



Breastfeeding Mum Meets  
14<sup>th</sup> Jan 2019 – 1<sup>st</sup> April 2020  
Trustees Annual Review  
Report and Financial Statement

Your breastfeeding journey should NEVER be a lonely one



## Breastfeeding Mum Meets

### Report of the Management Committee for the year ended 31 March 2020

The Management Committee presents its directors' report and audited financial statements for the year ended 31 March 2020.

### Reference and Administrative Information

Charity Name: Breastfeeding Mum Meets

Charity registration number: 1185468

Registered Office and operational address: Woodside Community Hub, 35 Witard Road, Norwich NR7 9XD

### Management Committee

Mrs G Simpson **Chair**

Mrs J Jermy **Co-Vice Chair**

Mrs E Hesketh **Co-Vice Chair**

Mrs L Morris-Hatch **Treasurer**

Miss E Crouch **Secretary**

Miss J Murdoch

Miss C Forsyth

Mrs K Makepeace

Mrs H Thornelow

Mrs N Strange

RESIGNED:

Mrs A Manson

Miss D Chaplin

Mrs C Pallett

## **Our aims and objectives.**

### Purposes and Aims.

The advancement of health for the public benefit among breastfeeding women in Norfolk by such means as the trustees think fit including:

- 1) Providing physical, emotional and practical support and information to breastfeeding women
- 2) Developing and maintaining peer support groups
- 3) Operating a resource body in cooperation with other agencies and health professionals.

### Ensuring our work delivers our aims.

We review our aims, objectives and activities every 12 months. This review looks at what we achieved and the outcomes of our work in the previous 12 months. The review looks at the success of each key activity and the benefits they have brought to those groups of people we are set up to help. The review also helps us ensure our aim, objectives and activities remained focused on our stated purposes. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aim and objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set. Every month we have a trustee update where we feedback to the team how our respective roles are coming along so we are all aware of the charities progress.

### The focus of our work.

Our main objectives for the year continued to be the promotion, support and raising awareness of the benefits of breastfeeding throughout our community.

The strategies we used to meet these objectives included:

- Providing a available service for peer support for any time of day through social media and contact through email.
- Providing regular social meets for breastfeeding support throughout Norfolk to allow members to feel comfortable in our sessions to talk about what they are experiencing.
- Focussing on the positives and sharing information with the benefits of breastfeeding.
- Working towards lessening the stigma surrounding public feeding with campaigns and a normalising social media presence.
- Working in partnership with other agencies to secure the widest range of services is available that best matches the needs of our members.

### How our activities deliver public benefit.

Our main activities and who we try to help are described below. All our charitable activities focus on the support and encouragement of breastfeeding throughout Norfolk and are undertaken to further our charitable purposes for the public benefit.

**Your breastfeeding journey should NEVER be a lonely one**



### Who used and benefited from our services?

Our objects and funding limit the services we provide to those who reside in Norfolk. Our funding limits those we can help, for example, our social meets can only provide for mums in the local area which are all Norfolk. Demand for our services has grown considerable over the last year so our team of volunteers has grown with it. All our services are provided free to our members. Equal access to our services is an important issue for us. Our private support page has over 2000 members who give and ask for peer support regularly, we average between 10-20 posts a day with an average of 13 replies. We actively monitor the page and provide an extensive list of further support when needed, we provide links to reputable sites for qualified information and are able to empathise and relate to many situations as breastfeeding mums ourselves. In 2019 we had 1665 mum attendees to our social meets run by our supported team of volunteer hosts.

Our active liaison with local support such as Health Visitors and Midwives for the three biggest hospitals in Norfolk and with local community support groups has helped significantly in providing a substantial knowledge of procedures and has created better local understanding of our work. The main areas of charitable activity are the peer support, providing information, social meets; and the 24hr peer support on social media. These activities and the achievements that flow from our work are described below.

### NipAdvisor

Our NipAdvisor is a normalising project which was created to show local businesses that the treatment of breastfeeding women in our community is something to be celebrated. We receive personal recommendations from members detailing an experience they have had where they've been given an exceptionally comforting welcome whilst breastfeeding in their venue. We then thank the venue by offering them a "Breastfeeding friendly recommended venue" window sticker and we list them on the map on our website so mums looking to venture out know where they will be welcomed as a breastfeeding mum. Unfortunately even though it is a legal right for a mum to feed in public without being asked to cover up or move it is still a worrying experience for a mum and there are some who still discriminate.

### Social Meets.

Our 30+ team of volunteer hosts provide regular meets all over Norfolk in cafes, libraries, Action For Children's Centres, pubs, parks and soft plays. We welcome an average of 5 mums per meet where we talk about anything the mum wants to discuss and provide a safe space for the mums to discuss their breastfeeding journey to other likeminded women.

### Online Support.

The most popular platform we have for our social media is Facebook. We have a private group where mums are encouraged to post with anything breastfeeding related they want to talk about. The forum is peer support and our community support each other at all times of day by sharing their personal experiences, advice and encouragement. It has proven incredibly effective in understanding things such as cluster feeding, growth spurts, pumping and milk storage and recognising when further support from a healthcare provider is required.

Your breastfeeding journey should NEVER be a lonely one



## Financial Review

Against the backdrop of limited resources and insecurities over funding, we have not been able to provide our volunteers with substantial training. Nevertheless the charity, with the aid of the generous public and the support of its volunteers generated a very positive financial outcome for the period. Its success in obtaining new funding for 2019/20 from the Charities Trust and The Aldborough Players provided much needed additional resources.

### Principal Funding Sources

We were generously granted £1000 from the Charities Trust in July 2019 and £500 in March 2020 but the rest has been gathered by fundraising ventures such as raffles, donation boxes and selling at markets.

### Investment Policy

Aside from retaining a prudent amount in reserves each year most of the charity's funds are to be spent in the short term so there are few funds for long term investment. Having considered the options available, the Management Committee has decided to invest the small amount that it has available in creating and selling breastfeeding empowering items such as milestone celebration cards, "this side next" charm bracelets, humorous fridge magnets and empowering t-shirts.

The Management Committee took into consideration the overall return in long term investments and decided to go ahead. Unfortunately, the first few months have proved to be disappointing but there are a few things we are planning to do in the upcoming months to improve this.

### Reserves Policy

With our meets and events being drastically halted due to Covid 19 we have a good reserve at the moment. We also have a large number of posters, flyers and business cards so spending on marketing materials wont be needed for a while. Looking at the yearly budget we are over half way towards our annual income with fundraisers due to begin soon.

### **Plans for future periods.**

In July 2020 we are starting a 1000k fundraiser with a projected target of £500 in sponsorships. We also have our Virtual Big Latch On in August where our charity raffle usually gives us a good income for funds. Our funding and grants advisor and application specialist Katie Makepeace is currently applying for funding to provide training for our volunteers so we are able to provide a more indepth knowledge for assistance to our mums.

We will continue our social meets when it is deemed safe to do so as the protection of our members is paramount. Our online peer support is incredibly busy and continues to grow daily.

## Responsibilities of the Management Committee

The Management Committee prepare financial statements for each month and financial year which give a true and fair view of the state of the affairs of the CIO. Our Treasurer provides a balance sheet of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing those financial statements we ensure complete transparency in our income and outgoings which was why we decided to provide our team with monthly records. The Management Committee is responsible for maintaining proper accounting records which disclose

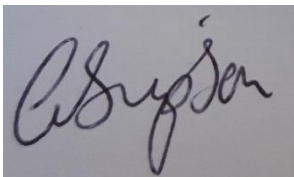
with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 1985. The Management Committee is also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Members of the Management Committee.**

Members of the Management Committee, who are our board of trustees certify that:

- So far as we are aware, there is no relevant audit information of which the company's auditors are unaware; and
- As the trustees of the charity we have taken all the steps that we ought to have taken in order to make ourselves aware of any income and expenditures undergone through our charity account through the monthly and yearly finance reports.

Approved by the Management Committee on DATE and signed on its behalf by:



Mrs G Simpson

Founder and Chair

## Breastfeeding Mum Meets

## Statement of Financial Activities (including Income &amp; Expenditure Account) for the year ended 31 March 2020

Expenditure	Jan '19	Feb '19	Mar '19	April '19	May '19	June '19	July '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Dept' totals
Advertising	£ 56.37	£ 18.00			£ 35.99	£ 18.00	£ 28.00	£ 90.00	£ 73.78		£ 51.30		10		77.94	£ 459.38
Travel Expenses																£ -
Craft Costs	£ 43.17									£ 31.79	£ 42.68	£ 26.99			50.34	£ 194.97
Insurance			£ 176.72													£ 176.72
Training																£ -
Locality Tea Station	£ 12.00						£ 53.14	£ 42.72							8.1	£ 115.96
Postage	£ 10.34					£ 14.60		£ 42.17			£ 9.00	£ 46.32			19.2	£ 141.63
Host Packs						£ 78.00			£ 88.00	£ 54.35	£ 108.98			82.14	9.99	£ 421.46
Website																£ -
Gifts														39.9		£ 39.90

Your breastfeeding journey should NEVER be a lonely one

Event Supplies		£ 12.50				£ 80.71	£ 69.16	£ 38.25			£ 25.00					£ 225.62
Trustee Meeting										£ 42.25						£ 42.25
												<u>Total Expenditure</u>				£ 1,817.89
Income	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Dept' totals
Donations	£ 40.00	£ 9.46	£ 51.10			£ 43.44	£ 55.80	£ 424.06		£ 47.40	£ 25.00				585	£ 1,281.26
Grants							£ 1,000.00									£ 1,000.00
Fund Raisers	£ 30.00	£ 15.00	£ 30.00													£ 75.00
Merchandise		£ 20.00		£ 141.85			£ 37.55									£ 199.40
Refunds														9.2		£ 9.20
												<u>Total Income</u>				<u>£ 2,564.86</u>

Your breastfeeding journey should NEVER be a lonely one



**Summary of cash in bank as of 31/03/2020 was £946.21. All monies will be carried forward into the next financial year to be used exclusively for continuing the work of the charity. These funds are held encase of a loss of income so we can continue to support breastfeeding mothers in Norfolk.**

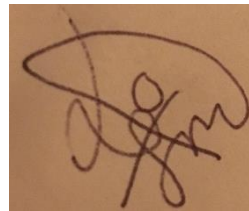
**Our main source of income for the financial year was through the form of donations and grants as is highlighted in the table above. We use the majority of this money to advertise and set up new hosts around Norfolk so we can continue to reach and help as many breastfeeding women as possible.**

**Future plans will be to continue to help breastfeeding women throughout Norfolk.**

**The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.**

**Approved by the management committee on 09 July 2020 and signed on its behalf**

**by: L Morris-Hatch, Treasurer**

A handwritten signature in dark ink on a light brown background, appearing to read 'L Morris-Hatch'.