

MAMA TO MAMA

England & Wales · Charity number 1202438

Details

Status Registered

Legal form CIO

Registered 2023-03-22

Register [View on the Charity Commission register](#)

Contact

Address Unit 77
The Laurels
Ramsgate
Kent
CT12 5NQ

Phone 07927161990

Email hello@mama-to-mama.co.uk

Website www.mama-to-mama.co.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE:THE PREVENTION OF FINANCIAL HARDSHIP AMONG PEOPLE LIVING OR WORKING IN KENT, BY PROVIDING SUCH PERSONS WITH BABY CLOTHING AND OTHER ESSENTIAL ITEMS WHICH THEY COULD NOT OTHERWISE AFFORD THROUGH LACK OF MEANS.

Activities: Mama to Mama is the first and only baby bank service available in Thanet, providing essential newborn baby items to vulnerable pregnant people. Our bespoke care packages provide all the baby items a new parent needs and consists solely of preloved donations from our community and in-kind contributions. We work with social & care workers/stakeholders throughout the district to make referrals.

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, Disability, The Prevention Or Relief Of Poverty, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Defined Groups

Geography

- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-01	£189,485	£119,436	-	-
2024-04-01	£105,332	£51,985	-	-

Trustees

Name	Role	Appointed
Hayley Jane Corker	Chair	2023-03-01
Eilidh Macpherson		2023-03-01
Jessica Lawson		2026-07-13
Joanne Susan Gover		2026-07-13
Miles Tipping		2023-12-11
Sean Edward O'Brien		2026-07-13

MAMA TO MAMA

England & Wales - Charity number 1202438

Accounts



Trustees Annual Report

1 April 2024 to 31 March 2025

1. Charity Details

Charity Name:	Mama to Mama
Charity Registration Number:	1202438
Charity Address:	Unit 77. The Laurels Manston Business Park Ramsgate CT12 5NQ
Names of Trustees:	Hayley Jane Corker Miles Tipping Eilidh Macpherson Mars Lord

2. Structure and Management

Please describe the structure of your charity, how it is governed and how trustees are recruited:

The Charity currently has an appointed CEO 4 days a week, and 6 freelance contractors working on a part time basis.

The Charity currently has 4 Trustees who are:

Hayley Corker - Chair
Eilidh Macpherson - Secretary
Miles Tipping - Treasurer
Mars Lord

3. Activities and Objectives

Please describe the main activities your charity carried out during the year and its objectives:

Our vision is that every newborn baby and child under 5 in Thanet has the best start in life. Mama to Mama provides essentials to vulnerable pregnant people through preloved donations. With little or no other resources available for these individuals, we enable maternity, social & care workers to make referrals for care packages, which in turn assists with them building relationships & gaining trust from the people they support.

Our care packages provide all the items that a new parent would need for their baby entering the world. We also create a maternity hygiene package for mother & baby to take into hospital with them before birth. The people we support are living in poverty, fleeing domestic abuse, fleeing human trafficking, leaving the care system or experiencing homelessness. Mama enables maternity, social and care workers to make referrals for care packages, which in turn helps them to build relationships and trust from the people they support.

Mama to Mama is dedicated to providing comprehensive and sustained social and emotional support to families navigating the crucial early years of parenthood. Our mission is realised through a multifaceted approach that also encompasses free workshops, expert signposting, and a vital grant referral service. These core offerings are meticulously designed to empower families with children under the age of five, fostering nurturing resilience and promoting well-being during this transformative period..

4. Achievements and Performance

Please report on the charity's achievements during the year and how it provided public benefit:

During the 2024-25 financial year, we achieved the following milestones:

- We supported 189 families (15.75 per month) with £136,485-worth of essential childcare equipment. This is an increase from 116 families and £101,912-worth of equipment the previous year.
- We reached some of the most marginalised members of our community. In addition to living below the poverty line, of our parent beneficiaries: 36.3% are struggling with mental health; 6.3% are leaving the care system; 19.5% are unhoused; 23.2% are surviving domestic abuse; and 35.5% identified as BIPOC.

- To create lasting change, we launched our Extended Support Service, which distributed 60 grants/vouchers totalling £20,360 and helped 48 families navigate the complex web of support available to them.
- We hosted our second series of free Create & Chat wellbeing workshops, providing parents and children who are isolated and financially vulnerable with a safe space to connect with others while learning a craft, and piloted our Infant Feeding & Postnatal Wellness Group to support women in early motherhood.
- Our annual Festive Crowdfunder was a success with local businesses donating vouchers and products in return for donations. Our annual Mama to Mama Festive Crowdfunder was a resounding success, demonstrating the incredible generosity and community spirit within our local area. Local businesses played a pivotal role in this achievement, contributing a fantastic array of vouchers and products. In return for these generous donations, we encouraged individuals and families to contribute to our cause, helping us to continue our vital work supporting mothers and families in need. The enthusiastic participation from both businesses and the community made this year's crowdfunder one of our most impactful to date, allowing us to exceed our fundraising goals and expand the reach of our services.

5. Financial Review

Please provide an overview of the charity's finances including:

In the financial year ending 1st April 2025, the charity raised £186,253 – a 76.82% increase on the previous year. This growth reflects our efforts to diversify trust and community fundraising streams and strengthen donor retention, reducing reliance on any single income source and increasing financial resilience. It represents a major step toward long-term sustainability.

Fundraising highlights:

- We received repeat funding support from the National Lottery, Kent Community Foundation, Colyer-Fergusson and Kent County Council.
- We received first-time grants from Another Way Women's Foundation, The Gibbons Trust, Forrester Family Trust, Whitehead Monckton Charitable Foundation and Comic Relief, and hope to establish relationships with these funders going forwards.
- We hosted our 4th annual Christmas crowdfunder, match-funded by Aviva, raising a total of £25,700.

- Improved awareness of the charity resulted in community funding from: a parent-led crowdfunder, triple match-funded by Netflix; a Kate Bush-themed fundraising event hosted by local CIC Grass Cliftonville; sponsorship from a Great North Run participant; and British Airways Cabin Crew Entertainment Society's annual pantomime.

The uplift in income, combined with improved financial planning, has allowed us to maintain and expand our core services, invest in staff capacity and begin piloting new support initiatives for disadvantaged families. It also enabled the development of a more robust reserves policy. As of March 2025, the risk-based reserve level is set at £24,347 – equivalent to 3 months of reduced core operating costs. These reserves are designed to cover essential services, maintain key staff roles, pay rent and utilities for the baby bank warehouse and retain capacity to restore income should we face unforeseen challenges.

Overall, the charity has significantly strengthened its financial position. Improved liquidity, a clear reserves policy and a growing base of supporters now allow us to plan future programmes with greater confidence and continue delivering vital services that tackle childhood poverty in Thanet in a sustainable way.

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature:



Full name: Miles Tipping

Position: Treasurer

Date: 18th November 2025



Receipts and payments accounts

CC16a

For the period
from

01.04.2024

To

31.03.2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
INTEREST INCOME	769	-	-	769	
VENUE HIRE	-	-	-	-	128
INTERNET SHARE	-	-	-	-	60
GRANTS/AWARDS	-	105,871	-	105,871	76,232
CORPORATE GIVING	16,986	-	-	16,986	1,000
COMMUNITY FUNDING	4,806	1,054	-	5,860	24,498
INDEPENDENT DONATIONS/FUNDRAISING	58,214	-	-	58,214	3,414
HMRC GIFT AID	1,771	-	-	1,771	-
Sub total (Gross income for AR)	82,547	106,925	-	189,472	105,332
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	82,547	106,925	-	189,472	105,332
A3 Payments					
DIRECT EXPENSES	4,460	9,645	-	14,105	
DIRECT WAGES	-	70,446	-	70,446	40,524
ADVERTISING AND MARKETING	3,480	320	-	3,800	
ACCOUNTING	865	-	-	865	1,664
BANK FEES	217	-	-	217	
CLEANING + WASTE DISPOSAL	179	-	-	179	
CONSULTING	952	-	-	952	
GENERAL EXPENSES	3,802	381	-	4,183	1,752
INSURANCE	513	-	-	513	
IT SOFTWARE AND CONSUMABLES	765	-	-	765	
UTILITIES	921	-	-	921	
POSTAGE AND COURIER	176	-	-	176	
PRINTING AND STATIONERY	239	-	-	239	
PROJECT FACILITATORS	6,449	-	-	6,449	
RENT	10,725	-	-	10,725	8,045
REPAIRS AND MAINTENANCE	443	358	-	801	
SUBSCRIPTIONS	1,170	-	-	1,170	
TELEPHONE AND INTERNET	733	-	-	733	
TRAVEL	1,769	-	-	1,769	
VENUE HIRE	809	-	-	809	
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	38,667	81,150	-	119,817	51,985
A4 Asset and investment purchases, (see table)					
EQUIPMENT	-	-	-	-	3,448
	-	-	-	-	
Sub total	-	-	-	-	3,448
Total payments	38,667	81,150	-	119,817	55,433
Net of receipts/(payments)	43,880	25,775	-	69,655	49,899
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	43,880	25,775	-	69,655	49,899

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		43,880	25,775	-
		-	-	-
		-	-	-
	Total cash funds	43,880	25,775	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

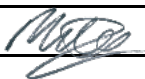
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf
of all the trustees

Signature	Print Name	Date of approval
	Miles Tipping	12.12.25



Section A

Independent Examiner's Report

Report to the trustees

Charity Name

Mama to Mama

On accounts for the year
ended

31.03.2025

Charity no
(if any)

1202438

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2025.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust'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
examiner's statement

~~[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]]. Delete [] if not applicable.~~

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- ~~• the accounting records were not kept in accordance with section 130 of the Charities Act; or~~
- ~~• the accounts did not accord with the accounting records; or~~
- ~~• the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement 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 of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

Date:

02.07.2025

Name:

Rajesh Sharma

Relevant professional
qualification(s) or body

ACCA and AAT

(if any):

--

Address:

11 Waldron Road

Harrow on the Hill

HA2 0HU

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

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Accounts



Trustees' Annual Report for the period

From

Period start date

18

March

2023

To

Period end date

31

March

2024

Charity name

Mama to Mama

Other names charity is known by

Registered charity number (if any)

1202438

Charity's principal address

Unit 6A, Westwood Business Park, Strasbourg Street, Margate

Postcode

CT9 4JJ

Names of the charity trustees who manage the charity

Trustee name

Office (if any)

Dates acted if not for whole year

Name of person (or body) entitled appoint trustee (if any)

1 Hayley Corker

2 Eilidh Macpherson

3 Mars Lord

4 Miles Tipping

June 2023

Oct 2023

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name

Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Jayne Furniss

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable incorporated organisation
Trustee selection methods (eg. appointed by, elected by)	Through a skill based selection process, appointed by a committee consisting of Trustees and CEO.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Currently the charity has the following policies approved by the board of Trustees:

- Health and Safety Policy
- Safeguarding Policy for Children and Young People
- Volunteers Policy

In the next board of Trustees meeting (08.07.24), the the following policies will be discussed for approval:

- Social Media Policy
- Data and Information Policy
- Reserves Policy
- Financial Controls policy

The Charity currently has an appointed full time CEO, and 5 freelance contractors working on a part time basis

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Our vision is that every newborn baby and child under 5 in Thanet has the best start in life. Mama to Mama provides essentials to vulnerable pregnant people through preloved donations. With little or no other resources available for these individuals, we enable maternity, social & care workers to make referrals for care packages, which in turn assists with them building relationships & gaining trust from the people they support. Our care packages provide all the items that a new parent would need for their baby entering the world. We also create a maternity hygiene package for mother & baby to take into hospital with them before birth. The people we support are living in poverty, fleeing domestic abuse, fleeing human trafficking, leaving the care system or experiencing homelessness. Mama enables maternity, social and care workers to make referrals for care packages, which in turn helps them to build relationships and trust from the people they support.

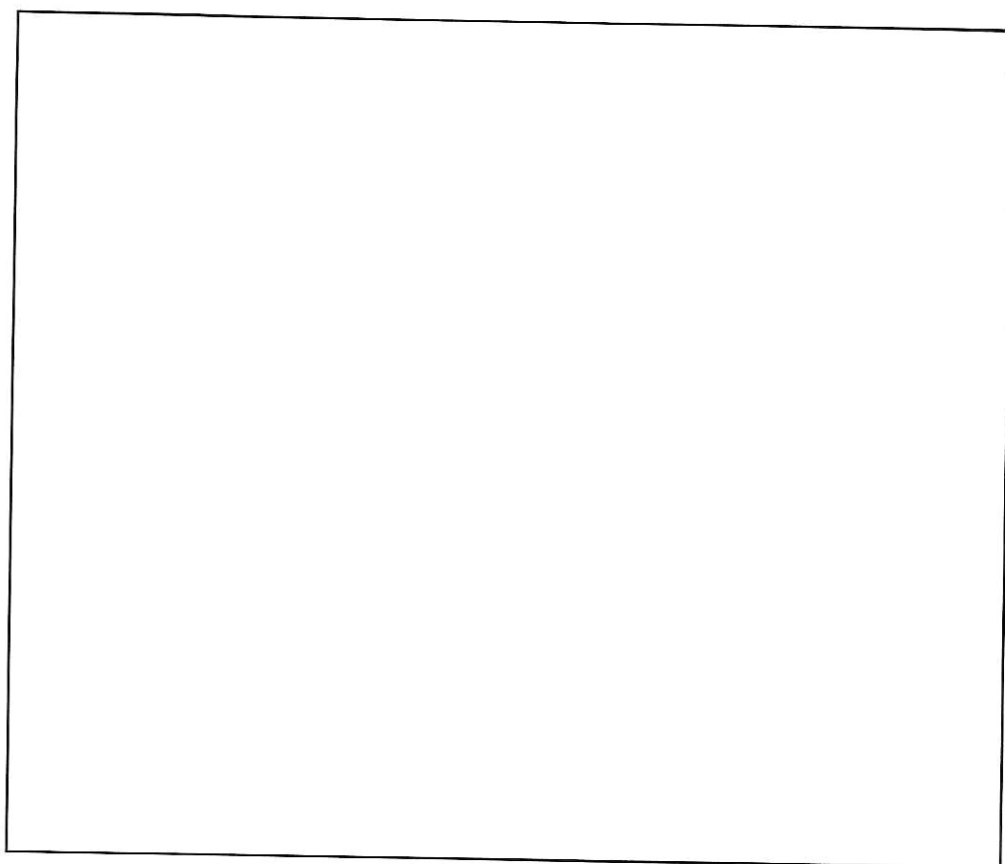
Summary of the objects of the charity set out in its governing document

The prevention of financial hardship among people living or working in Kent, by providing such persons with baby clothing and other essential items which they could not otherwise afford through lack of means.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Summary of the main achievements of the charity during the year

This year we had a total of 128 referrals.

Each beneficiary was provided with our core offering of a bespoke baby clothing and accessories box, 2 x hygiene boxes and a hand written card to the value of £450 each. Beneficiaries also had the option of selecting larger items in line with their individual situation and needs. Every beneficiary had the option to request a full care package to the value of £2,336.

In 2023 Mama to Mama re-homed over £101K worth of preloved clothing and equipment to 128 families in Thanet.

60% increase in our monthly beneficiary referrals this year (2023) compared to last year (2022)

Due to the cost of living crisis our costs have increased by 55% this year compared to last year.

Our current data confirms that our care packages relieve the financial strains associated with having a baby by 81%.

Mama to Mama provides volunteering opportunities to our local community, which we know from our feedback forms boosts self esteem, with 80% reporting feeling a greater sense of self worth.

90% of the people we support are struggling financially.

75% of our beneficiaries reported feeling more confident and positive about their choices for their impending newborn.

40% of our beneficiaries are facing motherhood alone.

Brief statement of the charity's policy on reserves

The trustees, assisted by the CEO and shall determine:

- Annually, as part of the budget process, the Risk-based reserve level to be set aside;
- The Trustees' decisions should be based upon consideration of:
- The general level and nature of risk associated with the current and planned activities;
- Their general legal duties are to, on the one hand, spend income within a reasonable time of receipt and, on the other, to manage and mitigate financial risks so as to safeguard the interests of Mama to Mama.

Our accountant and the CEO, shall maintain an overview of the Reserves positions during the year. In the event that maintaining the Reserves at the approved level would expose Mama to Mama to an unacceptable level of financial risk, they shall make an emergency recommendation to the board of Trustees.

Details of any funds materially in deficit

None

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Since becoming a registered Charity we have sustained Mama to Mama through grants, independent collaborations and fundraising.

Each year we have run a successful Crowdfunder with incredible support from our community. Over 200 local independent businesses donated vouchers that were used as rewards in return for pledges. In 2023, we raised £25,468, from 351 supporters through our Crowdfunder, which was match funded by Aviva.

Section F

Other optional information

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Hayley Corker

Position (eg Secretary, Chair, etc)

Chair

Date

7/10/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Mama to Mama

No (if any)
170/2438

Receipts and payments accounts

CC16a

For the period
from

3/18/2023

To

3/31/2024

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Venue Hire	128	-	-	128	-
Internet Share	60	-	-	60	-
Grants/Awards	-	76,232	-	76,232	-
Corporate Giving	1,000	-	-	1,000	-
Crowdfunder Dec 2023	24,498	-	-	24,498	-
Donations	2,164	-	-	2,164	-
Independent fundraising	1,250	-	-	1,250	-
	-	-	-	-	-
Sub total (Gross income for AR)	29,100	76,232	-	105,332	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	29,100	76,232	-	105,332	-
A3 Payments					
Freelance consultants	-	-	-	-	-
Consultants	-	27,985	-	27,985	-
Rent & Bills	-	12,539	-	12,539	-
Accounting	-	8,045	-	8,045	-
Expenses reimbursed	1,664	-	-	1,664	-
Other	1,483	-	-	1,483	-
	269	-	-	269	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	3,416	48,569	-	51,985	-
A4 Asset and investment purchases, (see table)					
Equipment	-	3,448	-	3,448	-
	-	-	-	-	-
Sub total	-	3,448	-	3,448	-
Total payments	3,416	52,017	-	55,433	-
Net of receipts/(payments)	25,684	24,215	-	49,899	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	25,684	24,215	-	49,899	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds				
		25,684	24,215	-
		-	-	-
		-	-	-
	Total cash funds	25,684	24,215	-
	(agree balances with receipts and payments account (s))	OK	OK	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £

B2 Other monetary assets

	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
Laptops		-	-
Books & other equipment		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

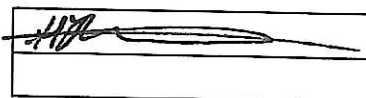
Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name

Date of approval



Hayley Corker

30/9/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees

Mama to Mama

Period ending 31.03.2024

1202438

On accounts for the year ended

Charity no (if any)

Set out on pages

(remember to include the page numbers of additional sheets)

Responsibilities and basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2024

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust'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 examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement 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 of the accounts to be reached.

Signed:

J Podmore

Date:

22/09/2024

Name:

Julia Podmore
IER

Relevant professional qualification(s) or body (if any):

Chartered Accountant

Address:

Longshutts, Thorney Edge Road, Bagnall

Stoke-on-Trent

Staffs, ST9 9LA

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.