

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@lambsscharity.org
Website: www.lambsscharity.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

Strengths Low financial outgoings Experienced Trustees from differing backgrounds with social media experience, life experiences and work experiences.	Weaknesses Limited financial resources at the outset, require more support with additional volunteers and Trustees. Limited time due to additional work and personal commitments.
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.

Claire Gartland - Chair

Jo Vickers - Secretary

Jon Stacey - Marketing

March 2025