

CRADLE CHARITY

England & Wales · Charity number 1190761

Details

Other names	CRADLE EPL, CRADLE
Status	Registered
Legal form	CIO
Registered	2020-08-06
Register	View on the Charity Commission register

Contact

Address	Hesketh Mount 92-96 Lord Street Southport Merseyside PR8 1JR
Phone	07870904113
Email	Info@cradlecharity.org
Website	www.cradlecharity.org

Activities

Objects: THE OBJECT OF THE CIO IS:- FOR THE PUBLIC BENEFIT, TO RELIEVE BY CHARITABLE MEANS ACROSS THE UK THE PHYSICAL AND EMOTIONAL NEEDS OF BEREAVED PARENTS AND THEIR FAMILIES WHO ARE SUFFERING ILL-MENTAL AND PHYSICAL HEALTH DURING OR FOLLOWING EARLY PREGNANCY LOSS, MEANING PREGNANCIES TO 23 WEEKS AND 6 DAYS GESTATION, WITH THE AIM TO PROVIDE IMMEDIATE COMFORT AND ONGOING SUPPORT. IN PARTICULAR, BUT NOT EXCLUSIVELY BY: A) PROVIDING COMFORT BAGS OF TOILETRIES FOR BOTH WOMEN AND THEIR PARTNERS WHO ARE ADMITTED UNEXPECTEDLY OR IN AN EMERGENCY TO HOSPITAL. B) PROVIDING THE CRADLE DEAR FRIEND LETTER TO BEREAVED PARENTS BEFORE OR DURING THE NHS DISCHARGE PROCESS, WHICH WILL SIGNPOST BEREAVED PARENTS AND THEIR FAMILIES TO CRADLE COUNSELLING, AS WELL AS TO OUR ONLINE SUPPORT PEER SUPPORT GROUPS AND LOCAL CRADLE NHS AMBASSADORS. C) PROVIDING A RANGE OF COUNSELLING AND THERAPY SERVICES TO BEREAVED PARENTS THAT HAVE RECEIVED THE CRADLE COMFORT BAG DURING THEIR CARE WITHIN THE SETTING OF A LAUNCHED CRADLE SERVICE IN THE NHS. D) PROVIDE SUPPORT AND INFORMATION ON ALL TYPES OF EARLY PREGNANCY LOSS INCLUDING BUT NOT EXCLUSIVE TO; CHEMICAL PREGNANCY, PREGNANCY OF UNKNOWN LOCATION, ECTOPIC PREGNANCY, MOLAR, MISCARRIAGE, MISSED MISCARRIAGE, TERMINATION OF PREGNANCY FOR MEDICAL REASONS (COMPASSIONATE INDUCTION) E) PROVIDING THE OPPORTUNITY FOR AN NHS TRUSTS LOCAL COMMUNITY TO TAKE PART IN CRADLE GRIEF THERAPY PROJECTS, FOR EXAMPLE THE NATIONAL CRADLE PLANT THERAPY CAMPAIGN 2 CRADLESUNFLOWERS WHICH LAUNCHED IN APRIL 2020 F) PROVIDING THE OPPORTUNITY FOR BEREAVED PARENTS TO PUT THEIR EMOTIONAL PAIN TO PURPOSE AND TO JOIN THE NATIONAL TEAM OF CRADLE AMBASSADORS, EACH ASSIGNED TO THEIR CHOSEN NHS TRUST. G) DO ALL SUCH LAWFUL THINGS THAT MAY FURTHER THE CHARITY'S OBJECTS NOTHING IN THIS CONSTITUTION SHALL AUTHORISE AN APPLICATION OF THE PROPERTY OF THE CIO FOR THE PURPOSES WHICH ARE NOT CHARITABLE IN ACCORDANCE WITH [SECTION 7 OF THE CHARITIES AND TRUSTEE INVESTMENT (SCOTLAND) ACT 2005] AND [SECTION 2 OF THE CHARITIES ACT (NORTHERN IRELAND) 2008].

Activities: Providing bereavement support resources to healthcare professionals and counselling to bereaved parents.

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£111,063	£85,302	-	-
2024-03-31	£52,079	£72,002	-	-
2023-03-31	£181,807	£203,297	-	-
2022-03-31	£184,608	£145,525	-	-
2021-03-31	£138,258	£111,219	-	-

Trustees

Name	Role	Appointed
Maria Louise Kathrin Zeniou	Chair	2019-07-16
Anne King		2023-11-13
Belinda Champion		2023-05-08
Jules Lindop		2023-09-30
Kay Crewdson		2020-01-01
Leanna Brace		2022-07-11
Lynne Barnes Webster		2023-11-13
Stacey Permaul		2023-12-01

CRADLE CHARITY

England & Wales - Charity number 1190761

Accounts

Charity Number: 1190761

Cradle Charity
Unaudited Financial Statements
for the period ended 31 March 2025

Williams & Co Accountants

Pelican House
119c Eastbank Street
Southport
Merseyside
PR8 1DQ

Cradle Charity

Trustees Report

for the period ended 31 March 2025

The Trustees present their annual report together with the financial statements of the charity for the period from 1 April 2024 to 31 March 2025.

The Trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

Objectives and Activities

Objectives

The principle objective of the charity is to prevent feelings of isolation and loneliness during or following a pregnancy loss or termination of pregnancy, for any reason, inclusively. CRADLE Charity provides accessible emotional support for any individual or family affected by the death of a baby during pregnancy, via outreach projects, peer support and online services delivered by qualified bereavement counsellors.

This accounting period activities for achieving objectives included

- Increase the presence of CRADLE nationally with free CRADLE leaflets and resources available at hospitals and women's healthcare facilities across the UK.
- To continue to support the NHS to set up and run their own CRADLE services. Recruiting and supporting CRADLE lived experience Ambassadors to prepare pregnancy loss COMFORT bags and resources that can be provided to NHS staff and made available to patients during care at a sensitive and appropriate time.
- Build and strengthen the relationships with retailers and distribution partners to maintain the levels of donations of toiletries required to maintain and grow the number of COMFORT Bags and resources available.
- Recruitment and management of sessional BACP Counsellors to deliver the CONNECTED support group each week, and in preparation of growing the number of sessions delivered in 2026/27. Facilitating free weekly CONNECTED sessions to support anyone who has experienced pregnancy loss.
- Facilitate and manage the CRADLE COMMUNITY Forum web-based platform, to provide a safe community platform away from social media, making the service accessible to those who chose not to use social media.
- Manage and support the invaluable efforts of the CRADLE volunteers who are involved in service provision, COMFORT Bag project delivery and fundraising. It is estimated that over 1,000 volunteer hours are given each year by CRADLE volunteers. If this is conservatively valued at £8.91 an hour, the volunteer effort amounts to nearly £9,000.

CRADLE - Strategy 2022-2025

Our Vision

Our vision is that no one feels alone during and after a pregnancy loss, that everyone has access to the support and resources they need to rebuild by providing practical and emotional support to anyone who has experienced the death of a baby during pregnancy, or termination of pregnancy. We do this through the provision of information and guidance to healthcare professionals who provide clinical care to patients and bereaved families and through the provision of direct counsellor-led support services to grieving families.

Our Mission

1. To prevent feelings of loneliness and isolation, during or following a pregnancy loss or termination of pregnancy.
2. To make sure that anybody affected by the death of a baby during pregnancy, feels fully supported in the right way, at the right time, in the most appropriate environment.

Our Values

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively impact the lives of others.

BE HONEST - we believe in honesty and transparency at all times

Focus of Strategy

The focus of our strategy is to:

- Build sustainable funding models that support our services to meet the needs of our communities now and in the future
- Continue to provide leaflets, support cards and COMFORT bags to NHS Hospitals that promote CRADLE to patients and ensure that anyone who needs us is aware of the support they can access
- Deliver high quality and impactful mental health support through our Counsellor led weekly support group CONNECTED and through our online peer COMMUNITY forum

Strategic report

Achievements and performance

Key financial performance indicators

- The charity has met all its responsibilities. We have managed to increase our income generation from £32,079 to £80,975. This was due to some significant grant funding as well as donations from corporates and individuals including over £30,000 worth of donated goods, facilities and services. Please refer to the Financial Accounts April 2024-March 2025 for more detail.

Review of activities

As we reflect on 24/2025, we're proud of the progress we've made in reaching more families, supporting more patients, and expanding our services across the UK. Every conversation, support session, and community interaction matter, and this report highlights the difference our small but dedicated team has made in 24/2025.

- CRADLE now has over 20 National Ambassador Volunteers who work on various projects including COMFORT Bags donated to patients in hospital. Outpatient and Sonography Tissue Packs to be given when difficult news is delivered. Over 11,000 COMFORT bags, packs and resources were distributed in 2024/25 providing support and guidance at the earliest opportunity to people experiencing pregnancy loss.
- CRADLE has continued to deliver a weekly support group called CONNECTED which is regularly oversubscribed. In 2024/25 we hosted 56 sessions which provided 369 seats, this equates to around 200 unique individuals. These sessions provided a safe and compassionate space for people to speak openly with our trained bereavement counsellors. Many attendees told us that simply being heard and connecting with others who understood helped them feel less alone and isolated during an incredibly difficult time.
- CRADLE has grown its COMMUNITY Forum to 482 members adding 174 new members in 2024/25. Providing a safe, peer led support space that allows people to access support and guidance 24/7.
- CRADLE has worked with our corporate partners to source, pack and deliver our practical resources to hospitals throughout the UK. Including Tilbury Douglas who hosted a COMFORT bag pack at Arrow Park Hospital and Red Tree Building Contractors Ltd hosted a bag pack in their offices and at Salford Royal Hospital and Wythenshawe Hospital.
- Two of our team received awards for their work with CRADLE. Nikki Shield received a Pride of Sefton Award within the Courage Category for the work she provides to CRADLE CONNECTED. Jules Lindop, a CRADLE Trustee received a Make a Difference award for her volunteering.
- We facilitated incredible training and awareness raising events including facilitating a Bereavement Best Practice presentation At Siemens Health Event and attending Education
- Estates to promote training that CRADLE Consultancy CIC delivers to university and college students studying for a career in Health. Thanks to our social value partner Tilbury Douglas CRADLE were also able to attend the IHEEM Conference to talk about the impact of health estates on patient recovery during and following a bereavement.
- We were proud to host a Pathway Development Day at Manchester Oxford Road Hospital, kindly sponsored by Novus Property Solutions. The session brought together maternity staff and bereavement care professionals to review and strengthen support pathways, share best practice, and ensure consistent compassionate care across services.
- Then in early 2025 we delivered a CRADLE Education study session at Edge Hill University, supported by Novus. Offered to the Year 2 Midwifery Cohort, the session provided lived experience learning to help future healthcare professionals better understand pregnancy loss care. It was supported by Bereavement Midwife Jo Unsworth from Ormskirk Hospital. Following the session, a collaborative COMFORT Bag Packing Event took place, with bags delivered directly to Ormskirk Hospital for immediate use.

- A number of NHS hospitals launched new CRADLE services within their maternity care departments including Whiston Hospital launching during Baby loss awareness week. Thanks to City Build, CRADLE was also launched at Warrington Hospital, and they funded free bereavement care training delivered by CRADLE at North Manchester Hospital — a vital step in ensuring consistent and compassionate care.
- In October we recruited a new Fundraiser to support CRADLE with building a grant prospect pipeline and applying to grant funders to support our work. This role has already secured a significant number of new grants, and we are optimistic the robust pipeline will continue to provide vital support to CRADLE into 2025/26.

Financial Review

Overview

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants. Income was a significant increase on last year, £111,063 compared to £52,079 in 2023/24. Expenditure was also higher than last year due to the costs of the new Fundraiser for the second half of the year and increased costs of expanding the Operations Manager role as our reach has grown. Our total funds carried forward include £28,000 of stock value for donated products for COMFORT bags and resources.

Fundraising approach and achievements

Total incoming resources for the year amounted to £111,063. This was in part due to a significant grant from the Postcode Lottery Millionaires Row and an unexpected donation from ShareGift during baby loss awareness week. We recruited a Fundraising post, and this role has been responsible for building out a grant pipeline and submitting multiple funding applications. We have already started to see results from the and by year end had already secured nearly £14,000 of new grant funding to support activity in 2025/26. We work closely with our Corporate Partners who support us with both donations and volunteer support throughout the year as well as donations from products from businesses such as Home Bargains and Bunzl. We are as always so grateful to every individual who donates or fundraises for us.

Expenditure

Expenditure for the year was £85,303. The majority of our expenditure goes to directly delivering our services, with the remaining costs being spent on an Operations Manager, Fundraising Manager and limited overheads. We rely on significant volunteer support and aim where possible to keep our costs low.

Reserves Policy

In order that CRADLE can continue to operate at the highest level and to continue to support bereaved families, the Trustees have set a reserves policy which requires:

- reserves are maintained at a level which ensures that CRADLE's core activity can continue during a period of unforeseen activity;
- the ability to provide funds which can be designated at short notice to projects in the event of a perceived need;
- the ability to cover additional management, administration, fundraising and volunteer expenses where necessary;
- a proportion of reserves are maintained in a readily accessible form

Changes in funding and the growing demand for the services of CRADLE require us to review our reserves policy on an annual basis to ensure that service levels and future growth can be adequately funded.

Structure, Governance and Management

Governing Document

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

Appointment of trustees

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

Trustees of the Charity:

Maria Louise Zeniou (Chairperson)

Annmarie Jackson - resigned January 2025

Kay Louise Crewdson

Martin Abram - resigned December 2024

Leanna Brace

Jules Lindop

Anne King
Beth Santangeli
Lynne Barnes Webster
Belinda Champion
Stacey Permaul
Tammy Marlowe - appointed August 2024

All trustees give their time voluntarily in their capacity as Trustee.
Any expenses reclaimed from the charity are set out in note 6 to the accounts.

Management

The strategic plan is led by the CRADLE Founder and supported by the Board of Trustees. Delivery of the strategic plan is overseen by the CRADLE Operations Manager and Head of Fundraising, and is supported by a team of CRADLE clinical and corporate ambassadors.

Plans for future periods

Future developments

- The charity is growing and evolving, we aim to continue to expand our reach and ensure that people all over the UK experiencing pregnancy loss have access to the right support at the right time free of charge.
- We aim to continue to share our knowledge and experience with the wider community, sharing best practice and training with the NHS, corporate sector and community groups.
- We will strive to build a sustainable funding model that ensures our services and team can flourish and grow for years to come.

Information on fundraising practices

CRADLE is committed to the rules and principles The Fundraising Regulator sets and treats all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

Public benefit statement

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

Trustees' Responsibilities statement

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- Select suitable accounting policies and apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. They 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.

This report was approved by the Board of Trustees on 11 December 2025 and signed on its behalf by

Maria Zeniou


Louisa Zeniou (Jan 25, 2026 19:57:58 GMT)

Cradle Charity
Independent examiners report to the members
of Cradle Charity

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

Responsibilities and basis of report

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 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 and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements 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 to be reached.

Williams & Co Accountants
Pelican House
119c Eastbank Street
Southport
PR8 1 DQ

Date: 11 December 2025

Cradle Charity

Statement of Financial Activities

for the year ended 31 March 2025

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2024 £
Income					
Donations and legacies	111,063	-	-	111,063	52,079
Charitable activities	-	-	-	-	-
Separate material item of income	-	-	-	-	-
Total income	<u>111,063</u>	<u>-</u>	<u>-</u>	<u>111,063</u>	<u>52,079</u>
Expenditure					
Charitable activities	65,193	-	-	65,193	61,100
Other	20,109	-	-	20,109	13,902
Total expenditure	<u>85,302</u>	<u>-</u>	<u>-</u>	<u>85,302</u>	<u>75,002</u>
Net income (expenditure) for the reporting period	25,761	-	-	25,761	(22,923)
Total funds brought forward	21,709	-	-	21,709	44,632
Total funds carried forward	<u>47,470</u>	<u>-</u>	<u>-</u>	<u>47,470</u>	<u>21,709</u>

Cradle Charity

Balance Sheet at 31 March 2025

	2025		2024
	£	£	£
Fixed assets		-	-
Current assets			
Stock	28,000		7,000
Cash at bank	19,382		16,133
Debtors	88		
	<u>47,470</u>		<u>23,133</u>
Creditors: amounts due within 1 year		-	<u>1,425</u>
Net current assets		47,470	21,708
Total assets less current liabilities		<u>47,470</u>	<u>21,708</u>
Provisions for liabilities and charges		-	-
Total net assets		<u>47,470</u>	<u>21,708</u>
Charity funds			
Unrestricted funds		47,470	21,708
Restricted funds		-	-
Endowment funds		-	-
		<u>47,470</u>	<u>21,708</u>

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

Signed:  [Maria Loïuse Zeniou \(Jan 25, 2026 19:57:58 GMT\)](#) Trustee

Maria Loïuse Zeniou

Date: 11 December 2025

Cradle Charity

Notes to the financial statements

for the year ended 31 March 2025

1 ACCOUNTING POLICIES

Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

	2025	2024
2. INCOME		
The charity's income comprises:		
Donations and gifts	80,975	32,079
Donations of goods, facilities and services	30,000	20,000
Grants	-	-
	<u>110,975</u>	<u>52,079</u>
3. EXPENDITURE		
The charity's expenditure comprises:		
Counselling services and other charitable activities	56,193	28,101
Donations of goods and services	9,000	33,000
Administrative costs	20,109	13,901
	<u>85,302</u>	<u>75,002</u>
4. STOCK		
The charity holds the following stock at the period end:		
Purchased goods awaiting distribution	-	-
Donated goods awaiting distribution	28,000	7,000
	<u>28,000</u>	<u>7,000</u>

5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company

2025 - CC accounts

Final Audit Report

2026-01-25

Created:	2026-01-19
By:	Neil Williams (neil@williamsandcompany.co.uk)
Status:	Signed
Transaction ID:	CBJCHBCAABAAq2GrqmgdIrlhl2rAkEZ2GyHCPFWzQN4x

"2025 - CC accounts" History

-  Document created by Neil Williams (neil@williamsandcompany.co.uk)
2026-01-19 - 3:09:26 PM GMT
-  Document emailed to Louise Zeniou (louise@cradlecharity.org) for signature
2026-01-19 - 3:09:31 PM GMT
-  Email viewed by Louise Zeniou (louise@cradlecharity.org)
2026-01-19 - 3:45:32 PM GMT
-  Document e-signed by Louise Zeniou (louise@cradlecharity.org)
Signature Date: 2026-01-25 - 7:57:58 PM GMT - Time Source: server
-  Agreement completed.
2026-01-25 - 7:57:58 PM GMT

CRADLE CHARITY

England & Wales - Charity number 1190761

Accounts

Charity Number: 1190761

Cradle Charity
Unaudited Financial Statements
for the period ended 31 March 2024

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Cradle Charity
Trustees Report
for the period ended 31 March 2024

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The Trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

Objectives and Activities

- **Objectives**

The principle objective of the charity is to prevent feelings of isolation and loneliness during or following a pregnancy loss or termination of pregnancy, for any reason, inclusively. CRADLE Charity provides accessible emotional support for any individual or family affected by the death of a baby during pregnancy, via outreach projects and sessional peer support online services, delivered by the trained CRADLE team of qualified bereavement counsellors.

This accounting period activities for achieving objectives included

Recruitment of an additional 3 Sessional BACP Counsellors to deliver the CONNECTED support group each week, and in preparation of growing the number of sessions delivered in 2025.

www.cradlecharity.org/connected

Continue to facilitate and seek donations of funding to continue to provide the opportunity for existing CRADLE lived experience Ambassadors to prepare pregnancy loss comfort bags that can be provided to NHS staff, which are made available to patients during care at a sensitive and appropriate time.

To continue to support the NHS to set up and run their own CRADLE Comfort Bag Projects.

To continue strengthening the relationships with retailers to maintain the levels of donations of toiletries required for the Comfort Bag Projects.

Increase the presence of CRADLE across the NHS nationally with free leaflets and resources

Fund the CRADLE community Forum web based platform, to provide a safe community platform away from social media, making the service accessible to those who chose not to use social media.

www.cradlecharity.org/community

Volunteer CRADLE Ambassadors

The charity is grateful for the invaluable efforts of its volunteers who are involved in service provision, Comfort Bag project delivery and fundraising. It is estimated that over 1,200 volunteer hours were provided during the year ended 31st March 2024. If this is conservatively valued at £8.91 an hour, the volunteer effort amounts to over £10,692 – this is the same as the previous year as we held the same number of sites and volunteers.

CRADLE – Strategy 2022-2025

Our Vision

To provide information and guidance to any healthcare professional, who provides clinical care to patients and bereaved families who have experienced the death of a baby during pregnancy, or termination of pregnancy. We will continue to raise income to fund the CRADLE CONNECTED Social Prescribing service, taking this from a one day per week service to seven days per week in 2025.

Our Mission

1. To prevent feelings of loneliness and isolation, during or following a pregnancy loss or termination of pregnancy.
2. To make sure that anybody affected the death of a baby during pregnancy, feels fully supported in the right way, at the right time, in the most appropriate environment.

Our Values

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively achieve impact the lives of others.

BE HONEST - we believe in honesty and transparency at all times

Focus of Strategy

The focus of our strategy is to:

Continue to explore sources of income outside of individual giving with the support of CRADLE CIC who make introductions to CRADLE Charity

Continue to provide leaflets and support cards to NHS Hospitals that promote CRADLE to patients

Recruit fundraisers who will apply to Grants and Trusts, and to create a community fundraising campaign.

Continue to Recruit BACP Counsellors and a clinical supervisor (This has been achieved at the time of publication).

Strategic report

Achievements and performance

- **Key financial performance indicators**

The charity has met all its responsibilities, however this financial period has been the most challenging for the charity with a fall in income, grants and giving.

Please refer to the Financial Accounts April 2023-March 2024.

- **Review of activities**

A part time Operations Manager was hired to undertake the administration of the charity and to build the infrastructure including the implantation of XERO to save time, cost and to bring efficiency and shared accessible data to support legacy planning.

CRADLE have maintained relationships with national communities of people who have experienced a pregnancy loss, or termination of pregnancy.

CRADLE now have over 17 National Ambassador Volunteers who work on various projects including Comfort Bags donated to patient in hospital. Outpatient and Sonography Tissue Packs to be given when difficult news is delivered. We introduced our new CRADLE Hearts as part of the Little Things Campaign.

CRADLE has grown its community Forum to 400 members and has a target to increase this number to 1000 by March 2025.

CRADLE has continued to deliver a weekly support group called CONNECTED which is regularly oversubscribed, we are applying for funding to allow us to increase capacity and resource to meet this demand.

FINANCIAL REVIEW

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants however during this financial year we didn't have funding to replace our fundraiser that left the charity the previous financial period. This impacted on our income generation negatively.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

Appointment of trustees

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

TRUSTEE

Current

Louise Jackson (Zeniou) Chair	in office at incorporation
Annmarie Jackson	in office at incorporation
Kay Crewdson	in office at incorporation
Martin Abrams	Appointed 2022
Leanna Brace	Appointed 2022
Jules Lindop	Appointed 2023
Anne King	Appointed 2023
Beth Santegeli	Appointed 2023
Lynne Barnes	Appointed 2023
Belinda Champion	Appointed 2023
Stacey Permaul	Appointed 2023

Resignations

We had no resignations during this period.

All trustees give their time voluntarily in their capacity as Trustee.
Any expenses reclaimed from the charity are set out in note 6 to the accounts.

Management

The direction, delivery and management of the charity is supported by two of the eleven trustees who hold a wide range of relevant commercial skills, one of which has lived experience of pregnancy loss, providing a strong foundation for the charity.

There is a planned focus to create a clinical advisory board to host our clinical trustees who are due to step down in 2024, allowing the board to recruit Trustees to support growth and build a future proofing infrastructure to including Legal, HR, People, Leadership and Treasury experience.

Due to a lack of funding, the Strategic lead worked in kind without payment to ensure the charity didn't close however this isn't sustainable and this was not a solution to the future of the charity. Funding is required to hire a Fundraiser, who can then apply for funding to hire a paid Charity Director in 2025 who will receive a salary allowing the chair to step down.

Plans for future periods

- **Future developments**

The charity is growing and evolving with new services always being offered. We aim to recruit volunteers in the form of Trustees as mentioned.

We continue to apply for more grants and funding from various local authorities, retail grants, National Lottery Funds and partnering with private ultrasound clinics.

Information on fundraising practices

CRADLE are committed to the rules and principles The Fundraising Regulator sets and treat all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

Public benefit statement

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

Trustees' Responsibilities statement

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. They 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.

This report was approved by the Board of Trustees on 11 December 2024 and signed on its behalf by

Maria Zeniou



.....

Trustée

Cradle Charity
Independent examiners report to the members
of Cradle Charity

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

Responsibilities and basis of report

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 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 and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements 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 to be reached.

Williams & Co (Corporate) Limited
Pelican House
119c Eastbank Street
Southport
PR8 1 DQ

Date:

Cradle Charity
Statement of Financial Activities
for the year ended 31 March 2024

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2023 £
Income					
Donations and legacies	52,079	-	-	52,079	181,807
Charitable activities	-	-	-	-	-
Separate material item of income	-	-	-	-	-
Total income	<u>52,079</u>	<u>-</u>	<u>-</u>	<u>52,079</u>	<u>181,807</u>
Expenditure					
Charitable activities	50,160	10,940	-	61,100	121,583
Other	13,902	-	-	13,902	81,714
Total expenditure	<u>64,062</u>	<u>10,940</u>	<u>-</u>	<u>75,002</u>	<u>203,297</u>
Net income (expenditure) for the reporting period	(11,983)	(10,940)	-	(22,923)	(21,490)
Total funds brought forward	33,692	10,940	-	44,632	66,122
Total funds carried forward	<u>21,709</u>	<u>-</u>	<u>-</u>	<u>21,709</u>	<u>44,632</u>

Cradle Charity

Balance Sheet at 31 March 2024

	2024		2023
	£	£	£
Fixed assets		-	-
Current assets			
Stock	7,000		20,000
Cash at bank	16,133		24,632
	<u>23,133</u>		<u>44,632</u>
Creditors: amounts due within 1 year	<u>1,425</u>		-
Net current assets		21,708	44,632
Total assets less current liabilities		<u>21,708</u>	<u>44,632</u>
Provisions for liabilities and charges		-	-
Total net assets		<u>21,708</u>	<u>44,632</u>
Charity funds			
Unrestricted funds		21,709	33,692
Restricted funds		-	10,940
Endowment funds		-	-
		<u>21,709</u>	<u>44,632</u>

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

Signed:  Trustee

Maria Loiuze Zeniou

Date:

Cradle Charity

Notes to the financial statements

for the year ended 31 March 2024

1 ACCOUNTING POLICIES

Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

	2024	2023
2. INCOME		
The charity's income comprises:		
Donations and gifts	32,079	39,541
Donations of goods, facilities and services	20,000	88,640
Grants	-	53,626
	<u>52,079</u>	<u>181,807</u>
3. EXPENDITURE		
The charity's expenditure comprises:		
Counselling services and other charitable activities	28,101	89,956
Donations of goods and services	33,000	93,405
Administrative costs	13,901	19,936
	<u>75,002</u>	<u>203,297</u>
4. STOCK		
The charity holds the following stock at the period end:		
Purchased goods awaiting distribution	-	-
Donated goods awaiting distribution	7,000	20,000
	<u>7,000</u>	<u>20,000</u>

5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company

CRADLE CHARITY

England & Wales - Charity number 1190761

Accounts

Charity Number: 1190761

Cradle Charity
Unaudited Financial Statements
for the period ended 31 March 2023

Williams & Co Accountants

Pelican House
119c Eastbank Street
Southport
Merseyside
PR8 1DQ

Cradle Charity
Trustees Report
for the period ended 31 March 2023

The trustees present their annual report together with the financial statements of the charity for the period from 1 April 2022 to 31 March 2023. The trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

Objectives and Activities

● **Objectives**

The principle objective of the charity is to provide all levels of support for any individual or family affected by the death of a baby during pregnancy, alongside providing support to any Healthcare Professional that may provide pregnancy loss care as part of their role.

● **Activities for achieving objectives include**

Recruit BACP Counsellors to deliver the counselling service, as requested by the NHS into the CRADLE therapy Team, to deliver the existing ringfenced funds that are allocated to bereavement counselling delivery.

Continue to facilitate the opportunity for existing Volunteer CRADLE Ambassadors prepare comfort bags that can be delivered to the NHS.

To support the NHS to set up and run their own CRADLE Services in clinical settings.

To continue strengthening the relationships with retailers to maintain the levels of donations of toiletries required for the Comfort Bag Projects.

To Maintain the social prescribing peer support service for anyone affected by pregnancy loss – CONNECTED and to recruit BACP Counsellors to facilitate the Connected Peer Support Service.

Increase the presence of CRADLE in the NHS with leaflets and resources.

Fund the CRADLE community web based platform and to maintain this for those who are not using social media.

Volunteer CRADLE Ambassadors

The charity is grateful for the invaluable efforts of its volunteers who are involved in service provision, Comfort Bag project delivery and fundraising. It is estimated that over 1,200 volunteer hours were provided during the year ended 31st March 2023. If this is conservatively valued at £8.91 an hour, the volunteer effort amounts to over £10,692 – this is the same as the previous year as we held the same number of sites and volunteers.

CRADLE – Strategy 2022-2023

Our Vision

To provide information and guidance to any healthcare professional, who provides clinical care to patients and bereaved families who have experienced the death of a baby during pregnancy. We will continue to raise income to fund the CRADLE CONNECTED Social Prescribing service, taking this from a one day per week service to seven days per week.

Our Mission

To make sure that anybody affected the death of a baby during pregnancy, feels fully supported in the right way, at the right time, in the most appropriate environment.

Our Values

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community.

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively achieve impact across the sector.

BE HONEST - we believe in honesty and transparency at all times.

Cradle Charity
Trustees Report
for the period ended 31 March 2023 (continued)

Focus of Strategy

The focus of our strategy is to:

Continue to explore sources of income outside of individual giving

Continue to provide leaflets and support cards to the 42 NHS Hospitals that promote CRADLE to patients

Employ the services of a Bid Manager on a contract agreement to apply to Grants and Trusts

Recruit BACP Counsellors

Strategic report

Achievements and performance

- **Key financial performance indicators**

The charity has met all its responsibilities for the second year. Financially the charity is in a good state and continues to progress and grow. Please refer to the Financial Accounts April 2022-March 2023

- **Review of activities**

The Trustees continued with their activities during the year, as well as continuing to work on the internal policies, controls and overall governance of the charity.

CRADLE have created relationships and set up CRADLE services with 42 NHS Trusts across UK working with Healthcare Professionals across the Hospital Trusts.

CRADLE now have over 17 National Ambassador Volunteers who work on various projects including Comfort Bags donated to the NHS to be given to women admitted into hospital. Since we were established Comfort Bags have been donated to the NHS by our volunteers. Outpatient and Sonography Tissue Packs to be given when difficult news is delivered. We introduced our new CRADLE Hearts as part of the Little Things Campaign.

CRADLE have grown the Peer Support network available immediately from the point of signposting, hosted in Facebook which serves over 2100 members and is moderated by admins.

CRADLE has been invited to present at NHS Study Days and regularly provide training to healthcare settings, places of Education and workplace settings.

FINANCIAL REVIEW

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

Appointment of trustees

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

Cradle Charity

Trustees Report

for the period ended 31 March 2023 (continued)

TRUSTEES

Current

Louise Jackson (Zeniou) Chair	In office at incorporation
Annmarie Jackson	In office at incorporation
Kay Crewdson	In office at incorporation
Martin Abrams	Appointed 2022
Leanne Brace	Appointed 2022
Jules Lindop	Appointed 2023
Anne King	Appointed 2023
Beth Santegeli	Appointed 2023
Lynne Barnes	Appointed 2023
Belinda Champion	Appointed 2023
Stacey Permaul	Appointed 2023

Resignations

Dawn Brown	In office at incorporation - resigned 2023
Jon Chapman	In office at incorporation - resigned 2021
Adam Jackson	In office at incorporation - resigned 2021
Maureen Binstead	Appointed 2021 - resigned 2023
Wendy Hicks	Appointed 2022 - asked to resign 2023 for non-attendance

All trustees give their time voluntarily in their capacity as Trustee.
Any expenses reclaimed from the charity are set out in note 6 to the accounts.

Management

The direction, delivery and management of the charity is the responsibility of three of the seven trustees who hold a wide range of relevant commercial skills as well as lived experience of pregnancy loss, providing a strong foundation for the charity.

Trustees who hold responsibility for day-to-day running of the charity meet weekly to discuss budgeting, future direction of the charity, events, fundraising and any other business to take the charity forward and assess any risks posed to the charity in particular those relating to volunteers, operations and finance and are satisfied that systems and procedures are in place to mitigate exposure to major risks.

Plans for future periods

● Future developments

The charity is growing and evolving with new services always being offered. We aim to recruit volunteers in the form of Trustees and Ambassadors plus look to employ Admin, Finance, Marketing and Fundraising staff to enable the significant growth required.

As we have relied mainly on donations from the general public we are now looking at applying for more grants and funding from various local authorities, retail grants, National Lottery Funds and partnering with private ultrasound clinics.

Information on fundraising practices

CRADLE are committed to the rules and principles The Fundraising Regulator sets and treat all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

Public benefit statement

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

Cradle Charity

Trustees Report

for the period ended 31 March 2023 (continued)

Trustees' Responsibilities statement

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. They 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.

This report was approved by the Board of Trustees on 29th January 2024 and signed on its behalf by

.....
Maria Louise Zeniou
Trustee

Cradle Charity
Independent examiners report to the members
of Cradle Charity

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

Responsibilities and basis of report

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 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 and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements 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 to be reached.

Williams & Co

Williams & Co (Corporate) Limited
Pelican House
119c Eastbank Street
Southport
PR8 1 DQ

Date: 29th January 2024

Cradle Charity
Statement of Financial Activities
for the year ended 31 March 2023

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2022
Income					
Donations and legacies	120,079	61,728	-	181,807	184,408
Charitable activities	-	-	-	-	200
Separate material item of income	-	-	-	-	-
Total income	<u>120,079</u>	<u>61,728</u>	<u>-</u>	<u>181,807</u>	<u>184,608</u>
Expenditure					
Charitable activities	95,625	25,958	-	121,583	82,112
Other	28,385	53,329	-	81,714	63,413
Total expenditure	<u>124,010</u>	<u>79,287</u>	<u>-</u>	<u>203,297</u>	<u>145,525</u>
Net income (expenditure) for the reporting period	(3,931)	(17,559)	-	(21,490)	39,083
Total funds brought forward	37,623	28,499	-	66,122	27,039
Total funds carried forward	<u>33,692</u>	<u>10,940</u>	<u>-</u>	<u>44,632</u>	<u>66,122</u>

Cradle Charity
Balance Sheet at 31 March 2023


	2023		2022
	£	£	£
Fixed assets		-	-
Current assets			
Stock	20,000		24,765
Cash at bank	24,632		41,357
	44,632		66,122
Creditors: amounts due within 1 year	-		-
Net current assets		44,632	66,122
Total assets less current liabilities		44,632	66,122
Provisions for liabilities and charges		-	-
Total net assets		44,632	66,122
 Charity funds			
Unrestricted funds		33,692	37,623
Restricted funds		10,940	28,499
Endowment funds		-	-
		44,632	66,122

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

Signed:  Trustee
 Maria Louise Zeniou

Date: 29th January 2024

Cradle Charity

Notes to the financial statements

for the year ended 31 March 2023

1 ACCOUNTING POLICIES

Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

2. INCOME

The charity's income comprises:

	2023	2022
Donations and gifts	39,541	87,316
Donations of goods, facilities and services	88,640	75,492
Grants	53,626	21,800
	<u>181,807</u>	<u>184,608</u>

3. EXPENDITURE

The charity's expenditure comprises:

	2023	2022
Counselling services and other charitable activities	89,956	73,107
Donations of goods and services	93,405	60,842
Administrative costs	19,936	11,576
	<u>203,297</u>	<u>145,525</u>

4. STOCK

The charity holds the following stock at the period end:

	2023	2022
Purchased goods awaiting distribution	-	6,315
Donated goods awaiting distribution	20,000	18,450
	<u>20,000</u>	<u>24,765</u>

5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company

Cradle Charity
Statement of Financial Activities
for the year ended 31 March 2023

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2022
Income					
Donations and legacies	120,079	61,728	-	181,807	184,408
Charitable activities	-	-	-	-	200
Separate material item of income	-	-	-	-	-
Total income	<u>120,079</u>	<u>61,728</u>	<u>-</u>	<u>181,807</u>	<u>184,608</u>
Expenditure					
Charitable activities	95,625	25,958	-	121,583	82,112
Other	28,385	53,329	-	81,714	63,413
Total expenditure	<u>124,010</u>	<u>79,287</u>	<u>-</u>	<u>203,297</u>	<u>145,525</u>
Net income (expenditure) for the reporting period	(3,931)	(17,559)	-	(21,490)	39,083
Total funds brought forward	37,623	28,499	-	66,122	27,039
Total funds carried forward	<u>33,692</u>	<u>10,940</u>	<u>-</u>	<u>44,632</u>	<u>66,122</u>

CRADLE CHARITY

England & Wales - Charity number 1190761

Accounts

Charity Number: 1190761

Cradle Charity
Unaudited Financial Statements
for the period ended 31 March 2022

Williams & Co Accountants

Pelican House
119c Eastbank Street
Southport
Merseyside
PR8 1DQ

Cradle Charity

Trustees Report

for the period ended 31 March 2022

The Trustees present their annual report together with the financial statements of the charity for the period from 1 April 2021 to 31 March 2022.

The Trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

Objectives and Activities

- **Objectives**

The principle objective of the charity is to provide all levels of support for any individual or family affected by the death of a baby during pregnancy, alongside providing support to any Healthcare Professional that may provide pregnancy loss care as part of their role.

- **Activities for achieving objectives include**

Extend CRADLE to all NHS Trusts

Recruit BACP Counsellors, as requested by the NHS into the CRADLE therapy Team, to deliver the existing ringfenced funds that are allocated to bereavement counselling delivery.

Continue to facilitate the opportunity for existing Volunteer CRADLE Ambassadors to prepare comfort bags that can be delivered to the NHS.

To support the NHS to set up and run their own CRADLE Services in clinical settings.

To continue strengthening the relationships with retailers to maintain the levels of donations of toiletries required for the Comfort Bag Projects.

To create a social prescribing peer support service for anyone affected by pregnancy loss.

Increase the presence of CRADLE in the NHS with leaflets and resources.

To support Baby Loss Awareness Week and the theme set for the year.

Volunteer CRADLE Ambassadors

The charity is grateful for the invaluable efforts of its volunteers who are involved in service provision, Comfort Bag project delivery and fundraising. It is estimated that over 1,200 volunteer hours were provided during the year ended 31st March 2022. If this is conservatively valued at £8.91 an hour, the volunteer effort amounts to over £10,692.

CRADLE – Strategy 2022-2025

Our Vision

To provide information and guidance to any healthcare professional, who provides clinical care to patients and bereaved families who have experienced the death of a baby during pregnancy. We will continue to raise income to fund the CRADLE Counselling service, and to develop a social prescribing online peer support service.

Our Mission

To make sure that anybody affected the death of a baby during pregnancy, feels fully supported in the right way, at the right time, in the most appropriate environment.

Our Values

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively achieve impact across the sector

BE HONEST - we believe in honesty and transparency at all times

Focus of Strategy

The focus of our strategy is to:

Continue to explore sources of income outside of individual giving.

Continue to provide leaflets and support cards to the 42 NHS Hospitals that promote CRADLE to patients.

Employ the services of a Bid Manager on a contract agreement to apply to Grants and Trusts.

Follow the CRADLE recruitment strategy to build a team of BACP accredited counsellors.

Strategic report

Achievements and performance

- **Key financial performance indicators**

The charity has met all its responsibilities for the first year. Financially the charity is in a good state and continues to progress and grow.

- **Review of activities**

In the second year to 31 March 2022, income has been received of £184,408 and expenditure incurred of £145,525 resulting in a reserve of £66,122 which is split Restricted Income £28,499 and Unrestricted Income £37,623 which includes stock valuation.

The Trustees continued with their activities during the year, as well as continuing to work on the internal policies, controls and overall governance of the charity.

CRADLE have created relationships and set up CRADLE services with 42 NHS Trusts across UK working with Healthcare Professionals across the Hospital Trusts.

We successfully hired a Bid Manager on a fixed contract who had extensive experience in the Trust and Grants sector and understood CRADLE's values and strategy. Working closely with the management team, the bid manager was able to identify specific trusts and grants that aligned with CRADLE and was successful in achieving two grants from private trusts during the year to March 2022, one used for counselling service and one for core costs. There were also larger bids submitted to National Lottery, Gamsej Foundation, Rayne Foundation and The Fore just before our end of

year. We look set to continue with our Bid Manager until July 2022, due to personal circumstances she will not be available after this time so we will revise our requirements and determine if any work can be done in house or must be contracted out.

CRADLE have over 40 National Ambassador Volunteers who continue to work on various projects including Comfort Bags donated to the NHS to be given to women admitted into hospital. In the year 2021-2022, 2,200 were donated bringing the total donated since we started the project to 7,400. Our Outpatient and Sonography Tissue Packs to be given when difficult news is delivered, it is estimated over 10,000 of these have been delivered into the NHS.

CRADLE Peer Support network expanded from the successful, immediately available Facebook Support Group, which now serves over 1,800 members to also include the weekly Zoom Calls called 'Connected' that came from funding received from the Greater Manchester Health & Social Partnership (ICB) for their pilot Grants to Grow – Parental Mental Wellbeing, more of which is detailed below.

In December 2021 we launched CRADLE Community, an online forum hosted away from social media where users would feel comfortable sharing their journeys and meeting others. This was developed from feedback from the NHS on inclusion and how there needed to be more than just the social media support groups. The forum is hosted within our website and users can sign up anonymously and create a profile to start discussions, this is moderated by Ambassadors.

CRADLE Counselling developed during the year and grew substantially, moving away from group sessions in June 2021 and on to 1-2-1 sessions with a team of handpicked counsellors who became the CRADLE Therapy team. These counsellors were all BACP registered and have a range of disciplines including couples therapy and trauma counselling and a couple had their own personal experiences of baby loss that gave great insight into what clients may be dealing with. The service was designed to be front loaded with as much information as possible from the client questionnaire to enable the counsellor to be as informed as possible, then a 10-minute call took places with the client before the main sessions commenced. Feedback from previous clients showed that they did not want the first call to be an information taking session but just wanted to dive straight in. More detailed statistics are below.

CRADLE continue to attend at NHS Study Days giving patient insights and regularly provide training to healthcare settings and places of Education.

Funding Counselling Sessions

Following on from the success of our group counselling sessions that started in July 2020 and ran until May 2021, Trustees decided to move to an individual framework which would allow more in-depth trauma therapy to take place. Courses were for 6 sessions of individual or couple's therapy.

We recruited our own CRADLE Counselling Team consisting of 7 BACP registered counsellors. These counsellors were offered quarterly reflective practice sessions to safeguard them on top of their own supervision they have in private practice. CRADLE ran all the administration and recruitment of participants and assessed suitability of the clients based upon counsellors' initial assessment.

From January 2022, courses were increased from 6 to 12 sessions. This decision was made after a review of the counselling service with feedback from the NHS taken onboard. Views from the Counselling Team, Senior Management Team and feedback from Clients helped with this change being made. Funders are also looking for more intensive therapy being offered to clients for projects that they accept so in anticipation of applying in the future, this enhanced service will provide great

case studies. Feedback from NHS Referrers is always positive and they are grateful we provide this service.

Statistics for Counselling Service

83 Courses Delivered – 12 for Couples, 71 for Individuals

From the 83 courses - 469 sessions have been delivered in the period June 2021 – March 2022

Geographical split of courses by Location

Location	%
Essex	24%
Greater Manchester	19%
London	13%
Merseyside	13%
Staffordshire	10%
Wirral	7%
Northern Ireland	5%
West Midlands	4%
Central Funding	2%
Bedford	1%
Worcestershire	1%
	100%

- Approximately **90%** of clients have had their first session within **4 weeks** of referral from the NHS site supported by CRADLE or have self-referred often seeing details of CRADLE on Social Media.
- The remainder have been referred within **6-8 weeks**.
- No client has waited longer than **8 weeks**.
- Approximately **10%** of clients have provided feedback, average score of **9.0** out of **10**.
- Feedback is based on the client's own mood at the start and end of counselling and also on the client's view on the service provided by the Charity and the individual counsellor.

It is hoped that the Counselling Service will continue to be funded successfully. We are always looking at funding opportunities for counselling as well as core costs.

The provision of this service will always be dependent on available funding and constant Trustee monitoring of its viability, facilitators, and feedback from participants.

Fundraising activities/Income generation

The charity's income has again been generated by large numbers of individual direct donations from the public including a nomination/donation from an Essex crematorium for the Institute of Cemetery and Crematoriums Recycling of Metals scheme. Our Ambassadors have again worked extremely hard fund raising with various sponsored physical activities, cake sales and community activities. The 9 Co-Op community Local Funds that were secured in November 2020 accounted for 21% of our received income. We also had around a fifth of our income secured via grants.

- **53%** Direct Donations to bank inc CAF and Facebook Platforms, gifts from companies, groups and associations not ringfenced.
- **21%** Co-Op Community Fund across 9 sites, 50% ringfenced for counselling service 50% Core running costs.
- **20%** Grants (noted below in Financial review)
- **6%** Other including Asda Green Tokens, Visufund Christmas Campaign and Amazon Smile

85% of income from direct public donations was unrestricted and available for core costs.

FINANCIAL REVIEW

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants.

Grant contributions as follows:

Grant Funding Received in 2021-2022

- **Greater Manchester Health & Social Partnership (ICB) : £12,000**

Grants to Grow – Parental Mental Wellbeing Pilot - Term 1 Year

In April 2021, CRADLE were selected as part of a 1 year pilot, to enhance the perinatal bereavement peer support offering in Greater Manchester. Based upon our successful “CRADLE Chat” developed during lockdown by Trustee Kay Crewdson, Trustees decided the best way to deliver this service, and reach as many people as possible, was virtually as Peer Support. We used part of the funding developing our own Facilitator Training Program for volunteers and recruited CRADLE Ambassadors. We then set up an online booking system and named this service: CONNECTED. This became weekly Peer Support on Zoom, Commenced August 2021, consisted of groups of 8 participants per session, Accessible via the main CRADLE website with two facilitators.

An in-depth marketing and targeted advertising campaign in the Greater Manchester area was undertaken fully in November 2021 targeting over 250 organisations, with posters and signposting cards sent out to NHS HCP’s, social media campaigns online, posters and signposting cards sent to all Greater Manchester Hospitals and GP surgeries.

This pilot has been a huge success and one we hope will continue to be at the fore front of our CRADLE service across the country as we aim to roll this out nationally at the end of the pilot in July 2022.

CONNECTED TESTIMONIAL

“CRADLE’s support sessions have provided me with an invaluable safe space to talk through how I am feeling. Attending the sessions has meant I feel like my feelings and grief are both validated which has greatly helped the healing process through what has been a very difficult time.”

- **ROSCA Trust (Southend) : £4,800**

Funding that contributes to the delivery of counselling services to individuals or couples at Southend Hospital, Essex and covers costs of materials used to signpost women, partners and family members to our peer support services.

- **Essex Community Foundation : £3,000**

Funding that contributes to the delivery of counselling services to individuals or couples at Broomfield Hospital – Chelmsford Essex, Southend Hospital, Essex and Basildon Hospital, Essex. Covers costs of materials used to signpost women, partners and family members to our peer support services.

- **Bedford Community Chest : £1,000**

Funding that contributes to the delivery of counselling services to individuals or couples at Bedford Hospital, Bedford and covers costs of materials used to signpost women, partners and family members to our peer support services.

- **Albert Hunt : £1,000**

Funding to contribute to core running costs of the charity covers costs of materials used to signpost women, partners and family members to our peer support services.

Impact from Funding for Peer Support and Counselling

CONNECTED

TESTIMONIAL

“CRADLE’s support sessions have provided me with an invaluable safe space to talk through how I am feeling. Attending the sessions has meant I feel like my feelings and grief are both validated which has greatly helped the healing process through what has been a very difficult time.”

Statistics

154 Bookings over 12 month period (includes **14** Cancellations)

48 weeks operational (accounting for holidays)

384 Max user capacity

40% up take in spaces

- **37%** in the first 6 months

- **63%** in the second half of year

COUNSELLING

TESTIMONIAL

“The counselling sessions were of great benefit to me. Our counsellor was a huge support after the loss of our daughter and without the sessions I’m pretty sure I would have fallen into a pit of despair. Nothing will bring our daughter back but being able to speak to someone impartial who would just listen, provide mechanisms to help the grief process really made life just a little bit easier.

Thank you Cradle!”

“ I cannot thank her and CRADLE enough for the kindness and support they have given me, I will never stop thinking about what I have lost, but having these open conversations through the sessions that CRADLE provides has helped me to grieve for our loss in a healthier way that I feel I can cope with. CRADLE not only think about you during the process, but they follow up after by providing links to information and support. A compassionate charity that goes above and beyond for the people it supports.

Thank you”

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

Appointment of trustees

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

The first trustees of the charity appointed at incorporation are:

- Maria Louise Zeniou
- Jon Francis Chapman
- Dawn Brown
- Annmarie Jackson
- Kay Louise Crewdson
- Adam Jackson
- Maureen Binstead

All trustees give their time voluntarily. Any expenses reclaimed from the charity are set out in note 6 to the accounts.

Management

During the year the decision was taken by the board of Trustees that management and day to day running needed to become more substantial, due to the growth, projects in the pipeline and time required for the roles. This meant that three of the seven trustees who hold a wide range of relevant commercial skills as well as lived experience of pregnancy loss, would be given fixed term contracts to provide a strong service provision on a daily basis for the charity.

These Trustees who hold responsibility for day-to-day running of the charity meet weekly to discuss budgeting, future direction of the charity, events, fundraising and any other business to take the charity forward and assess any risks posed to the charity in particular those relating to volunteers, operations and finance and are satisfied that systems and procedures are in place to mitigate exposure to major risks.

Reports to the Trustee Board are given and for any decisions that relate to a particular trustee in a paid role, those parties were not in attendance at that section of the meetings. This is in line with our CIO governing document.

Plans for future periods

- **Future developments**

The charity is continuing to grow and evolve with new services always being offered.

As individual giving reduces due to the cost of living crisis, we look towards applying for more grants and funding from various local authorities, retail grants, National Lottery Funds to sustain the current services and develop more.

We aim to continue development on the Peer Support Service Connected, to respond to the need nationally and hope to increase the number of sessions that can be run weekly.

We are looking at ways to enhance the Volunteer Ambassador experience and understand that when working remotely the challenges to remain engaged are sometimes not as obvious, so will undertake regular updates and host drop in sessions on line with Trustees hosting. Development of a portal for Ambassadors via the website has been spoken about and will be looked into.

The CRADLE Podcast is a project that is due for completion in Autumn 2022 and is being run by our Trustee Kay Crewdson who comes from a media and television background, it is hoped that by branching out onto another media platform will be able to reach a wider audience and aim to have this on hospital TV stations in the future as downloadable. We foresee this to be an ongoing project with a season of 10 episodes launched each year.

CRADLE Little Things, in December 2021 we purchased 1,000 stress hearts printed with the CRADLE logo, to be used in hospitals by Healthcare Professionals when treating women, to reduce the discomfort and stress that comes with certain procedures. These were extremely well received into NHS hospitals and were also requested to be used as part of an ongoing trial at West Middlesex University Hospital, alongside Virtual Reality headsets and pain relief to help patients feel heard and supported during the medical procedure following a miscarriage. We hope that over the next two years we can increase the resources available to all NHS sites and roll out the campaign with the Hearts by Summer 2023.

With the support of one of our partners Tilbury Douglas, CRADLE will be launching its services in Wales with the Cwm Taf Morgannwg Health Board in the Summer of 2022. This was not possible before due to lack of volunteers in the local area but working alongside the hospital staff, Tilbury Douglas will be collecting donations for Comfort Bags, packing them and delivering as part of their Corporate Social Responsibility.

Information on fundraising practices

CRADLE are committed to the rules and principles The Fundraising Regulator sets and treat all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

Public benefit statement

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

Trustees' Responsibilities statement

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. They 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.

This report was approved by the Board of Trustees on 27.1.2023 and signed on its behalf by

M. Zemian
Trustee

Cradle Charity
Independent examiners report to the members
of Cradle Charity

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

Responsibilities and basis of report

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 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 and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements 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 to be reached.



Williams & Co (Corporate) Limited
Pelican House
119c Eastbank Street
Southport
PR8 1 DQ

Date: 27 January 2023

Cradle Charity
Statement of Financial Activities
for the year ended 31 March 2022

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2021
Income					
Donations and legacies	144,306	40,102	-	184,408	123,733
Charitable activities	200	-	-	200	3,910
Separate material item of income	-	-	-	-	10,615
Total income	<u>144,506</u>	<u>40,102</u>	<u>-</u>	<u>184,608</u>	<u>138,258</u>
Expenditure					
Charitable activities	65,128	16,984	-	82,112	102,721
Other	52,845	10,568	-	63,413	8,498
Total expenditure	<u>117,973</u>	<u>27,552</u>	<u>-</u>	<u>145,525</u>	<u>111,219</u>
Net income (expenditure) for the reporting period	26,533	12,550	-	39,083	27,039
Total funds brought forward	11,090	15,949	-	27,039	-
Total funds carried forward	<u>37,623</u>	<u>28,499</u>	<u>-</u>	<u>66,122</u>	<u>27,039</u>

Cradle Charity

Balance Sheet at 31 March 2022

	2022		2021
	£	£	£
Fixed assets		-	-
Current assets			
Stock	24,765		4,560
Cash at bank	41,357		22,479
	<u>66,122</u>		<u>27,039</u>
Creditors: amounts due within 1 year		-	-
Net current assets		66,122	27,039
Total assets less current liabilities		<u>66,122</u>	<u>27,039</u>
Provisions for liabilities and charges		-	-
Total net assets		<u>66,122</u>	<u>27,039</u>
Charity funds			
Unrestricted funds		37,623	11,090
Restricted funds		28,499	15,949
Endowment funds		-	-
		<u>66,122</u>	<u>27,039</u>

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

Signed: L Zeniou : Trustee
L Zeniou

Date: 27 January 2023

Cradle Charity

Notes to the financial statements

for the year ended 31 March 2022

1 ACCOUNTING POLICIES

Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

	2022	2021
2. INCOME		
The charity's income comprises:		
Donations and gifts	87,316	26,933
Donations of goods, facilities and services	75,492	91,800
Grants	21,800	5,000
	<u>184,608</u>	<u>123,733</u>
3. EXPENDITURE		
The charity's expenditure comprises:		
Counselling services and other charitable activities	73,107	5,261
Donations of goods and services	60,842	92,182
Administrative costs	11,576	13,776
	<u>145,525</u>	<u>111,219</u>
4. STOCK		
The charity holds the following stock at the period end:		
Purchased goods awaiting distribution	6,315	4,560
Donated goods awaiting distribution	18,450	-
	<u>24,765</u>	<u>4,560</u>

5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company

CRADLE CHARITY

England & Wales - Charity number 1190761

Accounts

Charity Number: 1190761

Cradle Charity
Unaudited Financial Statements
for the period ended 31 March 2021

Williams & Co Accountants
Pelican House
119c Eastbank Street
Southport
Merseyside
PR8 1DQ

Cradle Charity

Trustees Report

for the period ended 31 March 2021

The Trustees present their annual report together with the financial statements of the charity for the period from 6 August 2020 to 31 March 2021.

The Trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

Objectives and Activities

- **Objectives**

The principle objective of the charity is to provide all levels of support for any individual or family affected by any type of early pregnancy loss, alongside providing support to any Healthcare Professional that may provide early pregnancy loss care as part of their role.

- **Activities for achieving objectives include**

Extend CRADLE to all NHS Trusts

Create the availability of volunteer opportunities for CRADLE Ambassadors to work on various projects putting pain to purpose as part of their recovery.

To create an online Peer Support network available immediately from the point of signposting.

To provide a counselling provision to bereaved parents, referred via the NHS Trust they had been treated in and delivered by an external counselling company. This will reduce the ongoing, long term financial impact to the NHS Perinatal Mental Health service.

Volunteer CRADLE Ambassadors

The charity is grateful for the invaluable efforts of its volunteers who are involved in service provision, Comfort Bag project delivery and fundraising. It is estimated that over 2,000 volunteer hours were provided during the year. If this is conservatively valued at £8.72 an hour the volunteer effort amounts to over £17,440.

CRADLE – Strategy 2021-2024

Our Vision

To become a trusted service that can be signposted to, providing support, information and guidance in relation to early pregnancy loss in the UK. To support individuals and families who are affected by early pregnancy loss, and to become a trusted alliance to the healthcare sector, providing support to anyone who may be providing early pregnancy loss care as part of their role. We aim to become a trusted partner for those who are keen to make a positive change in the sector by researching, challenging and developing best practice.

Our Mission

To make sure that anybody affected by early pregnancy loss feels fully supported in the right way, at the right time, in the most appropriate environment.

Our Values

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively achieve impact across the sector

BE HONEST - we believe in honesty and transparency at all times

Focus of Strategy

The focus of our strategy is to:

- ensure our current 39 NHS sites are consistent and delivering the same level of support
- introduce new NHS sites nationally to an agreed support model

Cradle Charity

Trustees Report

for the period ended 31 March 2021

- engage with organisations that provide early pregnancy services in the private sector
- partner with corporates for specialist project collaborations and sponsorship packages
- Increase our focus on donations and fundraising

Strategic report

Achievements and performance

- **Key financial performance indicators**

The charity has met all its responsibilities for the first year. Financially the charity is in a good state and continues to progress and grow.

- **Review of activities**

In the shortened first year to 31 March 2021, income has been received of £138,258 and expenditure incurred of £111,219 resulting in a reserve of £27,039 which is split Restricted Income £15,949 and Unrestricted Income £11,090.

The Trustees continued with their activities during the year, as well as continuing to work on the internal policies, controls and overall governance of the charity.

CRADLE have created relationships and set up CRADLE services with 39 NHS Trusts across UK working with Healthcare Professionals across the Hospital Trusts.

CRADLE now have over 40 National Ambassador Volunteers who work on various projects including Comfort Bags donated to the NHS to be given to women admitted into hospital. Since we were established over 5,200 Comfort Bags have been donated to the NHS by our volunteers. Outpatient and Sonography Tissue Packs to be given when difficult news is delivered, it is estimated over 25,000 of these have been delivered into the NHS. Holistic projects including Plant Therapy and Work It Out with CRADLE where bereaved families can put pain to purpose on their own, at home or with others.

CRADLE have created an online Peer Support network available immediately from the point of signposting, hosted in Facebook which serves over 1,500 members and is moderated by admins.

CRADLE has been invited to present at NHS Study Days and regularly provide training to healthcare settings, places of Education and workplace settings.

Funding Group Counselling Sessions

In July 2020 we commissioned an external counselling provider, Lighthouses Therapy Services to deliver six sets of group counselling sessions spaced over a period of 9 months to March 2021. Sessions were held virtually over a 12-week period and 6 sessions in total were provided to the group. The funding was from ringfenced income generated for or from the following CRADLE services

Southend-On-Sea: Funds received May 2020, 3 group referrals were made in the 9-month period.

Wigan: Funds received June 2020, 3 group referrals were made in the 9-month period.

London: Funds received in January 2021, but referrals not made in this financial year.

Stockport: Funds received in March 2021, but referrals not made in this financial year.

In this 9-month period, we funded 216 group sessions for 36 participants.

The provision of this service will always be dependent on available funding and constant Trustee monitoring of its viability, facilitators, and feedback from participants.

Fundraising activities/Income generation

The charity's income has been generated by large numbers of individual direct donations from the public. We have a growing group of Ambassadors who have held fund raising activities including sponsored walks, coffee mornings and other physical activities. We also secured 9 Co-Op community Local Funds across the country for a year from November 2020. We secured a grant from Stockport Local Fund in March 2021. Social media also helped with donation requests.

Cradle Charity

Trustees Report

for the period ended 31 March 2021

FINANCIAL REVIEW

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants.

Grant contributions as follows:

Stockport Local Fund (Metropolitan Borough Council of Stockport) Grant: £5,000

Core funding that contributes to the delivery of counselling services to bereaved families at Stepping Hill Hospital, Stockport and covers costs of materials used to signpost women, partners and family members to our peer support services.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

Appointment of trustees

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

The first trustees of the charity appointed at incorporation are:

- Maria Louise Zeniou
- Jon Francis Chapman
- Dawn Brown
- Annmarie Jackson
- Kay Louise Crewdson
- Adam Jackson
- Maureen Binstead

All trustees give their time voluntarily. Any expenses reclaimed from the charity are set out in note 6 to the accounts.

Management

The direction, delivery and management of the charity is the responsibility of four of the seven trustees who hold a wide range of relevant commercial skills as well as lived experience of pregnancy loss, providing a strong foundation for the charity.

Trustees who hold responsibility for day-to-day running of the charity meet weekly to discuss budgeting, future direction of the charity, events, fundraising and any other business to take the charity forward and assess any risks posed to the charity in particular those relating to volunteers, operations and finance and are satisfied that systems and procedures are in place to mitigate exposure to major risks.

Plans for future periods

- **Future developments**

The charity is growing and evolving with new services always being offered. We aim to recruit volunteers in the form of Trustees and Ambassadors plus look to employ Admin, Finance, Marketing and Fundraising staff to enable the significant growth required.

As we have relied mainly on donations from the general public we are now looking at applying for more grants and funding from various local authorities, retail grants, National Lottery Funds and partnering with private ultrasound clinics.

Information on fundraising practices

CRADLE are committed to the rules and principles The Fundraising Regulator sets and treat all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

Cradle Charity

Trustees Report

for the period ended 31 March 2021

Public benefit statement

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

Trustees' Responsibilities statement

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. They 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.

This report was approved by the Board of Trustees on 10 November 2021 and signed on its behalf by



L Zenoiu

Trustee

Cradle Charity
Independent examiners report to the members
of Cradle Charity

I report to the trustees on my examination of the accounts of the charity for the period ended 31 March 2021.

Responsibilities and basis of report

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

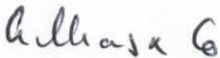
I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiners statement

I have completed my examination and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements 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 to be reached.



Williams & Co (Corporate) Limited
Pelican House
119c Eastbank Street
Southport
PR8 1 DQ

Date: 10 November 2021

Cradle Charity

Statement of Financial Activities

for the period from 6 August 2020 to 31 March 2021

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £
Income				
Donations and legacies	115,227	8,506	-	123,733
Charitable activities	710	3,200	-	3,910
Separate material item of income	4,872	5,743	-	10,615
Total income	120,809	17,449	-	138,258
 Expenditure				
Charitable activities	101,221	1,500	-	102,721
Other	8,498	-	-	8,498
Total expenditure	109,719	1,500	-	111,219
 Net income (expenditure) for the reporting period	11,090	15,949	-	27,039
Total funds brought forward	-	-	-	-
Total funds carried forward	11,090	15,949	-	27,039

Cradle Charity

Balance Sheet at 31 March 2021


	£	£
Fixed assets		-
Current assets		
Stock	4,560	
Cash at bank	22,479	
	<u>27,039</u>	
Creditors: amounts due within 1 year		<u>-</u>
Net current assets		27,039
Total assets less current liabilities		<u>27,039</u>
Provisions for liabilities and charges		-
Total net assets		<u>27,039</u>
Charity funds		
Unrestricted funds		11,090
Restricted funds		15,949
Endowment funds		-
		<u>27,039</u>

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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

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

Signed:  Trustee
L Zeniou

Date: 10 November 2021

Cradle Charity

Notes to the financial statements

for the period from 6 August 2020 to 31 March 2021

1 ACCOUNTING POLICIES

Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

2. INCOME

The charity's income comprises:

Donations and gifts	26,933
Donations of goods, facilities and services	91,800
Grants	5,000
	<u>123,733</u>

3. EXPENDITURE

The charity's expenditure comprises:

Counselling services and other charitable activities	5,261
Donations of goods	92,182
Administrative costs	13,776
	<u>111,219</u>

4. STOCK

The charity holds the following stock at the period end:

Donated goods awaiting distribution	<u>4,560</u>
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5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company