

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").

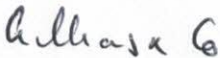
I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

**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  
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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<br>funds<br>£ | Restricted<br>funds<br>£ | Endowment<br>funds<br>£ | Total<br>£     |
|---|----------------------------|--------------------------|-------------------------|----------------|
| <b>Income</b>   |                            |                          |                         |                |
| 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         |
| <b>Total income</b>                                   | <b>120,809</b>             | <b>17,449</b>            | <b>-</b>                | <b>138,258</b> |
| <b>Expenditure</b>                                    |                            |                          |                         |                |
| Charitable activities                                 | 101,221                    | 1,500                    | -                       | 102,721        |
| Other   | 8,498                      | -                        | -                       | 8,498          |
| <b>Total expenditure</b>                              | <b>109,719</b>             | <b>1,500</b>             | <b>-</b>                | <b>111,219</b> |
| <br>Net income (expenditure) for the reporting period | <br>11,090                 | <br>15,949               | <br>-                   | <br>27,039     |
| Total funds brought forward                           | -                          | -                        | -                       | -              |
| <b>Total funds carried forward</b>                    | <b>11,090</b>              | <b>15,949</b>            | <b>-</b>                | <b>27,039</b>  |

**Cradle Charity**  
**Balance Sheet at 31 March 2021**

|   | £             | £             |
|---|---------------|---------------|
| <b>Fixed assets</b>                           |               | -             |
| <b>Current assets</b>                         |               |               |
| Stock   | 4,560         |               |
| Cash at bank                                  | 22,479        |               |
|   | <u>27,039</u> |               |
| <b>Creditors: amounts due within 1 year</b>   |               | <u>-</u>      |
| <b>Net current assets</b>                     |               | 27,039        |
| <b>Total assets less current liabilities</b>  |               | <u>27,039</u> |
| <b>Provisions for liabilities and charges</b> |               | -             |
| <b>Total net assets</b>                       |               | <u>27,039</u> |
| <br><b>Charity funds</b>                      |               |               |
| 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> |
|-------------------------------------|--------------|

### **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