

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
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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	111,063	-	-	111,063	52,079
Expenditure					
Charitable activities	65,193	-	-	65,193	61,100
Other	20,109	-	-	20,109	13,902
Total expenditure	85,302	-	-	85,302	75,002
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	47,470	-	-	47,470	21,709

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>-</u>	<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 Loiuse Zeniou \(Jan 25, 2026 19:57:58 GMT\)](#) Trustee

Maria Loiuse 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

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-  Document e-signed by Louise Zeniou (louise@cradlecharity.org)
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