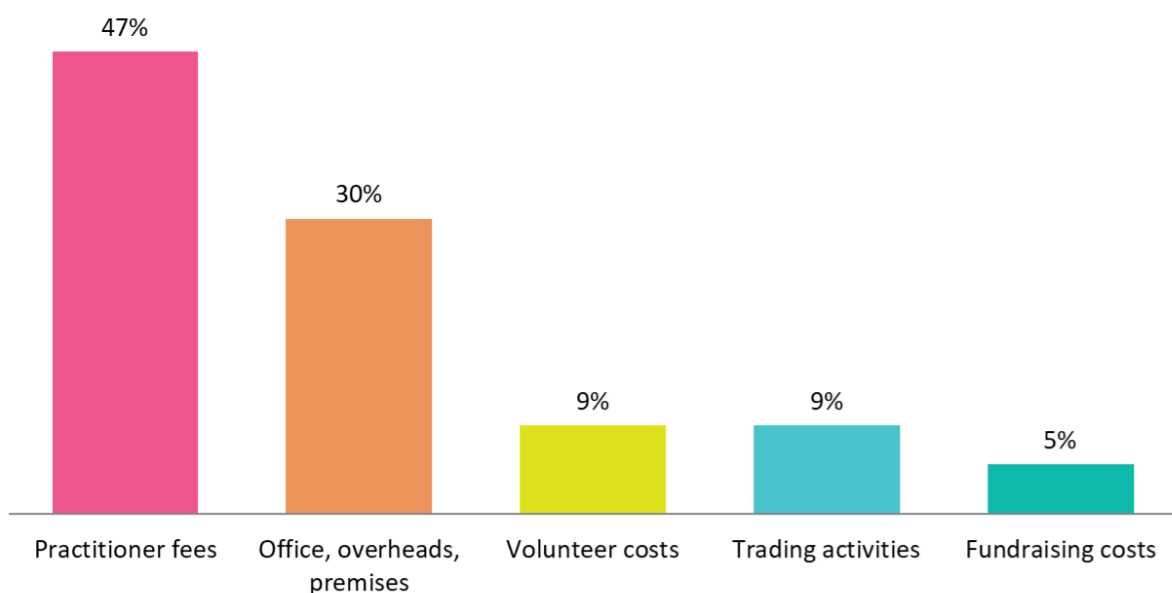
1. Diversify income stream to improve funding stability.
2. Optimise current operations to most effectively meet the needs of local families.
3. Broaden and deepen support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed diversity in everything we do.

Our finances 2021-22: Summary

Source of income



Summary of expenditure



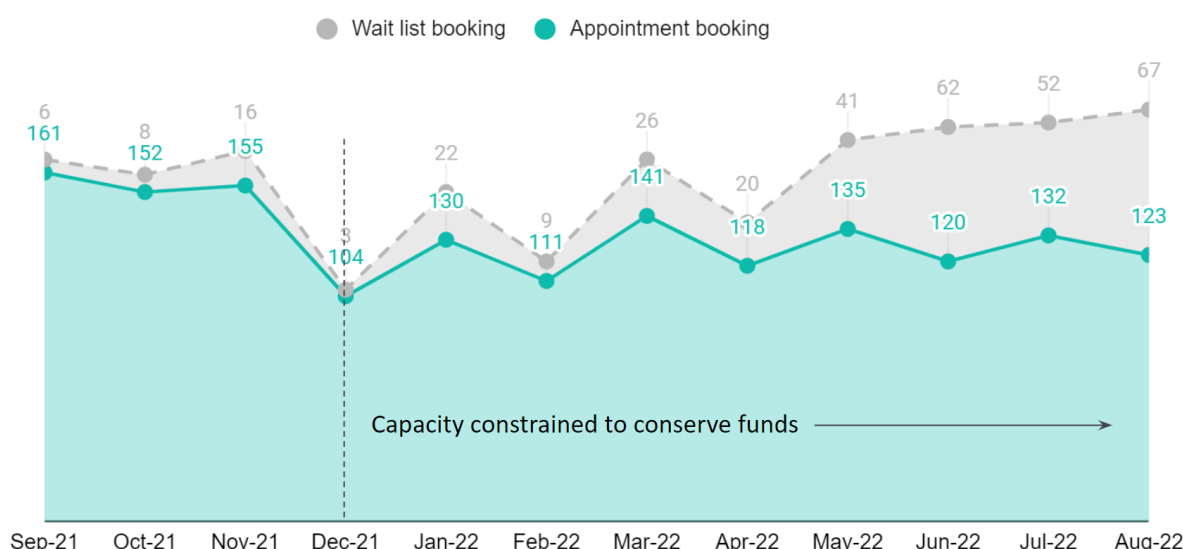
Our year in review

Stabilising, optimising and deepening our offering

Having established Baby Umbrella and our core services in 2020-21, this past financial year has been about stabilising our financial position and reserves, embedding clear management and operational processes, and optimising our charitable services to meet the needs of our beneficiaries.

Coming out of Autumn last year, we faced the twin challenges of rising demand as local families and healthcare practitioners began to recommend our service, and a tight financial position. From December 2021 to July 2022 we were sitting very close to our reserves of three months running costs and we made the difficult decision to restrict our capacity in order to conserve funds.

Monthly appointment capacity and wait list



We introduced a waiting list system to ensure any cancellations could be quickly filled and began asking triage questions to identify bookings that were most urgent. We quickly realised that the vast majority of bookings were urgent - knowing that our service was so busy it seemed that local families were only coming to us in times of urgent need.

As demand rose further, in March and April, we were placing 1 in 5 of our appointment requests onto our waiting list, and between May to August 2022 this figure rose to between 30-50%. During this period this has meant that we have struggled to see people within our target of seven days from booking.

To solve this challenge we maintained a single minded focus on fundraising, developing a predictable monthly cycle of grant applications, and refining our community fundraising

events so that we can be most effective with our time. In November, we also introduced contactless giving at all our face to face services, to enable families to donate to support our service if they are able. This has been well received as cash use continues to decline.

In August, as we became more confident in the continued removal of COVID social distancing restrictions, we were able to move towards delivering 1-1 specialist support in a group setting, rather than as isolated appointments.

Not only does this increase appointment flexibility and social support for our beneficiaries, over time we hope that it will increase our capacity as our specialists are able to work hand in hand with our Peer Supporters to support more families.

In July, we were successful in winning a major grant from the Postcode Lottery, easing the pressure on our reserves. We were able to cautiously increase our capacity to meet the many appointment requests we were until then unable to serve and it has been gratifying to see our waiting list decrease and our waiting times reduce.

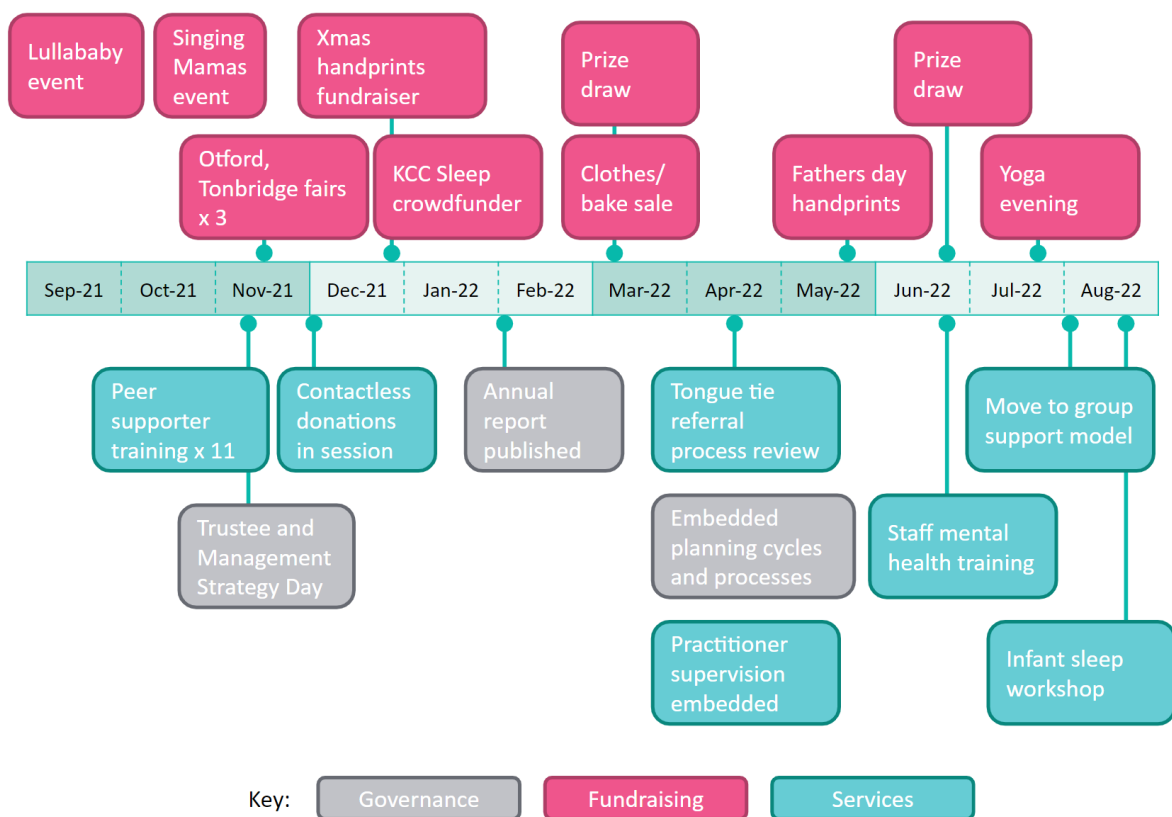


Parents enjoying our social group in 2022

In terms of our support functions, we have recruited two further part time specialist support staff this year, and put in place several operational processes and systems to manage fundraising and grants, financial reporting, strategic planning, and project prioritisation and management. We have planned and rolled out a clinical supervision function to support our staff and begun to measure how well we reach all parts of our community to form a basis for outreach work to improve inclusion and access.

We have also made good progress towards our ambition of deepening and expanding the support we provide to families, rolling out training on perinatal mental wellbeing to our staff.

2021- 2022 Milestones





Our team

Our management team

Karen, Laura and Jennie (left to right as pictured) bring together a broad range of skills on our charity management team. This year we have formalised their roles and brought in two specialist contractors to support with finance and bid-writing. We are proud of our family-friendly and flexible working practices and together the team comprises only about half a full time equivalent employee. We are small but mighty!



As Client, Clinical and Community Outreach Lead, Karen spends much of her time embedded within our support services, attending almost all of our face to face weekly groups and delivering our Peer Supporter Training Programmes. She is also at the forefront of our relationships with health services, including the local NHS Maternity and Tongue Tie Division service and the Local Authority Health Visiting service. Karen leads our community outreach, running regular local fundraising events and attending shows and markets on our behalf.

As Finance, Operations and Marketing Lead, Laura ensures our marketing, fundraising, planning, reporting and operational processes are effective and support our work. With this at our core we are able to be a financially stable, cost effective and data driven organisation, remaining flexible to respond to the needs of our beneficiaries and funders.

As Education and Practice Lead, Jennie has built an inhouse clinical supervision function for our practitioners and volunteers, to ensure we offer the same quality of support to our staff as we do to the families we see. She is also responsible for designing and delivering training and has overseen the recent investment in mental health training for our staff and peer supporters. Jennie is working to build relationships with evidence based trainers and speakers to create high quality education programmes for staff and parents alike.

Our practitioners



Laura, Karen and Jennie are also embedded within our core team of nine practitioners who have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licenced as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health.



Practitioner training in Tongue Tie Symptoms and Assessment, March 2022

Our Peer Supporters and Volunteers

We have 17 active trained Baby Umbrella Breastfeeding Peer Supporters. These are volunteers who have breastfed their own babies and completed 12 weeks of accredited training in Breastfeeding Peer Support.



Peer Supporter Training in 2022

Peer support is recommended by the [World Health Organization](#) and forms part of [UK NICE guidance on maternal and child nutrition](#). Our Peer Supporters have volunteered 660 hours for us during this financial year, offering breastfeeding support and information to families at our social groups.

We also have five additional volunteers who help us host and run our face to face sessions. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which can often feel very vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure everything runs smoothly. These generous people have contributed 177 hours of their time this financial year.

Behind the scenes, there are also some special people volunteering their time to our graphic design and marketing. We highly appreciate their generosity!

Last but far from least are our eight fantastic trustees who dedicated their time and expertise to support us - thank you!

Supporting our team

We recognise that the work our team does is not easy. We are working in an environment where maternity and postnatal services are often understaffed, underfunded and burnt out, and breastfeeding rates are some of the lowest in the world. We see many families every week in crisis, and burnout is very common within our line of work.

This year we have implemented a strong system of supervision and support for our practitioners and peer supporters - we are committed to supporting our team to ensure they are able to continue doing this very valuable and impactful work.

Our services

Individual specialist support for families

We offer individual appointments with our Breastfeeding Counsellors and Lactation Consultants on Zoom and in person at three locations every week, only pausing for Bank Holidays. As COVID restrictions have eased this year, we have brought back together our 1-1 specialist support with our social group, enabling families to make a seamless transition to longer term social support. We also answer emails and messages from families looking for information on breastfeeding and early parenting.

During this financial year, we have completed 1,142 individual face to face appointments with families and 253 individual Zoom appointments.



A Lactation Consultant and Peer Supporter with a parent and baby in 2021

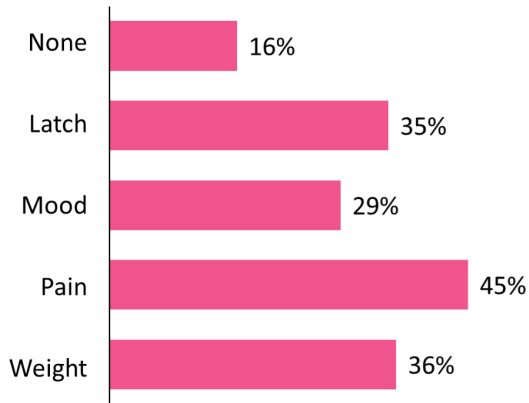
In May 2022, we began asking parents when they book about four key 'red flag' areas relating to their current circumstances. Our clinicians together felt that a problem in any one of these areas would suggest a significant and urgent need for support:

- Your baby is not able to latch and breastfeed
- You're worried about your baby's weight gain or not having enough milk
- You're experiencing pain with feeding
- You're feeling overwhelmed/ anxious/ tearful

We were shocked to find that 84% of those booking with us checked at least one of these boxes, and 42% checked more than one. We also learned just how prevalent mental

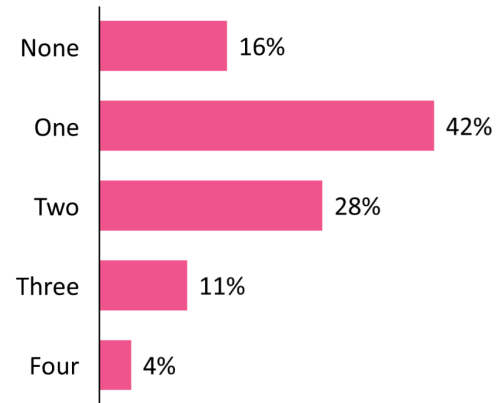
wellbeing concerns are for our beneficiaries at the point of booking - with almost 1 in 3 people checking telling us they are feeling overwhelmed/ anxious/ tearful.

Proportion of bookings with 'red flags'



% selecting each 'red flag' at booking

Proportion of bookings with multiple 'red flags'

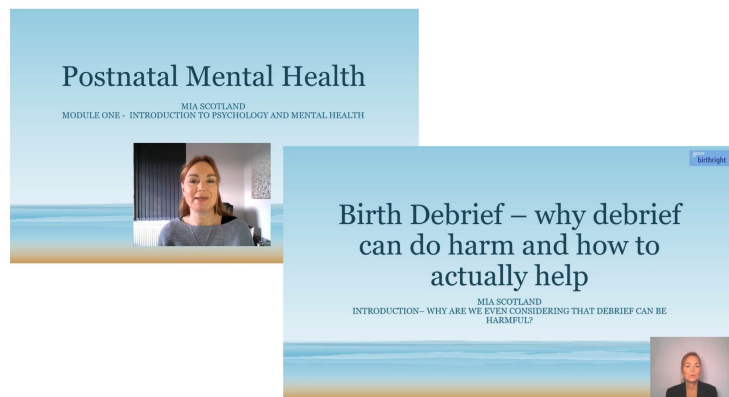


% by number of 'red flags' selected

Supporting parents with emotional wellbeing has always been a priority for us, and this year we were able to secure funding to roll out specific training in supporting Perinatal Mental Health for our practitioners and a selection of our volunteers.

We have worked closely with leading UK Perinatal Clinical Psychologist, Mia Scotland, to design the training and this has already made a difference to the way we support parents.

In addition, two of our practitioners are undertaking advanced training in supporting parents who have had traumatic experiences in the perinatal period as we prepare to launch a dedicated listening service for parents who need additional perinatal support in 2023.



“Baby Umbrella has been one of the most supportive places I have been throughout my breastfeeding journey. The 1:1 appointments gave me the confidence and support to carry on breastfeeding when my baby wouldn't latch, or was being fussy. They are so friendly and knowledgeable.”

- In person 1-1 appointment, Oct 2021

“This is a wonderful service that I am so glad I was told about! I love the donate-what-you-can concept - it makes it so inclusive. On the day, I didn't quite know what to expect, but I was welcomed like a friend and made to feel extremely welcome. I am not always comfortable in new situations but I felt at ease immediately. Thank you.”

- In person 1-1 appointment, Feb 2022

“The support I have received ... has been the only reason I have been able to continue breastfeeding. It's a lifeline and I have always felt supported and heard after other services have let me down”

- In person 1-1 appointment, June 2022

Social support for families

Many of our families really benefit from meeting other families in the area and social support is a key need that came through from our 2021 family needs survey. Our weekly social groups provide a safe space to come with your baby and receive a hot cup of tea and a warm welcome. Our trained Breastfeeding Peer Supporters are embedded in these sessions and support our mums with questions on normal breastfeeding and life with a baby. Our Practitioners are available to answer more complex questions if required.



Parents enjoying our social group in 2022

Alongside the social groups, we also run a **public Facebook page** sharing relevant information about breastfeeding, early parenting and our services, a **closed Facebook group** offering a place for local mothers to connect and ask questions, and a **WhatsApp group for each of our locations** where families can arrange to meet up during the week and ask questions of their peers.

“The social [group is] a fabulous safe space for new mums to meet, gain confidence feeding in public, and build a support network.”

- Social group support, Jan 2022

“I honestly don’t know what I would have done without the support of Baby Umbrella. After a traumatic arrival, my baby had to be tube fed and bottle fed in hospital for a week and resultantly wasn’t interested in being breast fed once home. In just a couple of (very emotional!) sessions ... my baby boy was finally feeding well. On some incredibly down days, the Baby Umbrella team said the words I needed to hear ... and I honestly felt lifted and like I could take anything on after each session. The fact that the sessions run on donations alone is testament to the team’s selflessness and commitment to helping local families. This group really deserves to be lauded.”

- In person 1:1 appointment, Oct 2021

“Invaluable support both in terms of feeding but as a wider support network to meet similar stage parents.”

- Social group support, Oct 2021

Parent education

As well as providing breastfeeding and early parenting support to parents through our in person and Zoom sessions, we are also committed to increasing their knowledge and understanding of life with a newborn and early parenting. We firmly believe that education is key to empowering families, and we are committed to using our platform to share compassionate and evidence-based knowledge, based on feedback requested from our families.

If you've ever spoken to the parents of a newborn, you'll know that sleep remains one of the most talked about subjects. Which is why at the end of 2021 we ran a successful crowdfunding campaign with Kent County Council, meaning that in August 2022 we were able to host a free Infant Sleep Zoom Workshop with renowned researcher and author, Lyndsey Hookway. The event was extremely popular, and sold out quickly with 98 bookings. The recording is now available to watch on our website and highlights a need for holistic support for parents during the early years.

Infant Sleep Workshop
Struggling with sleep?

10AM - 11.30AM SUNDAY 21ST AUG ON ZOOM.

Join us as we welcome **Lyndsey Hookway**, researcher, author, speaker and founder of the **Holistic Sleep Coaching Program**, to explore common sleep patterns in babies from 3 months +, debunking sleep myths and discussing your sleep related questions.

REGISTER NOW

Baby Umbrella
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FREE!
(suggested donation of £5-£10)

In addition to scheduled workshops, in 2021-22 we began to utilise the expertise within our team by providing information through blog posts on our website, which have been promoted on our social channels and email newsletters. These have covered a range of topics, including positioning tips and real life stories focusing on maternal mental health, anxiety, tongue tie and many more.

Top positioning tips!

1 Hug baby close

Lips!

Can you see baby's lips while latched? If so, your baby could be closer...

Hug baby's t watch their contact

2 Free the nose, bury

Nose buried, chin on chest!

Is baby's nose buried or chin on their chest? If so baby could slide round a little...

Slide baby's box of their toes an up into the brec

3 Angle cheeks equally

Gap!

Both cheeks in contact

Is one of baby's cheeks off the breast? If so, baby could be angled more equally...

This baby needed scooped under the breast; a baby with a gap at the top cheek might need rolled in.

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Supporting your journey

Professional education



**For Professionals:
Perinatal Mental
Health Discussion**

Nicola Kirkwood is a mum of two, an oncology doctor, one of our founding trustees and is passionate about maternal mental wellbeing. [@drnicoladavis](#)

Dr Tara George is a mum of two, a GP in Derbyshire, a GP Trainer and Training Programme Director, host of the "Beside Reading" Podcast and a former NHS Perinatal Mental Health GP Champion. [@drtarageorge](#)

Baby Umbrella
Supporting your journey

Alongside our commitment to provide parental education, we are also committed to working with, and providing education and support for professionals, both who work for Baby Umbrella and those within our community.

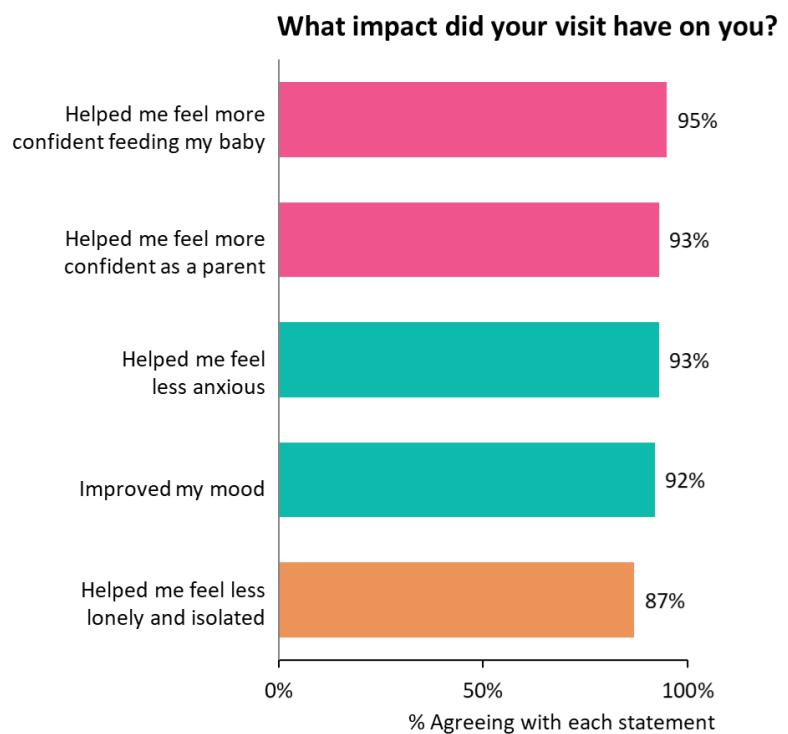
In line with this ethos, in February 2022 we welcomed Dr Tara George, a former NHS Perinatal Mental Health GP, who, in conversation with our Trustee Nicola Kirkwood, discussed Perinatal Mental Health targeted towards a professional audience - a known concern amongst the community and families we support.

Following the success of this webinar discussion, we are in the process of developing further educational talks and have more to come in the latter part of 2022 through to 2023.

Our Impact

We request feedback from all our beneficiaries by email after their visit. This financial year we received feedback from 170 of our appointments, representing 16% of the individual families we saw. We are looking at ways to bring feedback methods into our groups to improve this response rate.

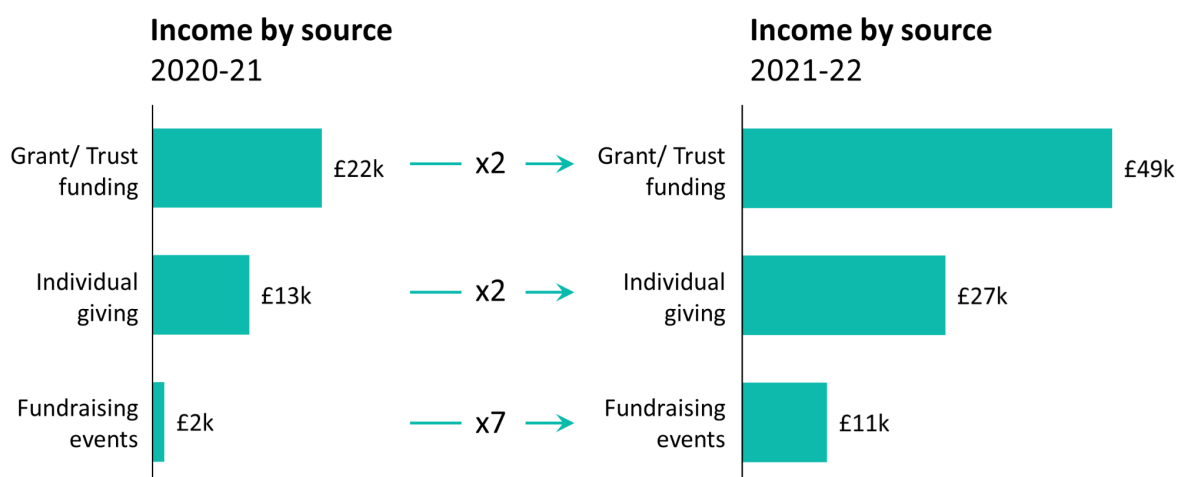
Through our appointments, we aim to support parental confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face to face groups. Our feedback shows unambiguously that we are meeting these aims.



Fundraising

Fundraising has continued to be a battle in 2021-22. The early parenting phase is a relatively invisible stage of life, and there is a perception that urgent need will be supported through the NHS and government services, however many of our beneficiaries tell us that they have been unable to access support anywhere else. In addition, with continued pressures on charities emerging from COVID the fundraising environment for trusts and foundations has been extremely competitive.

Despite this, we have managed to find a full year of funding to run our services this year. We doubled our income from trusts and foundations and individual donors (inc gift aid), and added £11,000 from our fundraising events. Thank you to all of our supporters this year for their generous contributions.



Almost half of our revenue in 2021-22 was in the form of unrestricted funds, allowing us flexibility within our budgeting to allocate these funds towards services most in need, and those that are harder to obtain specific funding for, such as core administration costs, technology costs and fundraising costs.

Next year brings additional challenges, as we seek to bring in 50% more net income from fundraising events, and 10% more income from individual donations and trusts and foundations. We expect the funding outlook to continue to be difficult and we are also expecting increased demand due to the cost of living crisis.

If you feel you can help us meet this fundraising challenge in whatever way, large or small, we would love to hear from you. Please get in touch at info@babyumbrella.org.uk.

Grants

Our main source of income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks to the following trusts that have generously supported us this year:

People's Postcode Lottery Society Fund	Sevenoaks District Council	Sevenoaks Town Council
Savills Lettings Charity Fund	Souter Charitable Trust	The Skinners' Company Lady Neville Charity
Kent County Council	The Cole Charitable Trust	Tesco Tunbridge Wells
Comic Relief Community Fund	The Royal Tunbridge Round Table Charitable Trust	Paul Stepto - Kent County Councillor for Tonbridge
Mental Health Sustainability Fund	Sir Thomas Smythe's Charity (Skinners Company)	West Kent Housing Association: Linda Hogan Community Fund
Hendy Foundation	Arnold Clark	Oxford Parish Council
Kent Community Foundation	The Albert Hunt Trust	

Donations

It has been a difficult landscape for seeking donations, with difficult world events meaning that many of our clients are still facing uncertainty in their daily lives and economic circumstances.

We are very grateful to those families who feel they can give back to us and aim to make it as easy as possible to do so. We have launched contactless donations at face to face services this year as cash use continues to decline, and donations can also be made at booking, in cash at our face to face services, via text, QR code, or online.

We would particularly like to thank Christ Church Tunbridge Wells who gave us a donation in kind, worth £3,000 of rent this year.

Fundraising events

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.

Christmas is a key time for fundraising for us, and our custom made Christmas Handprint Decorations in collaboration with Eat Pray Print were hugely successful this year, making the charity over £2,000.



We ran two prize draws, one in March and one in June, raising £1,017 and £830 respectively (inc gift aid).

Our second hand clothing sale for maternity, nursing and baby/ toddler clothing generated a huge amount of interest and exchanges of preloved items, as well as raising us over £1,000.



In February we ran a wonderful Parenthood In Verse poetry evening on Zoom, attracting some well known names and culminating in a funny, moving and magical evening together, raising £332.

We also manned fundraising and awareness stalls at many of the local food and drink fairs, where we often bump into many of the families we have supported in the early days and weeks who are keen to say hello with their growing children. Alongside her famous brownies, we have discovered that Karen has a hidden skill in facepainting and we are putting it to good use!



Looking forward to 2022-23

Where Year 1 was all about setting up our new charity, Year 2 (2021-22) has seen us settle into more predictable rhythms in our charity operations. COVID restrictions and changes have eased, and we have been able to cement some predictable and stable processes in our young charity. We are starting to bring additional resources in to support us in key areas and free up management time to focus on improving our service and operations.

During the coming year (2022-23) we aim to focus and stabilise our small charity even more, so that things continue to feel even easier and more manageable for our small team. We are focused on the same strategic priorities as last year, but have added a fifth, to bring a bigger focus on Diversity, Equality and Inclusion into our prioritisation and planning process.

2022-23 Strategic Priorities

1. Diversify income stream to improve funding stability

Our highest priority for the year is still to improve our funding stability and drive a higher level of reserves for the charity to weather the unpredictable funding environment. We will be continuing to apply for large and multi-year grants as well as reaching out to funders we have built good relationships with already. We are continuing to optimise and improve individual donor activation; getting smarter at understanding which fundraising events work best; as well as exploring online fundraising and support from corporates.

2. Optimise current operations to most effectively meet the needs of families

We will continue to make modifications and improvements to our core service to ensure it meets the needs of local parents. We will also be continuing to build an operational structure that enables our charity to run cost effectively and predictably, including through investing in systems and people.

3. Broaden and deepen support to better meet client needs

We will continue to roll out and embed our training on infant sleep within our practitioner and peer supporter body, so that we can confidently support the families we see with evidence based and responsive information on infant sleep. Our Perinatal Mental Health training will roll out to all practitioners and become embedded in our Peer Support training programme. We are also planning to trial a new Listening Service for families who need additional support with their experiences of early parenthood.

4. Build links for collaboration and signposting

Key areas for collaboration include local maternity services and health visiting, especially as Family Hubs roll out in Kent. We are also building strong links with allied services across West Kent, understanding what free, affordable and private sector options exist for parents in areas such as paediatrics, osteopathy, tongue tie division, speech and language therapy, mental health support, physical rehabilitation after birth and much more!

5. Represent and raise local families' voices; embed diversity in everything we do

Alongside this work, we intend to assess how well we are reaching everyone who needs support within our community and think creatively about changes we can make to improve diversity, equality and inclusion.

Financial Results

Summary

During our second year of operation the charity raised £86,444 and spent £68,138. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, there was a surplus of £15,030 of reserves; of which £14,216 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £42,427 of general or unrestricted income. Expenditure of £42,913 was set against this, leaving a deficit of £486.

Restricted funds

We raised £44,017 of restricted income. Expenditure of £25,225 was set against this leaving an amount of £18,792 to carry forward to fund restricted activities next year.

Sources of income

£48,606 was received from grants and trusts, £26,678 from individual donors and £11,161 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees (see Note 5) to run our client-facing charitable activities; with additional costs in rent for in-person services. We also incurred costs for admin support and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation. We anticipate that 3 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors. At 31 August 2021 three months of full-scale operation equates to £15,400, leaving a deficit of £1,184 against total free reserves of £14,216.

Because we received a significant (£19k) restricted grant towards our core services in July 2022, the board is confident that we are able to continue to operate full scale operations by spending this restricted funding and building back our unrestricted reserves over the next few months.

We are hoping to build our unrestricted reserve to enable us to have more flexibility and resilience to manage the uncertain funding environment in 2023.

Investment Policy

Our funds are currently held in a current account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf, with the exception of one individual bid-writer. We are registered with the Fundraising Regulator and we have received no complaints about fundraising in 2021-22.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2022.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Ema Saunders - Chair
Alissa Brumby
Alison Day
Bronwen Halfpenny-Ray - Secretary
Chloe Gastrell
Jane Gerard-Pearse
Nicola Kirkwood
Hope Maguire - Treasurer

Management Committee

The members of the Management Committee during the year were:

Jennifer Yelverton
Karen McCully
Laura Shtaingos

Principal Office

51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner

DA Coffey & Associates, 2nd Floor, 34
Cambridge Road, Hastings, East Sussex,
TN34 1DT

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting parents to increase confidence and return to work;
- 3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;
- 4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the

Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page. The total number of Trustees was eight.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. One of our priorities for the coming year is to assess and monitor diversity of the beneficiaries of Baby Umbrella so that if the services are not being accessed equally we can put in place measures to address this.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategic Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally six times a year as well as working collaboratively on a day-to-day basis. The Management

Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Risk

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Principal risks – Financial Solvency/ Fundraising

Steps to mitigate:

Monthly review of Reserves and Cash Position

Quarterly review of Management Accounts and Forecasts.

Flexible operating model, few fixed costs
Plans in place for continued diversification of funding.

Ongoing liaison with current and potential funders.

Principal risks – Insufficient resourcing

Steps to mitigate:

Engage and support a wide bank of trained professionals.

Develop a pipeline of talent.

Add admin support resources to ensure professionals are focused on high impact work.

Invest in IT systems to ensure efficiency.

Principal risks – Inadequate safeguarding

Steps to mitigate:

All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years. Robust safeguarding policy and procedures in place.

Principal risks – Failure to meet quality standards

Steps to mitigate:

Recognised qualifications and/ or training for front line staff.
Supervision and support for front line staff.
£10million Public Liability Insurance in place.
£10million Professional Indemnity Insurance in place.

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;
- (d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards

and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;

(e) Observe the methods and principles of the Charities SORP.

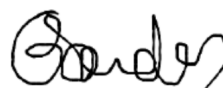
The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 06/06/23 and signed on its behalf by

Ema Saunders (Chair)



Hope Maguire (Treasurer)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2022.

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 Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Date:

10th May 2023

Leonora Crawley ACIE

DA Coffey & Associates
Second Floor, 34 Cambridge Road
Hastings
East Sussex
TN35 4NN

Statement of Financial Activities

For the period ended 31 August 2022

	Notes	2021-22 Unrestricted £	2021-22 Restricted £	2021-22 Total £	2020-21 Total £
Income					
Donations and legacies	3	31,267	44,017	75,283	34,987
Other trading activities		11,161	0	11,161	1,624
Total		42,427	44,017	86,444	36,611
Expenditure					
Raising funds		3,120	120	3,240	900
Trading activities		6,409	0	6,409	0
Charitable activities	5	33,384	25,105	58,489	17,764
Total		42,913	25,225	68,138	18,664
Net income/ (expenditure) and net movement in funds					
		(486)	18,792	18,306	17,947
Reconciliation of funds:					
Total funds brought forward		15,515	2,431	17,947	0
Total funds carried forward		15,030	21,223	36,253	17,947

The charity was incorporated and commenced trading on 6 August 2020.

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

As at 31 August 2022

	Notes	2021-22 Unrestricted £	2021-22 Restricted £	2021-22 Total £	2020-21 Total £
Fixed Assets					
Tangible assets	7	550	-	550	-
Intangible assets	8	264	-	264	296
Total fixed assets		814	-	814	296
Current assets					
Debtors - accounts receivable		439	-	439	-
Debtors - prepayments		595	-	595	724
Cash at bank and in hand		13,799	25,925	39,724	20,340
Total current assets		14,833	25,925	40,758	21,064
Creditors: amounts falling due within one year	9	(617)	(4,702)	(5,319)	(3,413)
Net current assets		14,216	21,223	35,439	17,651
Total assets less current liabilities		15,030	21,223	36,253	17,947
Total net assets		15,030	21,223	36,253	17,947
Funds of the Charity					
Restricted income funds	10		21,223	21,223	2,431
Unrestricted funds	10	15,030		15,030	15,515
Total funds		15,030	21,223	36,253	17,947

The notes on pages 40 to 47 form part of these accounts.

Approved by the Trustees on 06/06/23 and signed on their behalf by:

Ema Saunders
(Chair)



Hope Maguire
(Treasurer)



Notes to the accounts

1. Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 10.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding support; governance costs and support costs.

Tangible fixed assets and depreciation

Tangible assets comprise computers used in the charity and are depreciated over 3 years, being their expected useful life.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2. Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

The charity is run by volunteers and non-employee professionals on a non-formal basis, as such there is no remuneration and thus no key management personnel.

3. Income

The charity offers free breastfeeding and early parenting support as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

		2021-22	2021-22	2021-22	2020-21
	Notes	Unrestricted	Restricted	Total	Total
		£	£	£	£
Donations and gifts		24,916	0	24,916	12,224
Gift aid		1,762	0	1,762	508
General grants provided by government/ other charities	4	4,589	44,017	48,606	22,256
Total		31,267	44,017	75,283	34,987

4. Government grants

	Description	2021-22 funds received
Kent County Council	Covid regeneration grant	£4,930
Kent County Council	Crowdfunder: Infant sleep education and support	£3,455
Sevenoaks District Council	Sevenoaks District Peer Supporter enrichment and recruitment; Family Listening Support	£1,900
Sevenoaks Town Council	Sevenoaks face to face support services	£500
Sevenoaks Town Council	Sevenoaks Town Peer Supporter enrichment sessions	£500
Oxford Parish Council	Oxford face to face services	£400
	Description	2020-21 funds received
Sevenoaks District Council	Sevenoaks face to face support services	£4,307

5. Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

		2021-22	2021-22	2021-22	2020-21
	Notes	Unrestricted	Restricted	Total	Total
		£	£	£	£
Direct costs - practitioners		14,992	16,693	31,685	12,120
Direct costs - rent		6,214	1,176	7,389	2,196
Governance and support costs	6	12,178	7,237	19,415	3,449
		33,384	25,105	58,489	17,764

6. Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

		2021-22	2021-22	2021-22	2020-21
		Unrestricted	Restricted	Total	Total
		£	£	£	£
Bank charges		457	-	457	128
IT costs		845	-	845	309
Printing and stationery		32	148	180	364
Equipment		283	408	691	-
Depreciation		82	-	82	24
Insurance		352	-	352	165
Office administration		8,737	2,227	10,964	1,474
Accountancy and independent examiner		610	-	610	430
Legal and professional fees		85	-	85	110
Supervision and Training		695	4,454	5,149	445
Total expenditure on governance and support costs		12,178	7,237	19,415	3,449

7. Tangible assets

	Fixtures, fittings and equipment 2021-22	<i>Fixtures, fittings and equipment 2020-21</i>
Cost	£	£
At beginning of the year	-	-
Additions	600	-
At end of the year	<u>600</u>	<u>-</u>
Depreciation		
At beginning of the year	-	-
Depreciation	50	-
At end of year	<u>50</u>	<u>-</u>
Net book value at the beginning of the year	<u>600</u>	<u>-</u>
Net book value at the end of the year	<u>550</u>	<u>-</u>

8. Intangible fixed assets

	Patents and trademarks 2021-22	<i>Patents and trademarks 2020-21</i>
Cost	£	£
At beginning of the year	296	-
Additions	-	320
At end of the year	<u>296</u>	<u>320</u>
Amortisation		
At beginning of the year	24	-
Amortisation	32	24
At end of year	<u>56</u>	<u>24</u>
Net book value at the beginning of the year	<u>296</u>	<u>-</u>
Net book value at the end of the year	<u>264</u>	<u>296</u>

9. Creditors

	2021-22	2021-22	2021-22	<i>2020-21</i>
	Unrestricted	Restricted	Total	<i>Total</i>
	£	£	£	<i>£</i>
Trade creditors	256	4,702	4,959	3,233
Accruals	360	-	360	180
Creditors: due within one year	617	4,702	5,319	3,413

10. Analysis of funds

10.1. Analysis of funds held in Current Reporting Period (2021-22)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditu re £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	1,931	33,537	20,228	-	-	15,240
Mental Wellbeing	R	Improving our ability to support perinatal mental wellbeing	500	6,090	2,940	-	-	3,650
Infant Sleep	R	Improving our ability to support families with infant sleep	-	3,455	2,057	-	-	1,398
Miscellaneous restricted funds	R	Equipment grant		935	-	-	-	935
Unrestricted funds	U	Unrestricted	15,515	42,427	42,913	-	-	15,029
Total Funds as per balance sheet			17,947	86,444	68,138		-	36,253

10.2. Analysis of funds held in Previous Reporting Period (2020-21)

* Key: R - restricted income funds, including special trusts, of the charity; and U - unrestricted funds

	Type*	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditu re £	Transfers £	Gains and losses £	Fund balances carried forward £
Core services	R	Core services of breastfeeding support, delivered face to face and online in Sevenoaks, Tonbridge and Tunbridge Wells	-	10,260	8,329	-	-	1,931
Mental wellbeing	R	Listening service project	-	500	-	-	-	500
Donations in kind	R	Specific donations of rent reduction and admin time	-	1,205	1,205	-	-	-
Unrestricted funds	U	Unrestricted	-	24,646	9,131	-	-	15,515
Total Funds as per balance sheet			-	36,611	18,665	-	-	17,947

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at some of their most vulnerable times.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
51 The Avenue
Tunbridge Wells
TN2 3FJ

Baby Umbrella Annual Report and Accounts 2021-22 covers the period 1st September 2021 to 31 August 2022.

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BABY UMBRELLA

England & Wales - Charity number 1190745

Accounts



Baby Umbrella
Supporting your journey

Baby Umbrella
Annual Report and Accounts
2020-21

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Welcome from our Chair of Trustees and Founders

The UK has one of the worst breastfeeding rates in the world¹. While around 81% of mothers begin breastfeeding their babies, this figure rapidly drops to only 55% who are still breastfeeding at six weeks and 34% at six months².

The WHO recommends breastfeeding for 2 years and beyond³, and evidence shows that over 80% of mothers who stopped breastfeeding would have liked to have continued for longer, citing that more support could have helped².

For too many women, trying to breastfeed without support, or stopping before they want to, is deeply upsetting, and many of these mothers feel excluded from any support services which do exist as soon as they introduce formula. Many families feel desperate, alone and isolated, and unsure of where to turn to for help.

Baby Umbrella was formed to meet this need. Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey. We are here to listen, support and empower parents to make the decisions that feel right for them and their babies.

This year we have brought together the existing breastfeeding support groups

running in Sevenoaks, Tonbridge and Tunbridge Wells to form a cohesive support system that parents can trust. We typically support between 30-40 families every week with the transition to parenting.

Much of that support is practical and emotional support with breastfeeding and bottle-feeding. We also enable parents to make crucial social connections in their local communities, building a web of support for the parenting years ahead. We are building the capability to support parents with their mental wellbeing, which we know has suffered so much during the COVID pandemic.

The parents who walk through our doors are often desperate and tearful, their first vulnerable steps as new parents at risk. We aim to send every single family out the door feeling listened to, supported, and having made their own plan about how they would like to proceed.

In a world where parents are often left feeling frazzled and unsupported, we aim to provide an oasis where they are lifted up, allowing them to focus on the important job of raising the next generation.

¹ [Lancet Breastfeeding Series 2016](#)

² [UK Infant Feeding Survey 2010](#)

³ [WHO Recommendations](#)

“I cried with relief after my first session with this group... life as a new parent under lockdown is incredibly isolating... this group was one of the only chances I’ve had to meet other parents and get (and give) some much needed support.”

- Zoom group attendee, 2021

“During a hugely emotional and sleep deprived week, this was exactly what I needed... It made me realise the theory that we're missing out during lockdown is so very real, and this went a long way to filling a void Covid mums are experiencing. Thank you!”

- “Let’s Talk” Zoom discussion attendee, 2021

“Fantastic help and clarity on my child’s feeding, given a lovely warm welcome too... am very pleased such a charity exists otherwise I’m unsure what I could’ve done as the children’s centres for walk in breastfeeding advice are closed.”

- In person 1-1 appointment attendee, 2021

Our impact in numbers

Running full services for 4 ½ months¹

536 families made contact with us

- *374 booked for some kind of support*
- *313 made an individual appointment*

44% of families booked for support more than once

469 individual appointments completed

47 face to face sessions run

194 visits to a group support setting

772 individuals in our closed Facebook group

354 volunteer hours donated to support families

¹ 20 April 2021 - 31 August 2021



What we do

Our charity was formed in August 2020 to provide breastfeeding and early parenting support services across West Kent.

Our founders Jennie Yelverton, Karen McCully and Laura Shtaingos have worked in infant feeding support in West Kent for a total of 20 years. We are passionate about providing evidence-based, compassionate, empowering support for families.

Under Baby Umbrella we have brought together the breastfeeding support services formerly run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge. As Baby Umbrella, parents can now access seamless support in 3 physical locations as well as online every week.

We support families with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood. During the pandemic we have maintained

face to face support as well as Zoom, Facebook and messenger/ email support. We have moved our group and social support to Zoom when necessary to enable parents to meet during lockdowns.

The skills and expertise of our practitioners and volunteers is at the heart of what we do. We have formed a strong team of skilled practitioners with over 100 years of experience in diverse specialisms. We also train and support volunteer Breastfeeding Peer Supporters, many of whom began by visiting us as new mothers themselves.

We launched our online services on 22nd February 2021 and added face to face services on 20th April 2021. Since then we have supported families in 469 face to face appointments, 194 visits to group support and many more via social media and messages.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey

Mission

We listen, support and empower parents and babies

Values

We are compassionate, evidence based and inclusive

Our strategic aims and plan

Our strategic aims

1. Provide free-of-charge, timely access to skilled support on breastfeeding and early parenting across West Kent
2. Improve knowledge and confidence in breastfeeding and early parenting among parents, supporters and allied professionals
3. Connect the dots between services for parents in the area through signposting, collaboration and team building
4. Reach a diverse and inclusive population reflective of the community we serve

Our plan to enable our strategy

Phase 1: Charity Setup (2020-21)

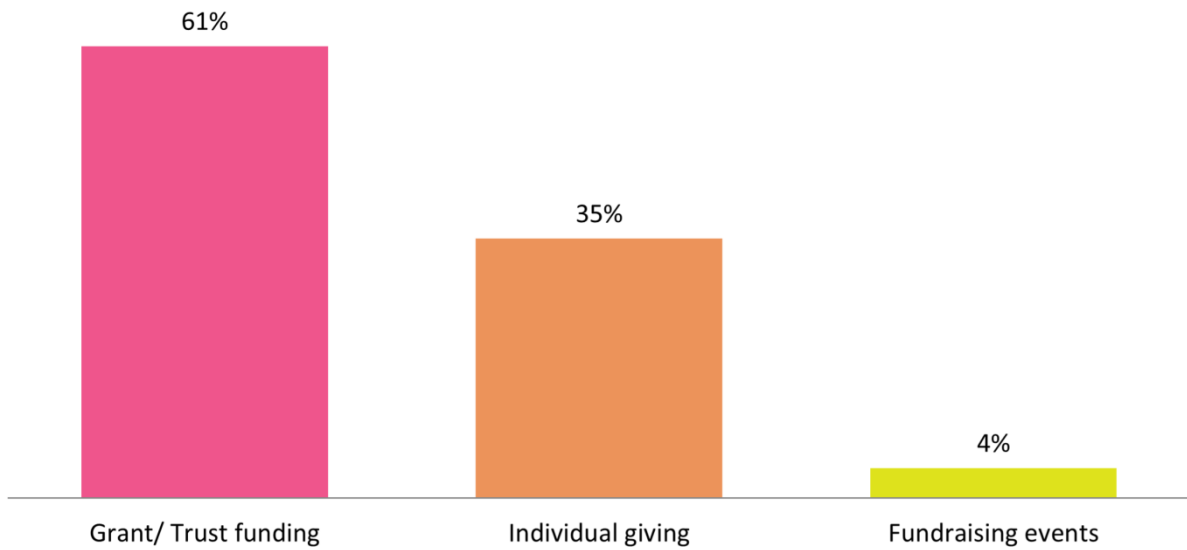
1. Register the charity, recruit a full trustee board and establish governance
2. Build an online presence: website and social media
3. Begin fundraising and build a balance to run services from
4. Bring breastfeeding support run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge under the Baby Umbrella charity and brand

Phase 2: Stabilising, optimising and deepening our offer (2021-22 onwards)

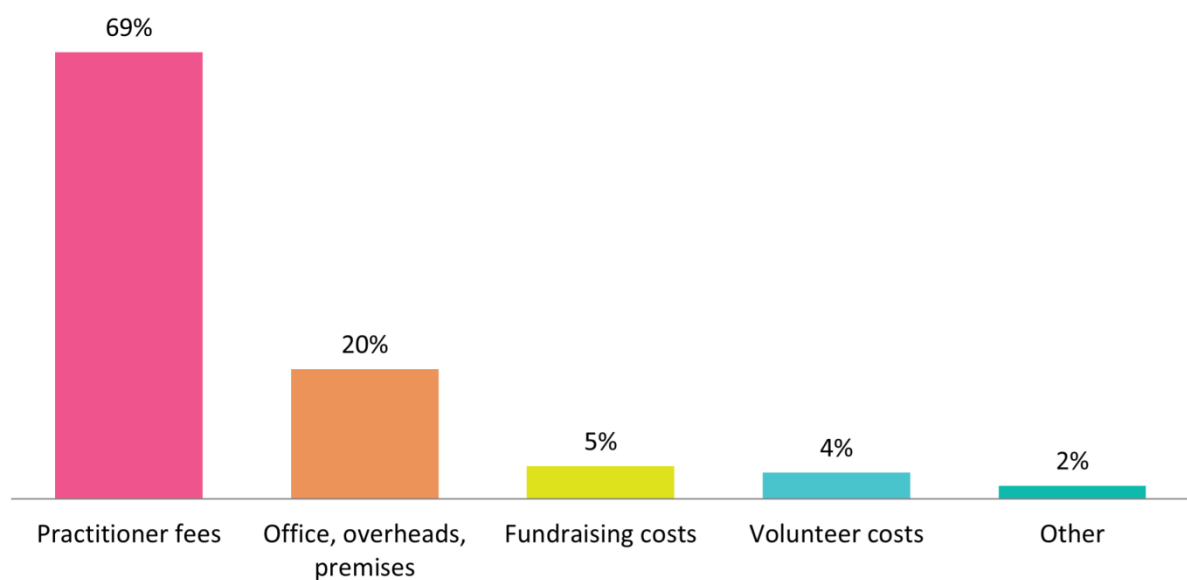
1. Diversify income stream to improve funding stability
2. Optimise current operations to most effectively meet the needs of local families
3. Broaden and deepen support to better meet client needs
4. Build links for collaboration and signposting

Our finances 2020-21: Summary

Source of income



Summary of expenditure

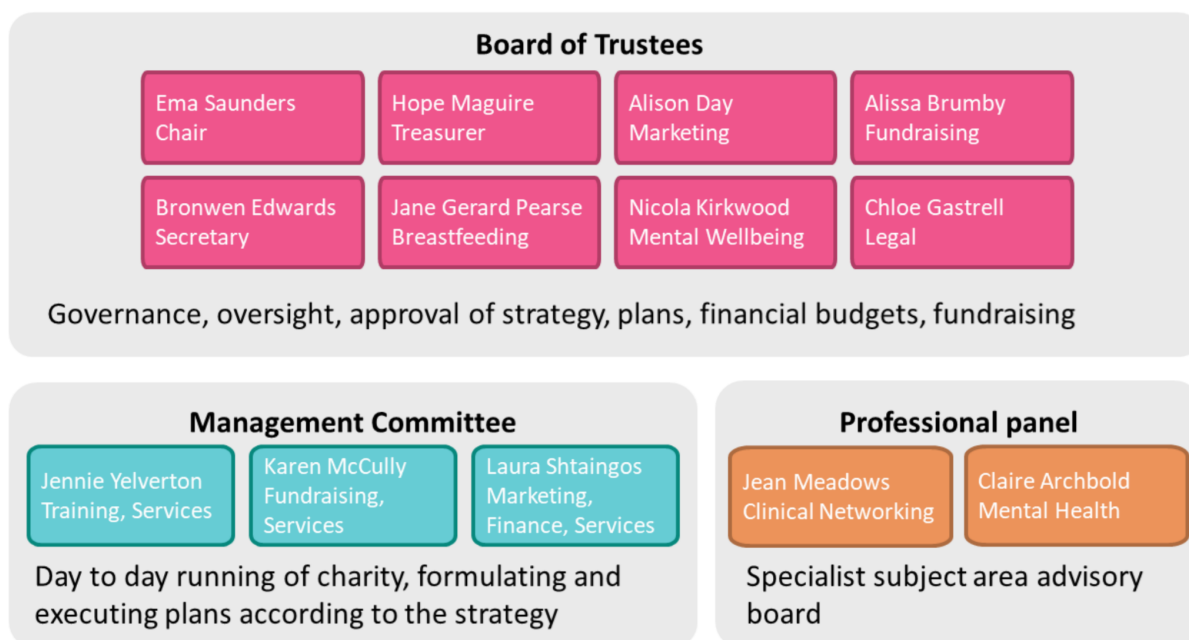


Our year in review

Phase 1: Charity Setup

In August 2020, we began the financial year with big ambitions for our newly registered charity. Autumn 2020 saw us recruit five additional trustees to join our existing three founding trustees and our board of trustees now includes experience in operations, finance, HR, legal, fundraising, marketing, lactation and midwifery, medicine and charity governance. Our board is now well established and meeting quarterly, with additional meetings as required with specific trustees and the management committee. We also recruited two individuals to join our professional panel, with expertise in NHS tongue tie provision; and mental health and counselling.

Governance and Management Structure

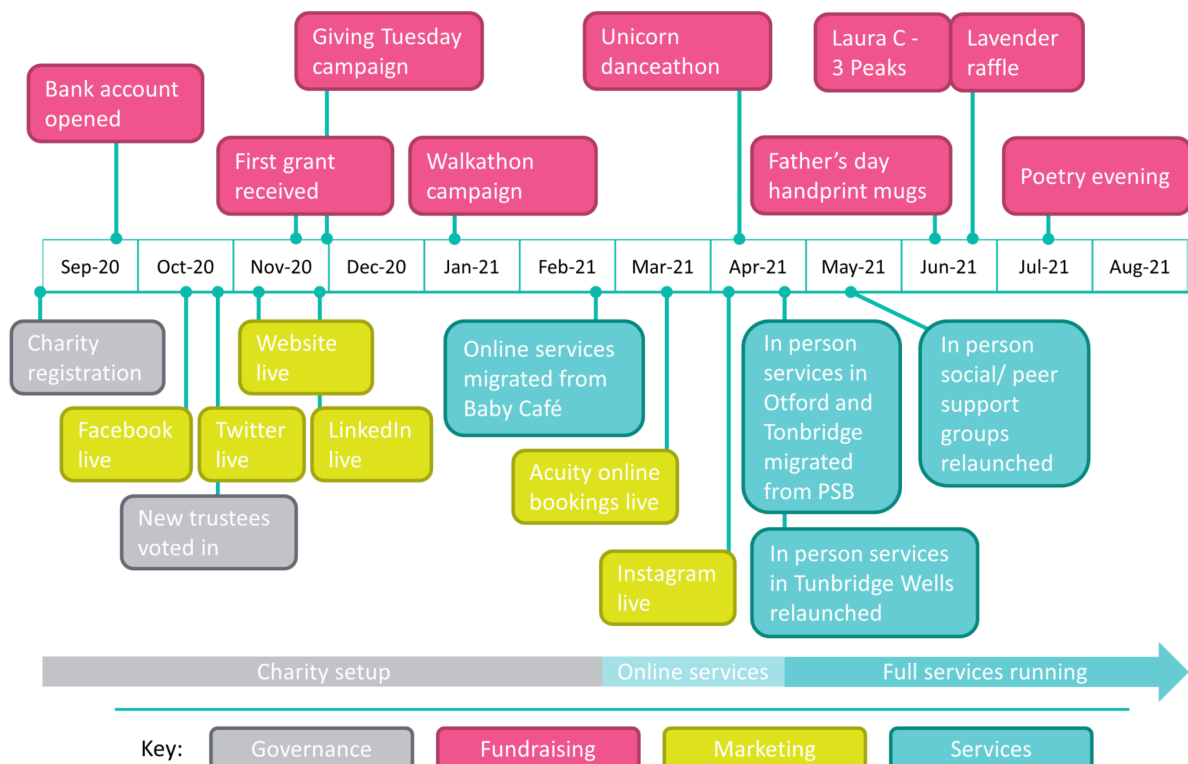


Autumn/ Winter also saw the launch of our online presence in the form of a mobile responsive website, and our social media channels including Facebook, LinkedIn, Twitter and Instagram.

We began fundraising in earnest to build a balance of funds before we transitioned the existing services run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge under the Baby Umbrella charity and brand. We applied for 32 grants over the year for a total of £113,000 of funding. Of those grants already decided we have had a success rate of 46%. We have also run seven fundraising events both online and offline over the course of the year, as well as offering various ways for our clients to donate when they access our services.

In February 2021 our balances allowed us to successfully migrate services formerly running under Baby Café Tunbridge Wells (which were at that point online only) to Baby Umbrella, at the same time launching a new online booking system through Acuity. By April 2021 we were ready to migrate the Kent Baby Matters Sevenoaks and Tonbridge services under the charity. In April we also took the opportunity to re-launch face to face breastfeeding support in Tunbridge Wells. At this point, Phase 1 and our first four aims for the year were complete, and with a huge sense of achievement we could pause to take a breath as we focused on bedding in the services and processes and communicating the change to all our stakeholders.

Our first year: milestones



Our team

Our practitioners



Our team of 8 practitioners have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licenced as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health.

Our Peer Supporters and Volunteers



We have 20 trained Baby Umbrella Breastfeeding Peer Supporters. These are volunteers who have breastfed their own babies and completed 12 weeks of accredited training in Breastfeeding Peer Support. Peer support is recommended by the [World Health Organization](#) and forms part of [UK NICE guidance on maternal and child nutrition](#). Our Peer Supporters have volunteered 252 hours for us during this financial year, offering breastfeeding support and information to families at our social groups.

We also have 13 additional volunteers who help us host and run our face to face sessions. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which

can often feel very vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure everything runs smoothly. These generous people have contributed 102 hours of their time this financial year.

Behind the scenes, there are also some special people volunteering their time to our graphic design, marketing and bookkeeping. We highly appreciate their generosity!

Our services

Individual specialist support for families

Since the end of April, we have offered individual appointments with our Breastfeeding Specialists on Zoom and in person at three locations every week, only pausing for Bank Holidays. We also answer emails and messages from families looking for information on breastfeeding and early parenting.

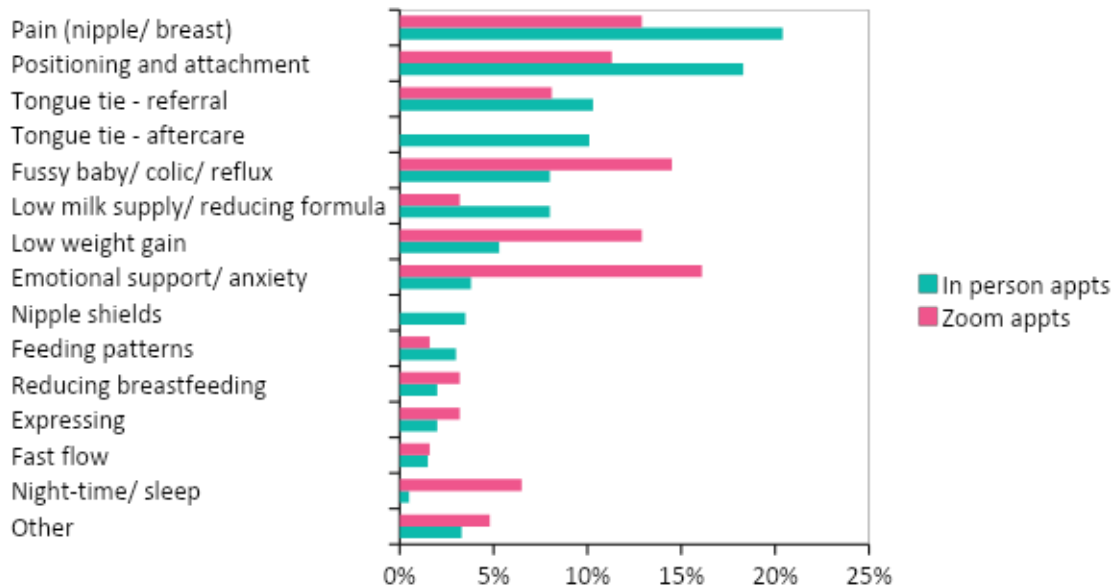
In the 20 weeks we have been offering face to face appointments this financial year, we have completed 404 individual appointments with families. We have also completed 65 individual Zoom appointments over 28 weeks, having launched these slightly earlier in late February.

Specialist support appointment - 2021



In person appointments and Zoom appointments cover a wide range of reasons parents might be having problems. There tends to be a preference for practical support with positioning in person, and emotional support or issues with unhappy babies or low weight gain on Zoom. COVID has taught us that online support successfully reaches a specific set of parents who might struggle physically or emotionally to come to an in-person session.

Reason for appointment



We are in the very early phases of evaluating the appointments we provide, and the initial results are excellent. 91% of respondents tell us that compared to before the appointment, their confidence with feeding and early parenting has improved. 100% of respondents were likely or very likely to recommend the service to others.

“So grateful for the opportunity to speak to an expert face to face. Someone who takes a look at you feeding and improves latch. Also someone who provides reassurance on what normal baby behaviour is like in the first few weeks. Really grateful for this and the wonderful ladies giving up their time to help.”

- In person 1-1 appointment attendee, 2021

“Breastfeeding counsellor was very supportive, let me go at my own pace, and made a real effort to understand my issues and where I was coming from as I was finding breastfeeding to be quite emotive. I now feed my newborn using a much more comfortable position.”

- Zoom 1-1 appointment attendee, 2021

“So happy. Andrea was amazing and definitely helped me and my son in working on a more natural position for breastfeeding. I felt so comfortable and it has certainly increased my confidence and ability to feed my son without pain or discomfort.”

- Zoom 1-1 appointment attendee, 2021

Social support for families

One of the things we were unable to provide during much of the year due to COVID has been in-person social groups. This is a huge part of what parents say they need in the early days, and so during lockdown we trialled a weekly Zoom group. The group started in October 2020 under Baby Café Tunbridge Wells and transferred to Baby Umbrella in late February 2021.

From our Zoom group participants, we heard loud and clear every week what a beacon of hope this group was amongst the isolation, anxiety and overwhelm of a winter lockdown with a young baby. 100% of our surveyed participants reported feeling less lonely and isolated, more connected to their local community, less anxious, and more confident with feeding their baby.

As lockdown eased and baby groups started to slowly return, we phased out the Zoom group and in May we launched face to face social groups in all of our locations running alongside appointments. Our trained Breastfeeding Peer Supporters attend all of these sessions and support our mums with questions on normal breastfeeding and life with a baby. It has taken time for these groups to build again but by the end of the summer it was fantastic to once again see a thriving group of mums and babies sharing anecdotes about nappies, sleep and feeding!

Social group support - April 2021



Alongside the social groups, we also run a Facebook page sharing relevant information about breastfeeding and early parenting, a closed Facebook group offering a safe place for local mothers to connect and ask questions, and a WhatsApp group for each of our locations where families can arrange to meet up during the week and ask questions of each other.

Parent education

In late February we received funding to run a pilot project called “Let’s talk”. The theme was around connecting parents through topic-led Zoom discussion groups. We aimed to reduce loneliness and isolation in the midst of a winter lockdown, as well as improve the knowledge parents had in six key topic areas. We ran six discussions as follows:

- Let’s talk about... Breastfeeding
- Let’s talk about... Life with a newborn
- Let’s talk about... Unhappy babies
- Let’s talk about... Babies and sleep
- Let’s talk about... Parenting in a pandemic
- Let’s talk about... 4-6 month babies

The 4-6 month sessions and Sleep sessions were very popular and clearly met a need for more information and support on these topics and stages. Parents told us that the groups were particularly effective for: Reducing feelings of loneliness/ isolation (100% agreed); Gaining confidence as a parent (100% agreed) and improving mood (100% agreed).

We have not run any more topic-led groups since migrating the full service breastfeeding and early parenting groups and appointments to Baby Umbrella, but we hope to return to these in due course to give parents another way to gain support and information.

“The group has been incredibly supportive for me in lockdown. It's so hard figuring out what babies are doing and the leaders and mums in the group help us navigate our way through. I get an enormous feeling of connecting with other mothers even if it is on Zoom. This group makes us all feel a bit less lonely, isolated and broken. I always come away from it feeling uplifted.”

- Zoom group at Teignmouth ndee, 2021

“This session gave me an opportunity to reflect on my breastfeeding journey and see how far my baby and I have come. It also helped me to speak to others who have had similar experiences so I don't feel so alone in the challenges that we face.”

- “Let’s Talk” Zoom discussion attendee, 2021

“Attending the Lets talk session really helped me to feel connected with other Mums, reassured and looking forward to things to come”

- “Let’s Talk” Zoom discussion attendee, 2021

Fundraising

It has been a difficult year to start a new charity, with COVID bringing challenges both for our service delivery and to our ability to fundraise. As a new charity without a track record of financial reports we have also been restricted in terms of which grants we are eligible to apply for.

Despite this, we have been successful at raising £22,256 from trusts and foundations as well as £12,731 from individual donors, and £1,624 from fundraising events which have been extremely restricted due to COVID regulations.

67% of our revenue in 2020-21 was in the form of unrestricted funds, allowing us flexibility to allocate funds to services most in need, and those that are harder to fund.

2021-22 brings an even greater challenge, as we seek to almost double the amount raised to £60,000 in order to run a full set of services for an entire 12 months, as well as explore some additional services desperately needed by parents.

If you feel you can help us meet this fundraising challenge in whatever way, large or small, please get in touch at info@babyumbrella.org.uk.

Grants

Our main source of income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks to the following trusts that have generously supported us this year:

The National Lottery	Digital, Culture, Media & Sport (DCMS)	The Tunbridge Wells Soroptimists
Sevenoaks District Council	Tesco Sevenoaks	The Cole Charitable Trust
Comic Relief Community Fund	Arnold Clark	West Kent Housing Association: Linda Hogan Community fund
The National Lottery and The Department for	Involve Connect Well	

Donations

Building individual donations is a key part of our strategy for the coming year. In our first year we have made a large range of donation routes available for our clients and donors, enabling donation at booking, in person at our face to face services, via text, QR code, or online. However, this has been a difficult landscape for seeking donations, with many of our clients facing high levels of uncertainty in their daily lives and economic circumstances.

We would particularly like to thank Christ Church Tunbridge Wells who gave us a donation in kind, worth £1,160 of rent, between May to August 2021.

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.

Fundraising events

This year has been tricky for events due to the restrictions on social gatherings, but we have still managed to run a Walkathon, a Lavender Family Photography Raffle, a Unicorn Danceathon, Father's Day Handprint Mug making, and a Zoom Poetry Evening. We look forward to organising events in 2022, however this will be entirely dependent on the development of the pandemic and governmental guidelines.

Fundraising event: Unicorn Danceathon in April 2021



Looking forward to 2021-22

Our strategic aims for 2021-22 continue to be:

1. Provide free-of-charge, timely access to skilled support on breastfeeding and early parenting across West Kent
2. Improve knowledge and confidence in breastfeeding and early parenting among parents, supporters and allied professionals
3. Connect the dots between services for parents in the area through signposting, collaboration and team building
4. Reach a diverse and inclusive population reflective of the community we serve

Year 1 has necessarily been about setting up the charity and as we now move into a more stable phase of running the operation, we are changing our focus from “build” to “optimise” in Phase 2.

Phase 2: Stabilising, optimising and deepening our offer

1. Diversify income stream to improve funding stability
2. Optimise current operations to most effectively meet the needs of families
3. Broaden and deepen support to better meet client needs
4. Build links for collaboration and signposting

For the coming year 2021-22, we will focus primarily on steps 1 and 2:

1. Diversify income stream to improve funding stability

Our highest priority for the year is to deliver a step change in our funding model leading to more stability and a higher level of reserves for the charity to weather the unpredictable funding environment. We will be committing resources to enhance our fundraising capacity: assessing and improving our processes for applying to trusts and foundations, investigating NHS and governmental funding avenues, building a clearer strategy for individual donor activation and fundraising events, as well as exploring online fundraising and support from corporates. We will also be investigating additional aligned commercial activities to supplement our income.

2. Optimise current operations to most effectively meet the needs of families

In conjunction with improving our fundraising capability, we also have some evaluation to do of our existing services. During the pandemic we have adapted many aspects of our services to work even better than pre-COVID, but there may also be things we have lost; our evaluation will address this and allow us to improve, adapt and optimise. As the charity grows, we aim to build a clearer picture of the operational structure, resources and systems we need to meet this. We are a lean operation, but we are always looking for ways to be more effective and make every penny count. We plan to improve our model of support for our Practitioners, Peer Supporters and Volunteers – we believe a supported workforce is a safer workforce and supports parents most effectively. Alongside this work, we intend to assess how well we are reaching everyone who needs support within our community and think creatively about changes we can make to improve inclusion.

As we move into 2022-23 we will begin the “broaden” and “deepen” sections of our plan. Our clients have told us they have additional needs in early parenting that are currently underserved, particularly in the areas of postnatal mental and physical wellbeing; and evidence based support with infant sleep. As we broaden and deepen the services we offer families, building collaboration and partnerships with other third sector organisations as well as commercial and governmental bodies will be crucial.

Financial Results

Summary

During our first year of operation the charity raised £36,611 and spent £18,665. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, a surplus of £15,515 of reserves of which £15,219 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £24,646 of general or unrestricted income. Expenditure of £9,131 was set against this, leaving a surplus of £15,515.

Restricted funds

A total of £11,965 of restricted income was received in our first year of operation. Expenditure of £9,534 was set against this leaving an amount of £2,431 to carry forward to fund restricted activities next year.

Sources of income

£22,256 was received from grants and trusts, £12,732 from individual donors and £1,624 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees (see Note 5) to run our client-facing charitable activities; with additional costs in rent for in-person services (these services were only fully operational for the final 4.5 months of the reporting year,

from 20th April 2021). We also incurred costs for admin support and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation. We anticipate that 3 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors. At 31 August 2021 three months of full-scale operation equates to £13,900, leaving a buffer of £1,319 out of total free reserves of £15,219.

If our buffer were to drop below this level we are able to quickly scale back appointments and staffing costs until such time as we have secured additional funding.

As a new charity we aim to manage risk appropriately in regards to our unrestricted reserve, which we hope to build upon in the coming year to provide security against the volatile funding environment.

Investment Policy

Our funds are currently held in a current account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf. We voluntarily meet the standards set by the Fundraising Regulator (we plan to register in 2022) and we have received no complaints about fundraising in 2020-21.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2021.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Ema Saunders - Chair
Alissa Brumby
Alison Day
Bronwen Edwards - Secretary
Chloe Gastrell
Jane Gerard-Pearse
Nicola Kirkwood
Hope Maguire - Treasurer

Management Committee

The members of the Management Committee during the year were:

Jennifer Yelverton
Karen McCully
Laura Shtaingos

Principal Office

51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner

DA Coffey & Associates, 2nd Floor, 34
Cambridge Road, Hastings, East Sussex,
TN34 1DT

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting parents to increase confidence and return to work;
- 3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;
- 4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the

Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page. The total number of Trustees was eight.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. One of our priorities for the coming year is to assess and monitor diversity of the beneficiaries of Baby Umbrella so that if the services are not being accessed equally we can put in place measures to address this.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategic Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally six times a year as well as working collaboratively on a day-to-day basis. The Management

Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Risk

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Principal risks – Financial Solvency

Steps to mitigate:

Ensure sufficient reserves to cover orderly wind-down.

Quarterly review of Management Accounts and Forecasts.

Flexible operating model, few fixed costs
Plans in place for continued diversification of funding.

Ongoing liaison with current and potential funders.

Principal risks – Insufficient resourcing

Steps to mitigate:

Engage and support a wide bank of trained professionals.

Develop a pipeline of talent.

Add admin support resources to ensure professionals are focused on high impact work.

Principal risks - Operational risk from pandemic

Steps to mitigate:

Maintain and develop online services to switch to online at short notice if necessary.

Maintain policies in line with regulations.
Maintain up to date risk assessments regarding infection risk.

Principal risks – Inadequate safeguarding

Steps to mitigate:

All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.
Safeguarding policy in place.

Principal risks – Failure to meet quality standards

Steps to mitigate:

Recognised qualifications and/ or training for front line staff.
Supervision and support for front line staff.
£10million Public Liability Insurance in place.
£10million Professional Indemnity Insurance in place.

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;

(d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;

(e) Observe the methods and principles of the Charities SORP.

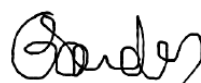
The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to ensure that the financial statements comply with the Charities Act.

The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 26th Jan 2022 and signed on its behalf by

Ema Saunders (Chair)



Hope Maguire (Treasurer)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 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 Examiners Statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination 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.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Date: 27 January 2022

Leonora Crawley ACIE

DA Coffey & Associates
Second Floor, 34 Cambridge Road
Hastings
East Sussex
TN35 4NN

Statement of Financial Activities

For the period ended 31 August 2021

	Notes	Unrestricted funds £	Restricted income funds £	Total funds £
Income				
Donations and legacies	3	23,022	11,965	34,987
Other trading activities		1,624	-	1,624
Total		24,646	11,965	36,611
Expenditure				
Raising funds		900	-	900
Charitable activities	5	8,231	9,534	17,764
Total		9,131	9,534	18,665
Net income/(expenditure) and net movement in funds		15,515	2,431	17,946
Reconciliation of funds:				
Total funds brought forward		-	-	-
Total funds carried forward		15,515	2,431	17,946

The charity was incorporated and commenced trading on 6 August 2020.

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Balance Sheet

As at 31 August 2021

	Notes	Unrestricted funds £	Restricted income funds £	Total this year £
Fixed assets				
Intangible assets	7	296	-	296
Total fixed assets		296	-	296
Current assets				
Debtors - prepayments		409	314	723
Cash at bank and in hand		17,273	3,067	20,340
Total current assets		17,682	3,381	21,063
Creditors: amounts falling due within one year	8	(2,463)	(950)	(3,413)
Net current assets		15,219	2,431	17,650
Total assets less current liabilities		15,515	2,431	17,946
Total net assets		15,515	2,431	17,946
Funds of the Charity				
Restricted income funds	9	-	2,431	2,431
Unrestricted funds	10	15,515	-	15,515
Total funds		15,515	2,431	17,946

The notes on pages 34 to 40 form part of these accounts.

Approved by the Trustees on 26th January 2022 and signed on their behalf by:

Ema Saunders
(Chair)



Hope Maguire
(Treasurer)



Notes to the accounts

1 Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 9.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation

committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding support; governance costs and support costs.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2 Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

The charity is run by volunteers and non-employee professionals on a non-formal basis, as such there is no remuneration and thus no key management personnel.

3 Income

The charity offers free breastfeeding support as well as paid for private sessions as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

		Unrestricted funds	Restricted income funds	Total funds
	Notes	£	£	£
Donations and gifts		11,019	1,205	12,224
Gift Aid		507	-	507
General grants provided by government/other charities	4	11,496	10,760	22,256
Total		23,022	11,965	34,987

4 Government and grants from other charities

Unrestricted grants from other charities include £9,996 received from National Lottery; £1,000 received from Arnold Clark and £500 received from Cole Charitable Trust.

Restricted grants from government comprise £4,307 from Sevenoaks District Council.

Restricted grants from other charities comprise:

West Kent Extra	495
Involve Kent	917
Local Connections	1,541
Soroptimists	500
Comic Relief	2,000
Tesco Sevenoaks	1,000

5 Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

		Unrestricted funds	Restricted income funds	Total funds
Expenditure on charitable activities:	Notes	£	£	£
Direct costs - practitioners		4,993	7,127	12,120
Direct costs - rent		580	1,615	2,195
Governance and support costs	6	2,658	791	3,449
Total expenditure on charitable activities		8,231	9,533	17,764

6 Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

	Unrestricted funds	Restricted income funds	Total funds
	£	£	£
Bank charges	128	-	128
IT costs	298	11	309
Printing and stationery	364	-	364
Depreciation	24	-	24
Insurance	165	-	165
Office administration	1,189	285	1,474
Accountancy and independent examiner	430	-	430
Legal and professional fees	60	50	110
Training	-	445	445
Total expenditure on governance and support costs	2,658	791	3,449

7 Intangible fixed assets

	Patents and trademarks
Cost	£
At beginning of the year	-
Additions	320
At end of the year	<u>320</u>
Amortisation	
At beginning of the year	-
Amortisation	24
At end of year	<u>24</u>
Net book value at the beginning of the year	<u>-</u>
Net book value at the end of the year	<u>296</u>

8 Creditors

	Unrestricted funds	Restricted income funds	Total funds
	£	£	£
Trade creditors	2,283	950	3,233
Accruals	180	-	180
Creditors: due within one year	<u>2,463</u>	<u>950</u>	<u>3,413</u>

9 Analysis of restricted funds

	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
West Kent Housing Association	Online support	-	495	495	-	-	-
Involve Connect Well	Individual support services	-	500	500	-	-	-
National Lottery Local Connections	Online services, peer supporter training	-	1,541	1,541	-	-	-
Soroptimists Tunbridge Wells	Listening service project	-	500	-	-	-	500
Involve Small Community Group	Tunbridge Wells face to face services	-	417	417	-	-	-
Sevenoaks District Council	Sevenoaks face to face services	-	4,307	3,382	-	-	925
Comic Relief Community Fund	Support services, Training ⁴	-	2,000	1,994	-	-	6
Tesco Sevenoaks	Sevenoaks face to face services	-	1,000	-	-	-	1,000
Christ Church Tunbridge Wells	Donation in kind of rent	-	1,160	1,160	-	-	-
Hope Maguire	Donation in kind of admin support	-	45	45	-	-	-
Total Funds as per balance sheet		-	11,965	9,534	-	-	2,431

⁴ Face to Face groups and appointments, Zoom groups and appointments, Facebook support, Peer Support Training

10 Analysis of unrestricted funds

	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Unrestricted funds	-	24,646	9,131	-	-	15,515
Total Funds as per balance sheet	-	24,646	9,131	-	-	15,515

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at a time when they have been at their most vulnerable.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

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Baby Umbrella Annual Report and Accounts 2020-21 covers the period 6 August 2020 to 31 August 2021.

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