

LINCOLNSHIRE AREA MATERNITY AND BIRTH SUPPORT

England & Wales · Charity number 1194960

Details

Other names	LAMBS
Status	Registered
Legal form	CIO
Registered	2021-06-25
Register	View on the Charity Commission register

Contact

Address	62a Mill Lane North Hykeham Lincoln LN6 9PD
Phone	07784868690
Email	info@lambcharity.org.uk
Website	www.lambcharity.org

Activities

Objects: TO SUPPORT THE HEALTH AND WELLBEING OF BABIES AND THEIR CARE GIVERS UNDER THE REMIT OF THE MATERNITY AND NEONATAL SERVICES ACROSS LINCOLNSHIRE. BY PROVIDING OR ASSISTING IN THE PROVISION OF EQUIPMENT, FACILITIES AND SERVICES NOT NORMALLY PROVIDED BY THE STATUTORY AUTHORITIES AND/OR ARE ANCILLARY TO THOSE PROVIDED BY HEALTH CARE PROFESSIONALS.

Activities: We exist to provide goodwill services and products, in addition to official sources, for all people touched by maternity or neonatal settings in hospital and beyond. There is a non-exhaustive list of projects, ideas, and plans in order to achieve delivering this, with the goal to improve wellbeing of patients and their families, and simply put as many smiles on faces as we can.

Classification

- **How:** Provides Other Finance, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, People With Disabilities, The General Public/mankind

Geography

- Lincolnshire

Finances

Period end	Income	Expenditure	Assets	Employees	
2025-06-30		£972	£636	-	-
2024-06-30		£441	£1,088	-	-
2023-06-30		£1,739	£1,368	-	-
2022-06-30		£2,714	£1,309	-	-

Trustees

Name	Role	Appointed
Claire Gartland	Chair	2021-06-25
Amanda Pike		2021-06-25
Joanna Claire Vickers		2021-06-25
John Stacey		2021-06-25

LINCOLNSHIRE AREA MATERNITY AND BIRTH SUPPORT

England & Wales - Charity number 1194960

Accounts

The Trustees and Chair of Lincolnshire Area Maternity and Birth Support (LAMBS) Charity present their annual report and audited accounts for the year ended 2025 and confirm they comply with the requirements of the Charities Act 2011. As a small charity below the Charities audit threshold, this report focuses on the main activities undertaken by the charity.

Charity Details

Charity Name: Lincolnshire Area Maternity and Birth Support (LAMBS)
Address: 62A Mill Lane, North Hykeham, Lincoln LN6 9PD
Telephone number: 07784 868 690
E-Mail: lambscharity@gmail.com
Website: none
Charity Reg. No: 1194960

Our vision

Our Vision	Our vision is to help support families in Lincolnshire by providing practical support to meet immediate needs, helping parents and children seize every opportunity to flourish.
Our Mission Statement	To ensure that children and their families or carers, who are most in need, benefit from the funding we have to offer.
Our Values	Families are at the heart of our work
Our Activities	Provide practical support to meet families immediate practical needs, working with the wider community and organisations.

Review of activities and achievements

During 2024-25 we continued to deliver care packages for parents/ carers/ siblings to aid their wellbeing and comfort whilst having a baby on the neonatal units. These have been very successful on Mother's Day, Father's Day and Christmas day and so far, we have managed to deliver these to Neonatal units in Boston and Lincoln, with good feedback from families as to their importance during a difficult time. We remain in close contact with the unit management to ensure sufficient number of packs are delivered on each occasion. Any other items required such as toiletries, stationery for sibling groups and extra items for the babies can be requested by the staff at any time.

We will not accept restricted funds based on discrimination towards any characteristic set about within the Equalities Act 2010.

For any business or group that wants to donate we will look at the donor and see if their vision and values are in line with that of our charity and the charity commission.

Running the Organisation

Board of Trustees	
Mrs Claire Gartland	Chair
Mrs Joanna Vickers	Secretary/ Treasurer
Mr John Stacey	Social Media/Marketing
Mrs Amanda Pike	Social media/Marketing

The chair and trustees ensure the smooth running of the charity and the decision-making body for the charity. The chair and Trustees meet four times a year and more meetings can be held as required. Communication with Trustees and Chair is mainly by online contact. The Treasurer is responsible for keeping adequate accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable us to ensure that the financial statements comply with the Companies Act 2006, safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Strategy for 2025

Our strategy in support of our objectives are:

- To work closely with organisations across Lincolnshire to receive funding and provide a rapid response to high priority funding cases that are made through our application process.
- To identify the ongoing needs of our beneficiaries through direct communication with families and organisations.
- To ensure relevant policies and procedures are in place.
- To work to create a volunteer network
- Recruit new trustees
- To diversify our fundraising committees, income streams and supporter base.
- To find innovative ways to secure funding.
- To raise our profile by growing our social media platforms.
- To continue to provide Care packages for families within the Maternity and Neonatal service.
- Each financial year publish an annual report and financial report detailing our income and expenditure.

Policies & Procedures

The Organisation has the following Policies & Procedures in place.

The date following each title is the date of the latest revision.

Bullying & Harassment	01-August 2024 review 2027
Code of Behaviour	01-August 2024 review 2027
Conflicts of Interest	01-August 2024 review 2027
Safeguarding Children & Young People	01-August 2024 review 2027
Supervision and Safe Recruitment of volunteers	01-August 2024 review 2027
Fundraising guidance for volunteers	
Managing complaints	01-August 2024 review 2027

Copies of the above Policies & Procedures are available on request.

Fundraising Strategy/Promoting and Advertising

We aim in 2025 to:

- Select the most effective campaigning activity or combination of campaigning activities to achieve our ends.
- Build partnerships with the public and other organisations.

Partnership Working

The LAMBS Charity works with a wide range of organisations to achieve its aims and objectives. These include working collaboratively with the Community, NHS professionals, Providers and charities. As well as teaming up with local organisations to maximise the opportunities and impact for children and their families. Working in partnership has strengthened links and has highlighted the charity. However, we still need to progress with local businesses/organisations and community project work.

Volunteers

Volunteer recruitment has dwindled and currently there are only two active volunteers. They are extremely supportive and have been building and delivering the packs for the neonatal units. We would love to recruit further support to enable us to offer more services to families and expand our social media presence.

Financial Report

Income: £971.50

Outgoings: £635.72

Care items: £486.92

Marketing: £148.80

Balance at year end: £1481.06

Any items purchased for packs that have not yet been issued (e.g. where purchased in bulk to reduce costs) are retained at the registered address. These will be used when possible.

Risk Assessment

<p>Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experiences.</p>	<p>Weaknesses Limited financial resources at the outset, require more support with additional volunteers and Trustees. Limited time due to additional work and personal commitments.</p>
<p>Opportunities Well established links in the community and with Health Care organisations. Scope for development due to appeal of charity. Scope for schools, organisations, services to adopt charity.</p>	<p>Threats Competition with existing charities. Current financial climate. Retirement of existing Trustees</p>

Claire Gartland - Chair

Jo Vickers - Secretary

Jon Stacey - Marketing

June 2025

LINCOLNSHIRE AREA MATERNITY AND BIRTH SUPPORT

England & Wales - Charity number 1194960

Accounts

The Trustees and Chair of Lincolnshire Area Maternity and Birth Support (LAMBS) Charity present their annual report and audited accounts for the year ended 2024 and confirm they comply with the requirements of the Charities Act 2011. As a small charity below the Charities audit threshold, this report focuses on the main activities undertaken by the charity.

Charity Details

Charity Name: Lincolnshire Area Maternity and Birth Support (LAMBS)
Address: 62A Mill Lane, Lincoln LN6 9PD
Telephone number: 07784 868690
E-Mail: info@lambscharity.org
Website: www.lambscharity.org
Charity Reg. No: 1194960

Our vision

Our Vision	Our vision is to help support families in Lincolnshire by providing practical support to meet immediate needs, helping parents and children seize every opportunity to flourish.
Our Mission Statement	To ensure that children and their families or carers, who are most in need, benefit from the funding we have to offer.
Our Values	Families are at the heart of our work
Our Activities	Provide practical support to meet families immediate practical needs, working with the wider community and organisations.

Review of activities and achievements

During 2024 we continued to deliver care packages to parents/carers to help support them during a difficult period. These were again delivered on Mother's Day, Father's Day and Christmas Day to the Neonatal units in Boston and Lincoln. Toiletry supplies for those having to stay with their sick babies were donated too.

Future projects for 2024-25 include, but not limited to facilities or equipment – Providing practical items for babies/children within the community and vulnerable families.

We will not accept restricted funds based on discrimination towards any characteristic set about within the Equalities Act 2010.

For any business or group that wants to donate we will look at the donor and see if their vision and values are in line with that of our charity and the charity commission.

The Facebook page and website remains active and we have started a Just Giving page.

Running the Organisation

Board of Trustees	
Mrs Claire Gartland	Chair
Mrs Joanna Vickers	Secretary/ Treasurer
Mr John Stacey	Social Media/Marketing
Mrs Amanda Pike	Social media/Marketing

The chair and Trustees meet four times a year and more meetings can be held as required.

Communication with Trustees and Chair is mainly by online contact. The Treasurer is responsible for keeping adequate accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable us to ensure that the financial statements comply with the Companies Act 2006, safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Strategy for 2024

Our strategy in support of our objectives are:

- To work closely with organisations across Lincolnshire to receive funding and provide a rapid response to high priority funding cases that are made through our application process.
- To identify the ongoing needs of our beneficiaries through direct communication with families and organisations.
- To have in place our marketing strategy.
- To ensure relevant policies and procedures are in place.
- To work to create a volunteer network.
- To diversify our fundraising committees, income streams and supporter base.
- To grow our income from corporate supporters.
- To grant wishes that may exceed expectations.
- To find innovative ways to secure funding.
- To raise our profile by growing our social media platforms.
- To continue to provide Care packages for families within the Maternity and Neonatal service.
- Each financial year publish an annual report and financial report detailing our income and expenditure.
- To have clear policies and procedures in place.

Fundraising Strategy/Promoting and Advertising

We aim in 2024-25 to:

- Select the most effective campaigning activity or combination of campaigning activities to achieve our ends.
- Build partnerships with the public and other organisations.

Marketing			
Action	Impact	Steps/Timeline	
Website maintained	Clear and accurate representation of our Charity. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the charity	- Monitor website hits and activity to understand market	Website developed but require support to maintain, sustain and further develop. Would like to introduce regular blogs, possibly hear from those that have received care packages from the charity.
Promotional Leaflet/flyer has been produced and added to any care packages.	Clear and accurate representation of our services. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the Charity	Compile and distribute leaflets Completed.	These are available on the neonatal units in the family rooms, and are always included in our care packages.
Maintain social media presence			Social media online presence in place.
Develop links within the community	A good relationship with the staff on the neonatal units.		
Recruitment of volunteers	Recruitment of volunteers for specific projects	- needing to recruit more volunteers	
Actively seek and request donations from large organisations.	Supports charity to achieve large funding opportunities	Target businesses in Lincolnshire, lottery funding.	ongoing

Recruit new/additional trustees	<ul style="list-style-type: none"> - New insights and ideas for the project. - Successor(s) in place to allow for retirement age of existing Trustees. 	<ul style="list-style-type: none"> - Continue to network with local organisations who may have an interest in a role on the Committee. - Ongoing: Review annually. 	Require new Trustees.
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Volunteers

In the first three years the charity aimed to build a team of volunteers to support fund raising, ensuring that safeguarding requirements are met. The charity hopes to gain from more volunteer involvement – they bring a fresh pair of eyes and new skills. In turn we endeavour to provide experience of working with a charity to enable those volunteers to pursue their own career and life plans. Specific ventures within their scope of skills are given to volunteers to ensure clarity of their role. On recruitment they are given an introductory pack and be provided with the LAMBS Charity policies to which they will be required to work within, and a code of conduct agreement is signed. Support and supervision for the volunteers is undertaken, by a named Trustee. We monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice. We would like to thank our current volunteers who work so hard for the charity.

Financial Report

Income: £440.50

Outgoings: £1088.19

Care items: £807.39

Consumables: £160.80

Marketing £120

Any items purchased for packs that have not yet been issued to hospital services have been retained for future use. These items are stored at the registered address.

Risk Assessment

<p>Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experiences.</p>	<p>Weaknesses Limited financial resources at the outset, require more support with additional volunteers and Trustees. Limited time due to additional work and personal commitments.</p>
<p>Opportunities Well established links in the community and with Health Care organisations. Scope for development due to appeal of charity. Scope for schools, organisations, services to adopt charity.</p>	<p>Threats Competition with existing charities. Current financial climate.</p>

Claire Gartland - Chair

Jo Vickers - Secretary

Jon Stacey - Marketing

March 2025

LINCOLNSHIRE AREA MATERNITY AND BIRTH SUPPORT

England & Wales - Charity number 1194960

Accounts

The Trustees and Chair of Lincolnshire Area Maternity and Birth Support (LAMBS) Charity present their annual report and audited accounts for the year ended 2023 and confirm they comply with the requirements of the Charities Act 2011. As a small charity below the Charities audit threshold, this report focuses on the main activities undertaken by the charity.

Charity Details

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Address: 62A Mill Lane, Lincoln LN6 9PD
Telephone number: 07784 868690
E-Mail: info@lambscharity.org
Website: www.lambscharity.org
Charity Reg. No: 1194960

Our vision

Our Vision	Our vision is to help support families in Lincolnshire by providing practical support to meet immediate needs, helping parents and children seize every opportunity to flourish.
Our Mission Statement	To ensure that children and their families or carers, who are most in need, benefit from the funding we have to offer
Our Values	Families are at the heart of our work
Our Activities	Provide practical support to meet family's immediate practical needs, working with the wider community and organisations.

Review of activities and achievements

During 2023 we continued to advertise and develop our social media platform and increase volunteers. Support packages for parents/ carers/ siblings to aid their wellbeing and comfort whilst having a baby on the neonatal unit continue. Care packages have been delivered for those mothers/carers to help support them during a difficult period. These have been very successful on Mother's Day, Father's Day and Christmas day and so far, we have managed to deliver these to Neonatal units in Boston and Lincoln, with good feedback from families as to their importance during a difficult time. They also continue to help promote the charity and spread the word. We are

now including delivering care packages to mothers that are admitted to hospital and do not have a hospital bag with them, whether this be through spontaneous labour or any other reason. Toiletry supplies for men have also been provided so that they are available should male partners/carers have an unexpected stay.

The neonatal units have started sibling craft groups and LAMBS have donated art supplies to help get these sessions started.

Future projects for 2024 include, but not limited to facilities or equipment – Providing practical items for babies/children within the community and vulnerable families.

We will not accept restricted funds based on discrimination towards any characteristic set about within the Equalities Act 2010.

For any business or group that wants to donate we will look at the donor and see if their vision and values are in line with that of our charity and the charity commission.

The Facebook page and website remains active and our social media campaign is developing with the support of volunteers.

Running the Organisation

Board of Trustees	
Mrs Claire Gartland	Chair
Mrs Joanna Vickers	Secretary/ Treasurer
Mr John Stacey	Social Media/Marketing
Mrs Amanda Pike	Social media/Marketing

The chair and trustees ensure the smooth running of the charity and the decision-making body for the charity. The chair and Trustees meet four times a year and more meetings can be held as required. Communication with Trustees and Chair is mainly by online contact. The Treasurer is responsible for keeping adequate accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable us to ensure that the financial statements comply with the Companies Act 2006, safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Strategy for 2024

Our strategy in support of our objectives are:

- To work closely with organisations across Lincolnshire to receive funding and provide a rapid response to high priority funding cases that are made through our application process.
- To identify the ongoing needs of our beneficiaries through direct communication with families and organisations.
- To have in place our marketing strategy.
- To ensure relevant policies and procedures are in place.
- To work to create a volunteer network.
- To diversify our fundraising committees, income streams and supporter base.
- To grow our income from corporate supporters.
- To grant wishes that may exceed expectations.
- To find innovative ways to secure funding.
- To raise our profile by growing our social media platforms.
- To continue to provide Care packages for families within the Maternity and Neonatal service.
- Each financial year publish an annual report and financial report detailing our income and expenditure.
- To have clear policies and procedures in place.

Policies & Procedures

The Organisation has the following Policies & Procedures in place.

The date following each title is the date of the latest revision.

Bullying & Harassment	01-August 2021 review 2024
Code of Behaviour	01-August 2021 review 2024
Conflicts of Interest	01-August 2021 review 2024
Safeguarding Children & Young People	01-August 2021 review 2024
Supervision and Safe Recruitment of volunteers Fundraising guidance for volunteers	01-August 2021 review 2024
Managing complaints	01-August 2021 review 2024

Copies of the above Policies & Procedures are available on request.

Fundraising Strategy/Promoting and Advertising

We aim in 2024 to:

- Select the most effective campaigning activity or combination of campaigning activities to achieve our ends.
- Build partnerships with the public and other organisations.

Following the COVID pandemic and public vaccination priorities. 2023 centred on support packages for parents/ carers/ siblings within the maternity and Neonatal hospital units.

Thereafter, as funding allows, specific funding may be available for larger cases through our funding request process.

Marketing			
Action	Impact	Steps/Timeline	
Website developed	Clear and accurate representation of our Charity. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the charity	Review target audience and services of charity as a whole - need further support to guide website development - Support to Liaise with public and stakeholders to drive website development - Appoint external company to design website or consider development internally - Monitor website hits and activity to understand market	Website developed but require support to maintain, sustain and further develop.
Promotional Leaflet/flyer has been produced and added to any care packages.	Clear and accurate representation of our services. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the Charity	Compile and distribute leaflets Completed.	completed
Develop social media and online advertising text	Clear and accurate representation of our services. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the Charity.	Identify target audience and services of charity as a whole - Develop text and pages on Twitter, Facebook, Instagram - Connect with local radio and TV within Lincolnshire.	Social media on line presence in place. Volunteer recruited and helping with social media pages which have been developed. More volunteer recruitment during 2024.
Develop links within the community	New relationships established with schools,	Explore new links to promote charity.	Continue to seek an adopter for the charity.

	organisations, police, children's activity services to promote fundraising activities.	networking and attending appropriate conferences / events to explore funding opportunities Approach local providers with requests for adopting charity. Aim to secure 1 adopter of charity.	
Recruitment of volunteers	Recruitment of volunteers for specific projects	- target universities, colleges, local community groups by social media, email, face to face, virtual meetings. Aim to recruit volunteers by December 2021	2 volunteers recruited at present to aid with social media platforms and fundraising such as JustGiving.
Actively seek and request donations from large organisations.	Supports charity to achieve large funding opportunities	Target businesses in Lincolnshire, lottery funding.	ongoing
Recruit new/additional trustees	- New insights and ideas for the project. - Successor(s) in place to allow for retirement age of existing Trustees.	- Continue to network with local organisations who may have an interest in a role on the Committee. - Ongoing: Review annually.	Require new Trustees.
Fundraising Organise a LAMBS Ball	Raise significant funds	On-going social media presence and liaising with hospital staff to help raise awareness.	Volunteer required to coordinate a LAMBS Ball aim 2024/2025

Partnership Working

The LAMBS Charity works with a wide range of organisations to achieve its aims and objectives. These include working collaboratively with the Community, NHS professionals, Providers and charities. As well as teaming up with local organisations to maximise the opportunities and impact for children and their families. Working in partnership has strengthened links and has highlighted the

charity. However, we still need to progress with local businesses/organisations and community project work.

Volunteers

In the first three years the charity aimed to build a team of volunteers to support fund raising, ensuring that safeguarding requirements are met. The charity hopes to gain from more volunteer involvement – they bring a fresh pair of eyes and new skills. In turn we endeavour to provide experience of working with a charity to enable those volunteers to pursue their own career and life plans. Specific ventures within their scope of skills are given to volunteers to ensure clarity of their role. On recruitment they are given an introductory pack and be provided with the LAMBS Charity policies to which they will be required to work within, and a code of conduct agreement is signed. Support and supervision for the volunteers is undertaken, by a named Trustee. We monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice. We would like to thank our current volunteers who work so hard for the charity.

Financial Report

	Unrestricted funds	Restricted funds	Total funds
A1 Receipts			
Direct Donation	60.74	-	60.74
NK Lottery	191.00	-	191.00
Carry over	1,404.69	-	1,404.69
Cheque Donation	827.45	-	827.45
Restricted Donation	-	660.00	660.00
Sub total (Gross income for AR)	2,483.88	660.00	3,143.88

	Unrestricted funds	Restricted funds	Total funds
A3 Payments			
Card Payment	765.90	254.98	1,020.88
Refund volunteer	96.63	-	96.63
Marketing	225.60	-	225.60
Refunds	24.40	-	24.40
Sub total	1,112.53	254.98	1,367.51

Any items purchased for packs that have not yet been issued to hospital services have been retained for use.

Risk Assessment

<p>Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experiences.</p>	<p>Weaknesses Limited financial resources at the outset, require more support with additional volunteers and Trustees. Limited time due to additional work commitments.</p>
<p>Opportunities Well established links in the community and with Health Care organisations. Scope for development due to appeal of charity. Scope for schools, organisations, services to adopt charity.</p>	<p>Threats Competition with existing charities. Current financial climate. Restrictions during COVID 19 pandemic and family priorities reduced activity and face to face events, and limited opportunities. Which should improve during 2024</p>

Claire Gartland - Chair

Jo Vickers - Secretary

Jon Stacey - Marketing

March 2024

DRAFT

LINCOLNSHIRE AREA MATERNITY AND BIRTH SUPPORT

England & Wales - Charity number 1194960

Accounts

LAMBS Charity Annual Report 2021-22

The Trustees and Chair of Lincolnshire Area Maternity and Birth Support (LAMBS) Charity present their annual report and audited accounts for the year ended 2022 and confirm they comply with the requirements of the Charities Act 2011. As a small charity below the Charities audit threshold, this report focuses on the main activities undertaken by the charity.

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Our vision

Our Vision	Our vision is to help support families in Lincolnshire by providing practical support to meet immediate needs, helping parents and children seize every opportunity to flourish.
Our Mission Statement	To ensure that children and their families or carers, who are most in need, benefit from the funding we have to offer
Our Values	Families are at the heart of our work
Our Activities	Provide practical support to meet family's immediate practical needs, working with the wider community and organisations.

Review of activities and achievements

In our first year and to launch, advertise and establish the charity LAMBS our initial course was to develop our social media platform and ensure we had our policies and procedures in place. We agreed to focus at first on one project which consisted of support packages for parents/ carers/ siblings to aid their wellbeing and comfort whilst having a baby on the neonatal unit. Care packages have been delivered for those mothers/carers to help support them during a difficult period. These have been

LAMBS Charity Annual Report 2021-22

very successful on Mother's Day, Father's Day and Christmas day and have been welcomed by the neonatal units at Boston Pilgrim Hospital and Lincoln County Hospital. They have also helped promote the charity and spread the word. We are now starting to deliver care packages to women on the maternity wards that do not have a hospital bag with them. We are working closely with the maternity team to ensure these packs contain the most appropriate items, are cost effective and can be supported by the hospitals.

Future projects include, but are not limited to, facilities or equipment – Providing practical items for babies/children within the community and vulnerable families.

We will not accept restricted funds on the basis of discrimination towards any characteristic set about within the Equalities Act 2010.

For any business or group that wants to donate we will look at the donor and see if their vision and values are in line with that of our charity and the charity commission.

We have created profiles on Instagram, Facebook and Twitter as well as a website, and our social media campaign is developing with the support of volunteers.

Running the Organisation

Board of Trustees	
Mrs Claire Gartland	Chair
Mrs Heather Ind	Treasurer
Mrs Joanna Vickers	Secretary
Mr John Stacey	Social Media/Marketing
Mrs Amanda Pike	Social media/Marketing

The chair and trustees ensure the smooth running of the charity and the decision-making body for the charity. The chair and Trustees meet at least four times a year and more meetings have been held as we have been developing. The Treasurer is responsible for keeping adequate accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable us to ensure that the financial statements comply with the Companies Act 2006, safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

LAMBS Charity Annual Report 2021-22

Strategy for 2021 - 2024

Our three-year strategy in support of our objectives are:

- To work closely with organisations across Lincolnshire to receive funding and provide a rapid response to high priority funding cases that are made through our application process.
- To identify the ongoing needs of our beneficiaries through direct communication with families and organisations.
- To have in place our marketing strategy.
- To ensure relevant policies and procedures are in place.
- To work to create a volunteer network.
- To diversify our fundraising committees, income streams and supporter base.
- To grow our income from corporate supporters.
- To grant wishes that may exceed expectations.
- To find innovative ways to secure funding.
- To raise our profile through local broadcast coverage and by growing our social media platforms.
- To develop a formal system for receiving and addressing applications promptly.
- Each financial year publish an annual report and financial report detailing our income and expenditure.
- To have clear policies and procedures in place.

Policies & Procedures

The Organisation has the following Policies & Procedures in place.

The date following each title is the date of the latest revision.

Bullying & Harassment	01-August 2021 review 2024
Code of Behaviour	01-August 2021 review 2024
Conflicts of Interest	01-August 2021 review 2024
Safeguarding Children & Young People	01-August 2021 review 2024
Supervision and Safe Recruitment of volunteers	01-August 2021 review 2024
Fundraising guidance for volunteers	
Managing complaints	01-August 2021 review 2024

Copies of the above Policies & Procedures are available on request.

LAMBS Charity Annual Report 2021-22

Fundraising Strategy/Promoting and Advertising

We aim to:

- Select the most effective campaigning activity or combination of campaigning activities to achieve our ends.
- Build partnerships with the public and other organisations.

In the first year our fundraising centred on support packages for parents/ carers/ siblings within the maternity and Neonatal hospital units.

Thereafter, as funding allows, specific funding may be available for larger cases through our funding request process. We are in discussions regarding an annual LAMBS ball with the help of volunteers.

Marketing			
Action	Impact	Steps/Timeline	
Develop Website	Clear and accurate representation of our Charity. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the charity	Review target audience and services of charity as a whole - Seek external expert advice to guide website development - Liaise with public and stakeholders to drive website development - Appoint external company to design website or consider development internally - Monitor website hits and activity to understand market	Website developed but require support to maintain and develop.
Promotional Leaflet/flyer.	Clear and accurate representation of our services. - Targeted messages for range of audiences. - Increased potential to introduce new volunteers and beneficiaries to the Charity	Compile and distribute leaflets - Complete by August 2021	completed
Develop social media and online advertising text	Clear and accurate representation of our services. - Targeted messages for range of audiences.	Identify target audience and services of charity as a whole - Develop text and pages on Twitter, Facebook, Instagram	Volunteer helping with social media pages which

LAMBS Charity Annual Report 2021-22

	- Increased potential to introduce new volunteers and beneficiaries to the Charity.	- Connect with local radio and TV within Lincolnshire. - Facebook 'like' push to reach 1000 by December 2021. - Complete by December 2021	have been developed.
Develop links within the community	New relationships established with schools, organisations, police, children's activity services to promote fundraising activities.	Explore new links to promote charity. networking and attending appropriate conferences / events to explore funding opportunities Approach local providers with requests for adopting charity. Aim to secure 1 adopter of charity.	Need adopter for the charity.
Recruitment of volunteers	Recruitment of volunteers for specific projects	- target universities, colleges, local community groups by social media, email, face to face, virtual meetings. Aim to recruit volunteers by December 2021	5 volunteers recruited at present helping with marketing and fundraising
Actively seek and request donations from large organisations.	Supports charity to achieve large funding opportunities	Target businesses in Lincolnshire, lottery funding.	ongoing
Recruit new/additional trustees	- New insights and ideas for the project. - Successor(s) in place to allow for retirement age of existing Trustees.	- Continue to network with local organisations who may have an interest in a role on the Committee. - Ongoing: Review annually.	On going
Use Lincoln 10K as a fundraiser Organise a LAMBS Ball	Raise significant funds	10K October 2021 LAMBS Ball by December 2022	Claire and John took part in the Lincoln 10k race Volunteer coordinating LAMBS Ball

LAMBS Charity Annual Report 2021-22

Partnership Working

The LAMBS Charity works with a wide range of organisations to achieve its aims and objectives. These include working collaboratively with the Community, NHS professionals and Providers. As well as teaming up with local organisations to maximise the opportunities and impact for children and their families. Working in partnership has strengthened links and has highlighted the charity. However, we still need to progress with local businesses/organisations and community project work.

Volunteers

In the first three years the charity aimed to build a team of volunteers to support fund raising, ensuring that safeguarding requirements are met. The charity hopes to gain from more volunteer involvement – they bring a fresh pair of eyes and new skills. In turn we endeavour to provide experience of working with a charity to enable those volunteers to pursue their own career and life plans. Specific ventures within their scope of skills are given to volunteers to ensure clarity of their role. On recruitment they are given an introductory pack and be provided with the LAMBS Charity policies to which they will be required to work within, and a code of conduct agreement is signed. Support and supervision for the volunteers is undertaken, by a named Trustee. We monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice. We would like to thank our current volunteers who work so hard for the charity.

LAMBS Charity Annual Report 2021-22

Financial Report

Closing account balance: £1404.69

Receipts

	Unrestricted funds	Restricted funds	Total funds
Donation direct	1,813.00	-	1,813.00
EVERFUND donation	620.00	-	620.00
NK Lottery	99.00	-	99.00
Restricted Donation		182.12	182.12
Sub total	2,532.00	182.12	2,714.12

Payments

Payment from card	370.06
Refunds for pack purchases	569.02
Invoices for online purchases	233.55
Marketing	136.80
Sub total	1,309.43

£1172.63 was spent on items for neonatal packs, any excess items or packs that were not used have been retained for use in future packs.

Risk Assessment

<p>Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experience.</p>	<p>Weaknesses Limited financial resources at the outset</p>
<p>Opportunities Well established links in the community and with Health Care organisations. Scope for development due to appeal of charity. Scope for schools, organisations, services to adopt charity.</p>	<p>Threats Competition with existing charities. Current financial climate. Restrictions during COVID 19 pandemic reduced activity and face to face events.</p>

This report was prepared by Claire Gartland