

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, Gamse 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 place 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	144,506	40,102	-	184,608	138,258
Expenditure					
Charitable activities	65,128	16,984	-	82,112	102,721
Other	52,845	10,568	-	63,413	8,498
Total expenditure	117,973	27,552	-	145,525	111,219
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	37,623	28,499	-	66,122	27,039

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:  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.

2. INCOME

The charity's income comprises:

	2022	2021
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:

	2022	2021
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:

	2022	2021
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