



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:

A handwritten signature in brown ink, appearing to read 'Miles Tipping', with a stylized flourish at the end.

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

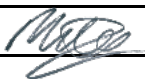
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	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):

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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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