

2021-2022

Baby Umbrella

Annual Report & Accounts



Baby Umbrella
Supporting your journey

Contents

Welcome from our Chair of Trustees and Founders.....	3
What we do.....	6
Vision, Mission and Values.....	7
Our strategic purposes and priorities.....	8
Our strategic purposes.....	8
Our priorities to enable our strategy.....	8
Our finances 2021-22: Summary.....	9
Our year in review.....	10
Stabilising, optimising and deepening our offering.....	10
Our team.....	14
Our services.....	17
Our Impact.....	23
Fundraising.....	25
Looking forward to 2022-23.....	29
2022-23 Strategic Priorities.....	29
Financial Results.....	31
Legal and Administrative Information.....	33
Objectives.....	34
Public Benefit.....	34
Governance and Management.....	34
Independent Examiner's Report to the Trustees of Baby Umbrella.....	37
Statement of Financial Activities.....	38
Balance Sheet.....	39
Notes to the accounts.....	40

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.

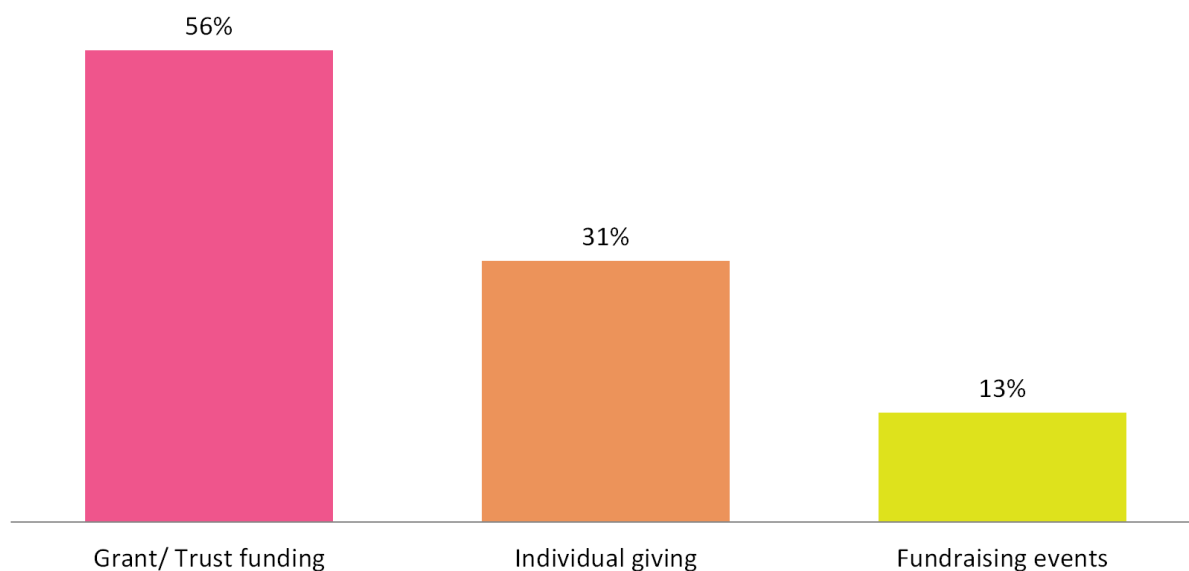
Our priorities to enable our strategy

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

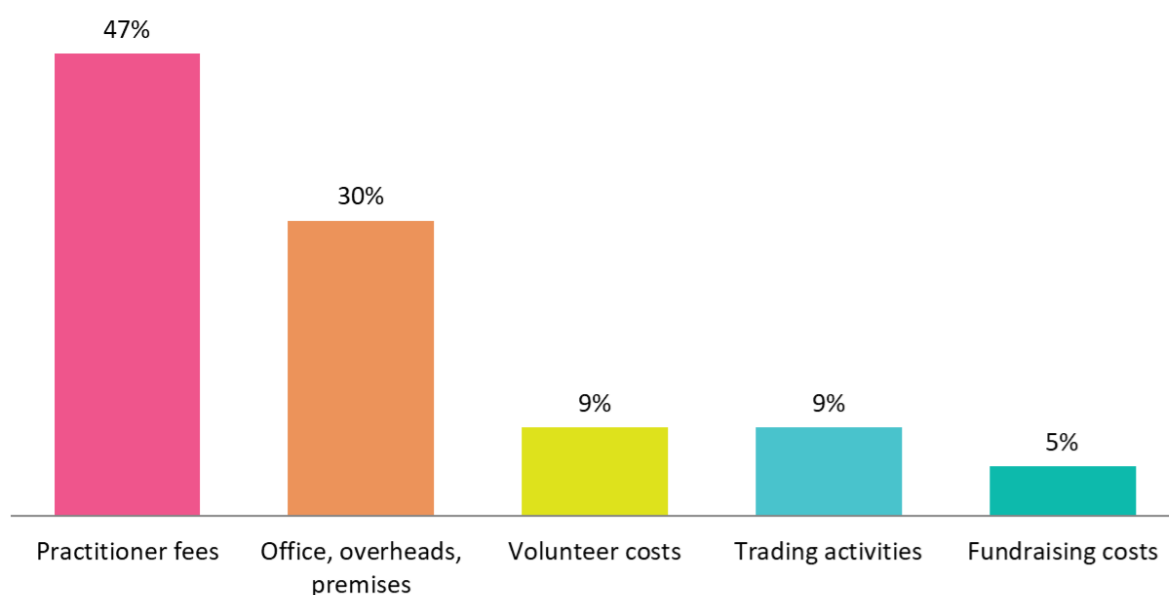
1. Diversify income stream to improve funding stability.
2. Optimise current operations to most effectively meet the needs of local families.
3. Broaden and deepen support to better meet client needs.
4. Build links for collaboration and signposting.
5. Represent and raise local families' voices; embed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

Our finances 2021-22: Summary

Source of income



Summary of expenditure



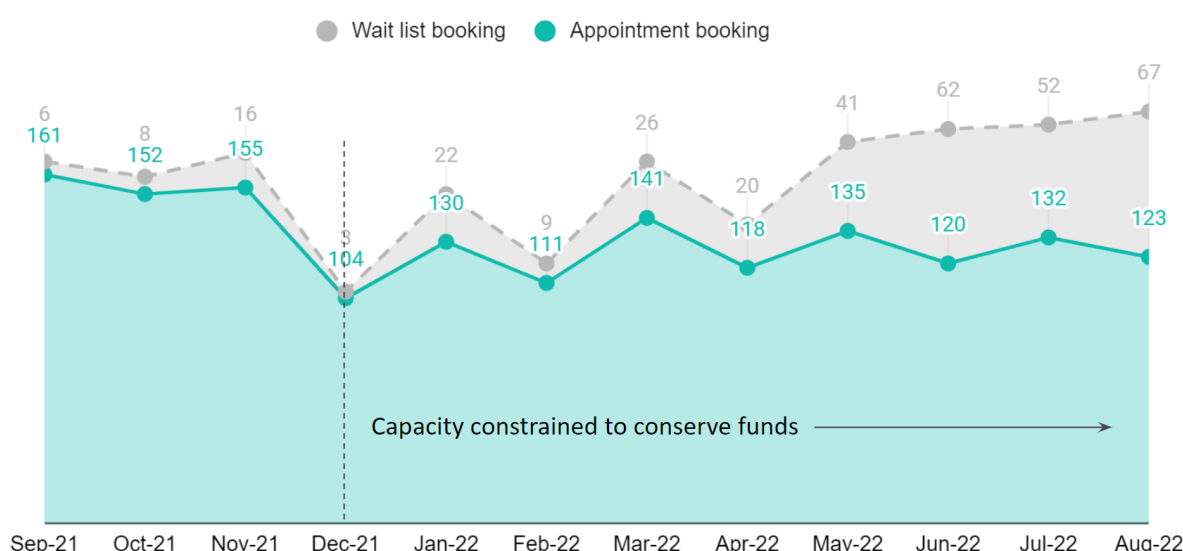
Our year in review

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.

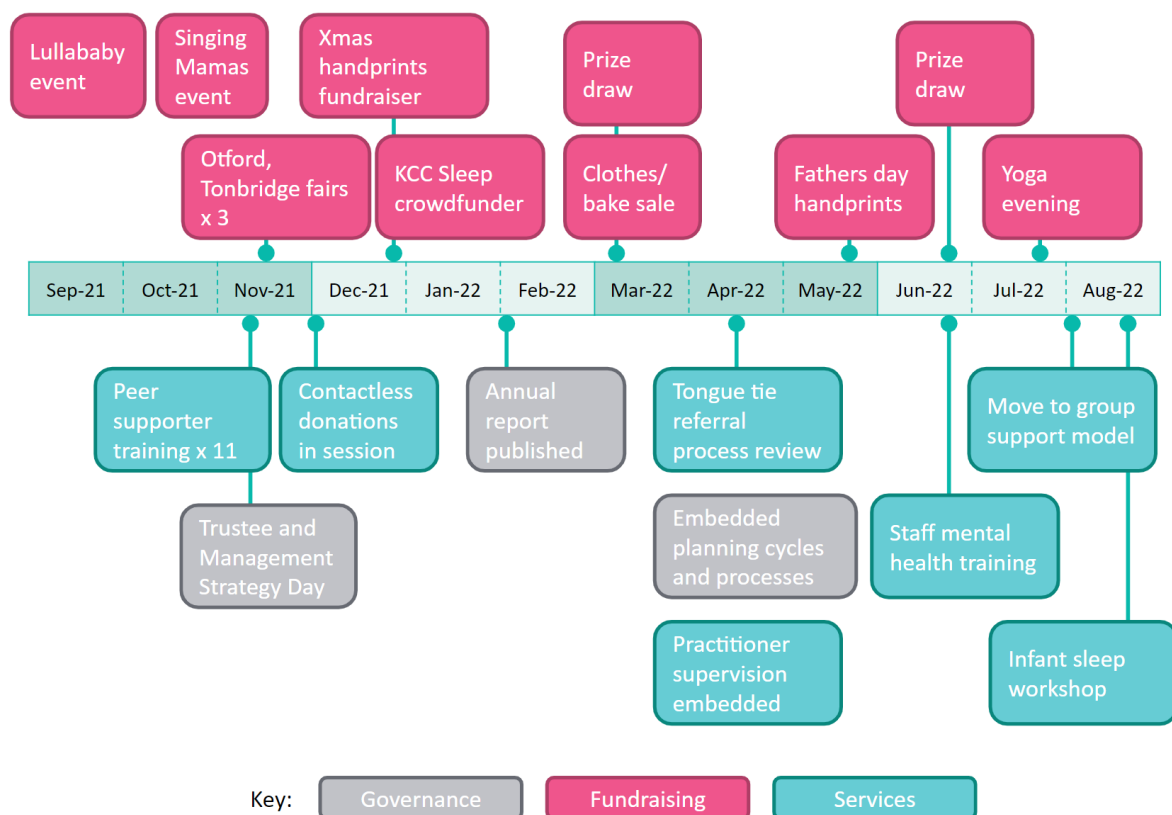


Parents enjoying our social group in 2022

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

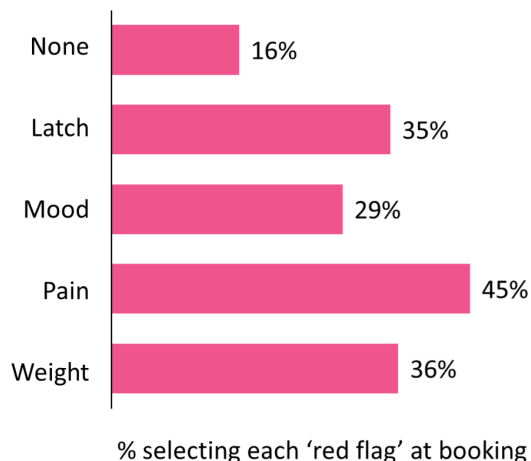
In May 2022, we began asking parents when they book about four key 'red flag' areas relating to their current circumstances. Our clinicians together felt that a problem in any one of these areas would suggest a significant and urgent need for support:

- 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

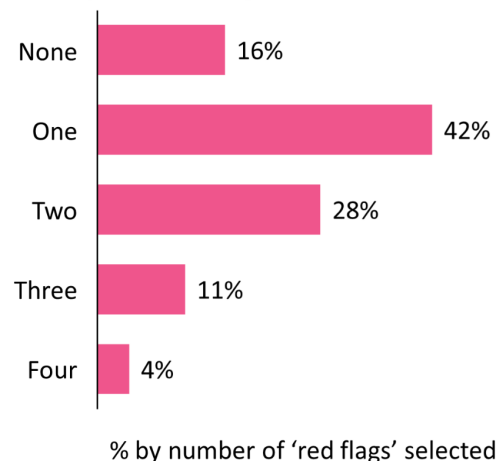
We were shocked to find that 84% of those booking with us checked at least one of these boxes, and 42% checked more than one. We also learned just how prevalent mental

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'



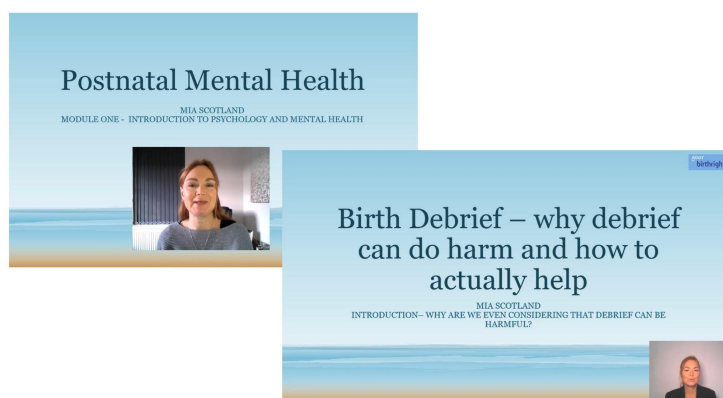
Proportion of bookings with multiple 'red flags'



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.



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.



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.

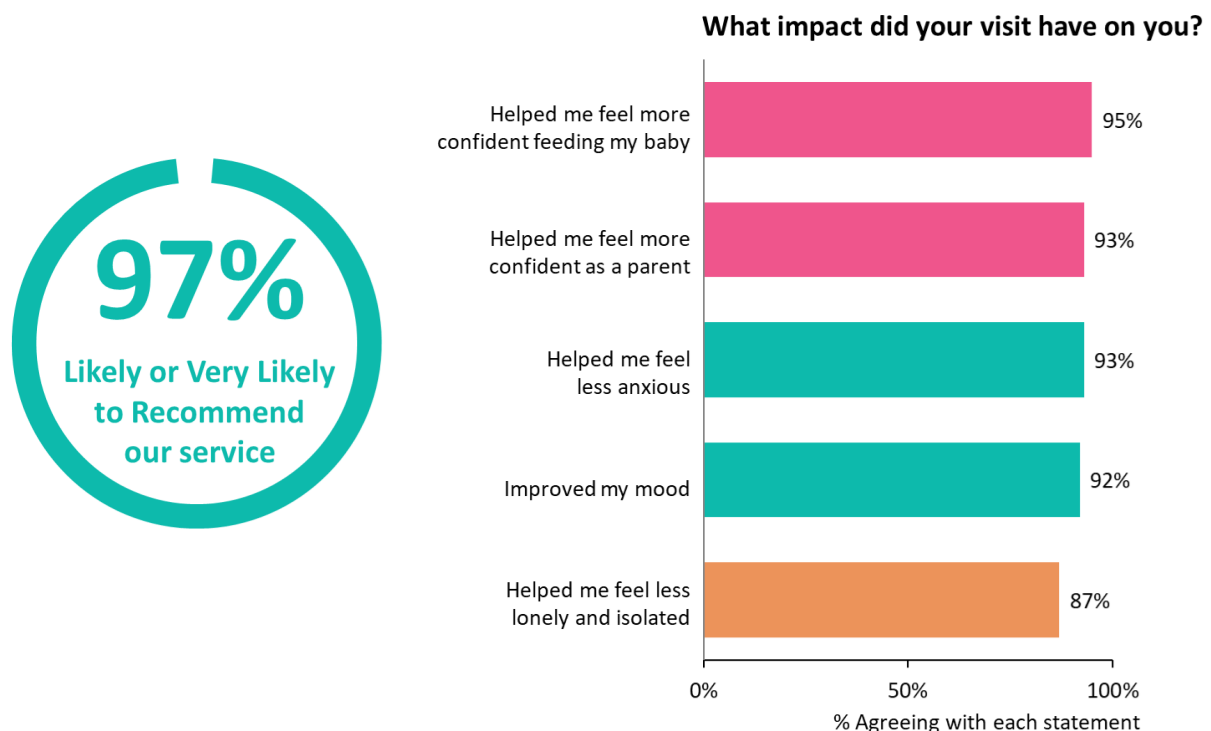
In line with this ethos, in February 2022 we welcomed Dr Tara George, a former NHS Perinatal Mental Health GP, who, in conversation with our Trustee Nicola Kirkwood, discussed Perinatal Mental Health targeted towards a professional audience - a known concern amongst the community and families we support.

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.

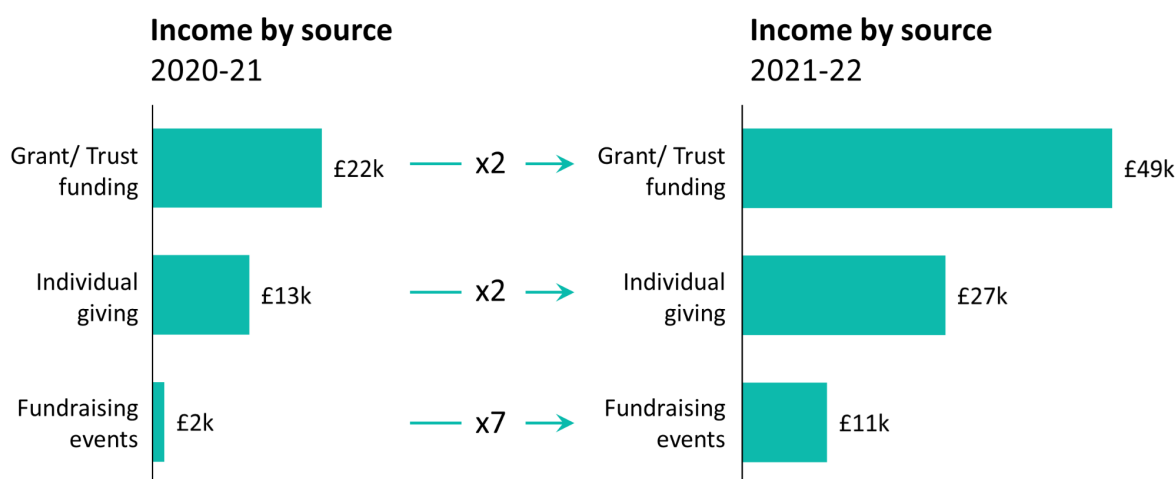
Through our appointments, we aim to support parental confidence, emotional wellbeing and also enable parents to socialise and receive peer support within our face to face groups. Our feedback shows unambiguously that we are meeting these aims.



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

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
Otford Parish Council	Otford 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	2020-21
	Unrestricted	Restricted	Total	Total
	£	£	£	£
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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