

Charity Number: 1190761

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

Williams & Co Accountants

Pelican House
119c Eastbank Street
Southport
Merseyside
PR8 1DQ

Cradle Charity

Trustees Report

for the period ended 31 March 2024

The Trustees present their annual report together with the financial statements of the charity for the period from 1 April 2023 to 31 March 2024.

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
Annmari 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


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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	52,079	-	-	52,079	181,807
Expenditure					
Charitable activities	50,160	10,940	-	61,100	121,583
Other	13,902		-	13,902	81,714
Total expenditure	64,062	10,940	-	75,002	203,297
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	21,709	-	-	21,709	44,632

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>	<u>-</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 Loiuse 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.

2. INCOME

The charity's income comprises:

	2024	2023
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:

	2024	2023
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:

	2024	2023
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