

Trustees' Annual Report

Remember Rufus

For the year ended 22 October 2025

Behind every donation made this year is a family navigating unimaginable loss—this report reflects our commitment to supporting them with care, dignity and compassion.

1. Reference and administrative details

Charity name: Remember Rufus

Registered charity number: 1192076

Principal address: 6 Chapel Street, Long Lawford, Rugby CV23 9BH

Trustees:

- Ceri Amphlett, William Key, Alec Cropper, Oliver Worth

2. Structure, governance and management

Remember Rufus is a registered charity established to support families affected by miscarriage, TFMR, stillbirth and neonatal death.

The charity is governed by a Board of Trustees who are responsible for setting the strategic direction, ensuring effective governance, and overseeing financial management. Trustees are appointed based on their skills, experience, and commitment to the charity's purpose.

Day-to-day activities are led by the Founder, supported by volunteers and partner organisations, including healthcare professionals and hospital bereavement teams.

3. Objectives and activities

The charity's objectives are to:

- Provide practical and emotional support to families experiencing baby loss

- Improve the care environment within hospitals
- Raise awareness and reduce the stigma surrounding baby loss

During the year, Remember Rufus focused on delivering direct, practical support to NHS hospitals and bereavement teams, ensuring that families experiencing loss are met with compassion and dignity.

This included the donation of specialist equipment and essential items designed to support memory-making and provide comfort during an incredibly difficult time.

4. Achievements and performance

2024–25 has been a year of meaningful impact and continued growth for Remember Rufus.

Key achievements include:

- Donating 11 cuddle cots to hospitals, enabling families more time with their babies
- Supporting 14 hospitals across the UK
- Providing support to countless families, ensuring they received compassionate care at the point of loss

These contributions have directly improved the experience of bereaved families, giving them precious time and space to create memories and begin processing their loss.

The trustees confirm that they have had due regard to the Charity Commission's guidance on public benefit and are satisfied that the charity's activities have delivered clear and meaningful benefit to those it serves.

5. Financial review

The charity is funded primarily through donations and fundraising activity.

Funds raised during the year have been used to purchase and donate cuddle cots and essential hospital equipment, and to support the delivery and expansion of the charity's activities.

The trustees aim to maintain an appropriate level of reserves to ensure sustainability while prioritising the use of funds to maximise immediate impact for beneficiaries.

6. Plans for future periods

In the coming year, Remember Rufus will focus on expanding support to additional hospitals and regions, increasing the number of resources available to bereavement teams, building sustainable funding streams, and continuing to raise awareness.

The charity remains committed to ensuring that no family faces baby loss without compassionate, practical support.

7. Trustee responsibilities statement

The trustees are responsible for preparing the Trustees' Annual Report and ensuring it gives a true and fair view of the charity's activities during the year.

The trustees confirm that they have complied with their duty to have due regard to the Charity Commission's guidance on public benefit.

Date	Bank Reference
10/29/2024	JustGiving
11/4/2024	JustGiving
11/19/2024	JustGiving
11/21/2024	Croyde Medical
11/22/2024	CAF
12/2/2024	JustGiving
12/10/2024	JustGiving
12/17/2024	JustGiving
12/19/2024	Sustainable Talent
12/23/2024	JustGiving
1/7/2025	JustGiving
1/7/2025	JustGiving
1/14/2025	Credit
1/14/2025	JustGiving
1/20/2025	JustGiving
1/21/2025	JustGiving
1/28/2025	JustGiving
1/28/2025	JustGiving
2/3/2025	JustGiving
2/5/2025	JustGiving
2/10/2025	JustGiving
2/12/2025	JustGiving
2/17/2025	JustGiving
2/19/2025	JustGiving
2/20/2025	TeeTree Apparell
2/21/2025	JustGiving
2/25/2025	JustGiving
3/3/2025	JustGiving
3/4/2025	JustGiving
3/10/2025	JustGiving
3/11/2025	JustGiving
3/17/2025	Standing Order Fund 7887
3/17/2025	JustGiving
3/18/2025	JustGiving
3/24/2025	JustGiving
3/25/2025	JustGiving
31 MAR 25	JUSTGIVING 4367902 REMEMBER R
01 APR 25	JUSTGIVING 4384435 REMEMBER R
07 APR 25	JUSTGIVING 4388174 REMEMBER R
14 APR 25	JUSTGIVING 4399487 REMEMBER R
15 APR 25	FREDDIE'S WISH Wolf run
15 APR 25	JUSTGIVING 4409227 REMEMBER R
22 APR 25	JUSTGIVING 4419768 REMEMBER R
22 APR 25	JUSTGIVING 4426136 REMEMBER R
28 APR 25	JUSTGIVING 4432556 REMEMBER R
29 APR 25	JUSTGIVING 4444813 REMEMBER R
30 APR 25	Roftek Ltd remember rufus
06 MAY 25	JUSTGIVING 4456794 REMEMBER R

13 MAY 25	JUSTGIVING 4473569 REMEMBER R
19 MAY 25	THE LOUNGE F Lounge Foundation
21 MAY 25	JUSTGIVING 4485343 REMEMBER R
6/2/2025	JustGiving
6/3/2025	LLHM
6/3/2025	Roftek
6/10/2025	JustGiving
6/11/2025	Roftek
6/17/2025	Roftek
6/17/2025	JustGiving
6/18/2025	Birmingham Women's Hospital
6/30/2025	JustGiving
7/9/2025	JustGiving
7/16/2025	JustGiving
7/21/2025	JustGiving
7/24/2025	Roftek
12 AUG 25	Baby Barn Pram & N rufus
13 AUG 25	Roftek Ltd remember rufus
20 AUG 25	GIVING COM LTD 4661340 REMEMBER R
27 AUG 25	Mastercraft Uphols
01 SEP 25	JUSTGIVING 4642073 REMEMBER R
17 SEP 25	JUSTGIVING 4717437 REMEMBER R
29 SEP 25	JUSTGIVING 4706836 REMEMBER R
30 SEP 25	Roftek Ltd remember rufus
06 OCT 25	JUSTGIVING 4753824 REMEMBER R
13 OCT 25	JUSTGIVING 4761438 REMEMBER R
14 OCT 25	JUSTGIVING 4773694 REMEMBER R
20 OCT 25	JUSTGIVING 4777338 REMEMBER R
21 OCT 25	JUSTGIVING 4785249 REMEMBER R

Transaction Description	Customer Reference	Amount (£)
Donation		£45.39
Donation		£48.44
Donation		£0.47
Purchase of Moses Basket for Birmingham Women's Hospital		-£728.70
Donation		£50.00
Donation		£1.66
Donation		£7.12
Donation		£0.47
Donation		£1,750.00
Donation		£79.24
Donation		£61.73
Donation		£205.11
Donation		£870.00
Donation		£7.12
Donation		£78.64
Donation		£0.47
Donation		£160.66
Donation		£11.86
Donation		£203.30
Donation		£46.30
Donation		£1,148.08
Donation		£85.47
Donation		£257.56
Donation		£245.28
Purchase of running vests for LLHM		-£275.27
Donation		£189.49
Donation		£53.42
Donation		£223.22
Donation		£66.47
Donation		£851.24
Donation		£59.34
Donation to UHCW Bereavement Suite		-£25,000.00
Donation		£720.67
Donation		£173.28
Donation		£411.14
Donation		£141.76
Donation		£425.55
Donation		£65.29
Donation		£640.01
Donation		£1,579.52
Donation		£27.63
Donation		£344.21
Donation		£434.13
Donation		£320.41
Donation		£38.34
Donation		£86.67
Spare Parts for CuddleCot		-£285.00
Donation		£2.37

Donation		£4.75
Donation		£10,000.00
Donation		£0.47
Donation		£40.30
LLHM Charity places		-£915.00
CuddleCot purchase		-£1,283.00
Donation		£4.75
CuddleCot purchase		-£1,383.00
CuddleCot Training Funded		-£670.00
Donation		£0.47
Contribution to Birmingham Women's Maternity Bereavement room		-£825.16
Donation		£1.66
Donation		£5.94
Donation		£0.47
Donation		£512.97
CuddleCot purchase		-£1,283.00
x2 prams for maternity bereavement team Alder Hey		-£529.99
CuddleCot purchase		-£1,383.00
Donation		£0.47
Funding of waterproof sofa covering for Blackpool baby memorial garden		-£420.00
Donation		£1.66
Donation		£0.47
Donation		£1.66
CuddleCot spare parts		-£125.00
Donation		£178.48
Donation		£93.42
Donation		£60.05
Donation		£939.05
Donation		£8.31

Running Balance (£)
£29,129.96
£29,178.40
£29,178.87
£28,450.17
£28,500.17
£28,501.83
£28,508.95
£28,509.42
£30,259.42
£30,338.66
£30,400.39
£30,605.50
£31,475.50
£31,482.62
£31,561.26
£31,561.73
£31,722.39
£31,734.25
£31,937.55
£31,983.85
£33,131.83
£33,217.40
£33,474.96
£33,720.24
£33,444.97
£33,634.46
£33,687.88
£33,911.10
£33,977.57
£34,828.81
£34,888.15
£9,888.15
£10,608.82
£10,782.10
£11,193.24
£11,335.00
£11,760.55
£11,825.84
£12,465.85
£14,045.37
£14,417.21
£15,171.75
£15,210.09
£15,296.76
£15,011.76
£15,014.13

£15,018.88
£25,018.88
£25,019.35
£25,059.65
£24,144.65
£22,861.65
£22,866.40
£21,483.40
£20,813.40
£20,813.87
£19,988.71
£19,990.37
£19,996.31
£19,996.78
£20,509.75
£19,226.75
£18,696.76
£17,313.76
£17,314.23
£16,894.23
£16,895.89
£16,896.36
£16,898.02
£16,773.02
£16,951.50
£17,044.92
£17,104.97
£18,044.02
£18,052.33