

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.

Charity Details

Charity Name: Lincolnshire Area Maternity and Birth Support (LAMBS)
Address: 62a Mill Lane, North Hykeham Lincoln LN6 9PD
Telephone number: 07784 868690
E-Mail: info@lambcharity.org
Website: www.lambcharity.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

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

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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.

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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.

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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

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	- 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

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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.

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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

Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experience.	Weaknesses Limited financial resources at the outset
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.	Threats Competition with existing charities. Current financial climate. Restrictions during COVID 19 pandemic reduced activity and face to face events.

This report was prepared by Claire Gartland