

Registered charity number
1179495

Peeps
(A Charitable Incorporated Organisation)
Trustees' Report and Financial Statements

31 August 2019

**Peeps
Report and accounts
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Peeps
Charity Information

Trustees

Anna Patra
Josie Elson
Sarah Land
Steve Land
Vicki Hennessy

Independent Examiner

Stephanie Stevens
Hobday-Stevens Limited
Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

39 Ladysmith Road
Ashton-under-Lyne
OL6 9BZ

Charity number

1179495



Trustee's Annual Report

Reporting period: 09 August 2018 to 31 August 2019

Reference and administration details

Charity name	Peeps
Registered charity number	1179495
Charity address	39 Ladysmith Road, Ashton-under-Lyne, Lancashire, OL6 9BZ
Trustees	Sarah Land - Co-founder and Chair Steve Land - Co-founder Anna Patra – Secretary Josie Elson Vicki Hennessy - Treasurer

Who we are

Peeps was set up in 2018 by Sarah & Steve. Here's a quick note from Sarah to explain why:

“We found ourselves in the world of HIE when our daughter was born in March 2015 – she stopped breathing shortly after birth and, without any warning, our NICU journey began. Neither of us had heard of HIE before, none of our friends or family had, and let's be honest, it was a scary time. I googled it (going against the advice of all the nurses of course!), and luckily found a Facebook forum for families. If it hadn't been for that group, the advice and information offered by other mums and dads, I think we might still have been wondering what on earth was going on! So, we wanted to change things a bit, reach out to families in the early days, and bring the information to them, rather than them having to look for it.”

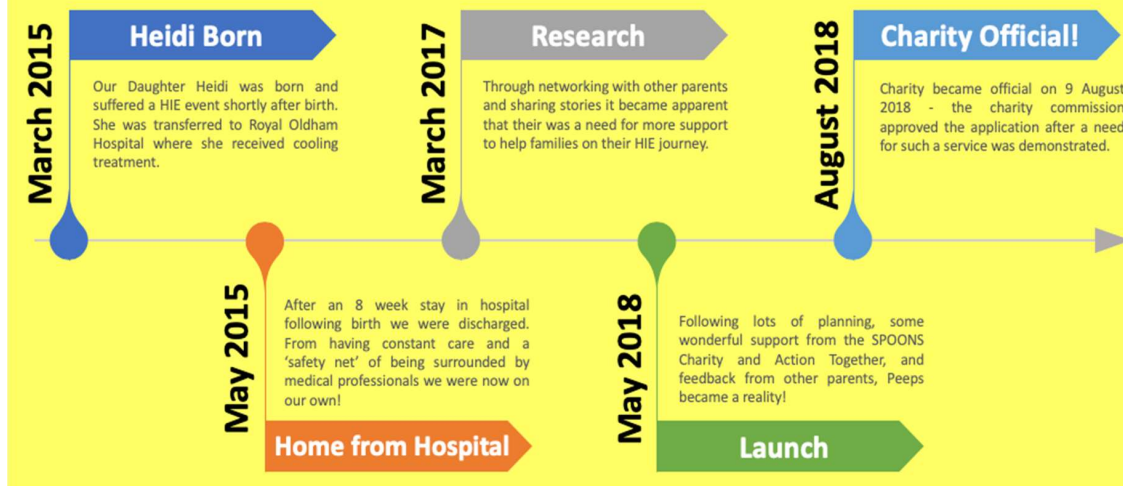
Every HIE journey is going to be different, but there can be similarities and celebrations, as well as the uncertainties and worrying times. Peeps can be along-side whenever a family need us, whether that's today, next week or in a few months' time.



Registered Charity Number 1179495



History of Peeps – The Journey



Structure, governance and management

Type of governing document	Constitution
How the charity is constituted	Charitable Incorporated Organisation (Foundation Model)
Trustee selection methods	The original group of trustees was formed by the founders of the Charity, Sarah and Steve Land, and people they knew, who had an interest in supporting those affected by HIE and had skills that could contribute to establishing Peeps. Future recruitment will be via advertising the role, shortlisting and an interview process, ensuring that successful applicants have relevant and transferable skills. A connection to or awareness of HIE is preferable but not essential.

Objectives and activities

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by HIE (hypoxic-ischaemic encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and;
- advance the education of the medical profession and the general public in HIE and its' implications for the family.

Peeps have completed the following activities, for the public benefit and to meet our objectives as stated above:

Provision of Parent Packs

The majority of babies who experience a HIE event will spend some time in a neonatal unit (NICU). The level of care needed, and length of stay, will vary greatly, but we felt it was important to try and reach out to all families, signpost them to support available for if/when they needed it and let them know they aren't on their own.

Our parent packs comprise of leaflets and information, bespoke milestone cards (some HIE babies may not reach "traditional" milestones so we wanted to make them all-inclusive), a "Little Warrior" baby grow, and some comfort items such as hand-cream, lip balm and water bottle for the parents. We also included a journal and pen as many families have said that keeping a diary can be beneficial.

Funding for accommodation/travel

In some situations, babies are transferred to a hospital out of the area for their care. Many NICUs have parent accommodation so that the Mum/Dad can stay nearby, but this is not always available and can add to worry anxiety from the family, as well as increased travel costs. We can arrange and fund hotel accommodation for short-term support or help with the additional travel costs.

Study Days

Peeps has attended 4 Study Days across the first year; 2 at The Royal Oldham Hospital and 2 at Bolton Hospital. This gave us the opportunity to share with the nurses and consultants there about our background, why we set up Peeps and what support we can offer families in their units and beyond.

Awareness Day

HIE occurs in approximately 3-4 in every 1000 births, yet it isn't widely known about in the UK. Feedback from other families and healthcare professionals, along with our own experience, led to us wanting to raise awareness, and also reach families who were further along in their journey.

April is HIE Awareness Month in the US, and we wanted to tie in with this, so we chose the 4th April to be an annual awareness day in the UK for HIE.

All trustees have had regard to the guidance issued by the Charity Commission on public benefit.

Achievements and performance

Parent Pack Distribution

During this first year we distributed 175 parent packs across 40 different hospitals. This is approximately a quarter of all NICUs; our aim is to have our packs and/or information in all NICUS within the next 18 months.

We found it challenging at first to find the right contact within the unit, especially as we are a new charity. It was great to have units come back to us though asking for more packs and giving positive feedback from the parents who had received them.

HIE Awareness Day

This was the first ever UK awareness day and our aim was to raise knowledge of HIE, and also share the support we could offer those affected by HIE.

We used #HeardofHIE to promote on social media and encouraged people to take part by holding one of our HIE postcards (with info about Peeps and HIE on the back). The day was a huge success. Families, friends, organisations, sports clubs and other charities across the UK all got involved, and we were even trending on Twitter! The cost of putting on the day was low, but the impact significant. As a result, we had more contacts, more requests from NICUs for our parent packs, and reached more families. The plan is to hold an awareness day on an annual basis going forward.



Feedback / Testimonials

Our primary aim is to support families affected by HIE. Having gone through the experience ourselves, we felt it so important to try and help others. We always believed there was a need for a dedicated HIE charity, and this was confirmed as we started to receive feedback.

“It was amazing to receive one of your bags along our journey in hospital and instantly learn that we weren’t alone on the journey.”

“Thank you I’m very thankful for all you do we felt we were the only ones going through the experience, as you do when it’s your child, the support means a lot.”

“I just wanted to say thank you for all you do to raise awareness for HIE. I wasn’t aware that the charity existed until yesterday and then heard about the first ever HIE awareness day today and am very impressed with the response. It’s an amazing cause and I am pleased there is support out there for families who have experienced HIE.”

“The support this charity gives to mummies and daddies who are thrown into the dark world of HIE is invaluable and I’ll be forever grateful that Sarah and Steve used such a traumatic and devastating experience to do something so amazing.”

Financial Review

Money in the bank at 31st August 2019 was £12,560 in unrestricted funds.

The main risk to the charity is a reduction in funds from our supporters. Our aim is to always maintain a minimum of £5,000 in the bank to ensure the charity can continue to operate whilst other avenues of income are explored.

We are incredibly grateful to everyone who has supported us by raising funds and donating. People have taken part in sponsored runs, mountain treks, gin nights, and attended our Sunshine and Sparkle ball.

We have also been lucky to receive a grant from The Pavers Foundation, of £2000 which we used to fund purchases for 100 parent packs, as well as an award from the donation from L’Oreal.

It is only with thanks to our supporters that we have been able to achieve what we set out to.

Trustees' responsibilities in relation to the financial statements

The trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

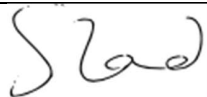
Each person who was a Trustee at the time this report was approved confirms that:

- so far as he is aware, there is no relevant information of which the charity's independent examiner is unaware; and
- he has taken all the steps that he ought to have taken as a trustee in order to make himself aware of any relevant information and to establish that the charity's independent examiner is aware of that information.

Declaration

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

Signed on behalf of the Peeps' trustees

Signature	
Full Name	Sarah Land
Position	Co-Founder & Chair of Trustees
Date	30 April 2020

Peeps

Independent examiners' report to the members of Peeps

I report on the unaudited accounts of Peeps for the period ended 31 August 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the charity is not subject to audit under charity law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens
(Independent Examiner)

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

30 April 2020

Peeps
Statement of financial activities
for the period from 9 August 2018 to 31 August 2019

	Notes	Unrestricted £	Restricted £	Total 2019 £
Donations and legacies	3	22,125	-	22,125
Charitable activities	4	-	2,000	2,000
Other trading activities	5	7,204	-	7,204
Total		29,329	2,000	31,329
Expenditure on:				
Raising funds	6	822	-	822
Charitable activities	7	12,443	2,000	14,443
Other	8	3,482	-	3,482
Total		16,747	2,000	18,747
Net income		12,582	-	12,582
Transfers between funds		-	-	-
Net movement in funds		12,582	-	12,582
Reconciliation of funds:				
Total funds brought forward	13	-	-	-
Total funds carried forward	13	12,582	-	12,582

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

**Peeps
Balance sheet
as at 31 August 2019**

	Notes	Unrestricted £	Restricted £	2019 £
Current assets:				
Debtors	11	922	-	922
Cash at bank and in hand		12,560	-	12,560
		<u>13,482</u>	-	<u>13,482</u>
Liabilities:				
Creditors: amounts falling due within one year	12	(900)	-	(900)
		<u>12,582</u>	-	<u>12,582</u>
Net current assets				
		<u>12,582</u>	-	<u>12,582</u>
Total assets less current liabilities				
		<u>12,582</u>	-	<u>12,582</u>
Net assets				
		<u>12,582</u>	-	<u>12,582</u>
The funds of the charity:				
Unrestricted income funds	13	12,582	-	12,582
		<u>12,582</u>	-	<u>12,582</u>
Total charity funds				
		<u>12,582</u>	-	<u>12,582</u>

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2019 their responsibilities for complying with the requirements of the Charities Act with respect to accounting records and the preparation of accounts.



Sarah Land
Trustee

Approved by the board on 30 April 2020

Peeps
Statement of Cash Flows
for the period from 9 August 2018 to 31 August 2019

	Notes	2019 £
Cash flows from operating activities:		
<i>Net cash provided by/ (used in) operating activities</i>		12,560
Cash and cash equivalents at the beginning of the reporting period		-
Cash and cash equivalents at the end of the reporting period		<u>12,560</u>
Net income/ (expenditure) for the reporting period		12,582
Adjustments for:		
Increase in debtors	11	(922)
Increase in creditors	12	900
<i>Net cash provided by/ (used in) operating activities</i>		<u>12,560</u>
Analysis of cash and cash equivalents		
Cash at bank		<u>12,560</u>
Total cash and cash equivalents		<u>12,560</u>

Peeps
Notes to the Accounts
for the period from 9 August 2018 to 31 August 2019

1 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2016) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Peeps

Notes to the Accounts

for the period from 9 August 2018 to 31 August 2019

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Legal status of the Charity

The charity is a charitable incorporated organisation.

3 Income from donations and legacies	Unrestricted	Restricted	Total 2019
	£	£	£
Donations	21,189	-	21,189
Gift Aid	936	-	936
	<hr/>	<hr/>	<hr/>
	22,125	-	22,125

4 Income from charitable activities	Unrestricted	Restricted	Total 2019
	£	£	£
Grants	-	2,000	2,000
	<hr/>	<hr/>	<hr/>
	-	2,000	2,000

5 Income from other trading activities	Unrestricted	Restricted	Total 2019
	£	£	£
Merchandise	128	-	128
Raffle tickets	781	-	781
Sponsorship	307	-	307
Ticket sales	5,988	-	5,988
	<hr/>	<hr/>	<hr/>
	7,204	-	7,204

Peeps**Notes to the Accounts**

for the period from 9 August 2018 to 31 August 2019

6 Expenditure on raising funds	Unrestricted £	Restricted £	Total 2019 £
Advertising	42	-	42
Lottery Licence	40	-	40
Marketing	195	-	195
Promotional Material	482	-	482
Raising funds	63	-	63
	<hr/>	<hr/>	<hr/>
	822	-	822

7 Expenditure on charitable activities	Unrestricted £	Restricted £	Total 2019 £
Donations made	706	-	706
Equipment for families	60	-	60
Events	9,433	-	9,433
Gifts	34	-	34
Purchases for parent packs	2,210	2,000	4,210
	<hr/>	<hr/>	<hr/>
	12,443	2,000	14,443

8 Other expenditure	Unrestricted £	Restricted £	Total 2019 £
Accountancy fees	900	-	900
Insurance	271	-	271
Office/General Administrative Expenses	42	-	42
Phone Costs	155	-	155
Postage	348	-	348
Printing, Postage and Stationery	809	-	809
Training	20	-	20
Travel and Accommodation	284	-	284
Website	653	-	653
	<hr/>	<hr/>	<hr/>
	3,482	-	3,482

9 Net income/ (expenditure) for the year	2019 £
This is stated after charging:	
Independent examiners' fee	300
Other accounting services	600
	<hr/>

10 Staff costs	Unrestricted £	Restricted £	Total 2019 £
Wages and salaries	-	-	-
Social security costs	-	-	-
Other pension costs	-	-	-
	<hr/>	<hr/>	<hr/>
	-	-	-

Peeps
Notes to the Accounts
for the period from 9 August 2018 to 31 August 2019

The charity trustees were not paid, nor received any other benefits from employment with the charity in the year, nor were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

11 Debtors	Unrestricted £	Restricted £	Total 2019 £
Prepayments and accrued income	922	-	922
	<hr/> 922	<hr/> -	<hr/> 922

12 Creditors: amounts falling due within one year	Unrestricted £	Restricted £	Total 2019 £
Accruals and deferred income	900	-	900
	<hr/> 900	<hr/> -	<hr/> 900

13 Analysis of charitable funds

Analysis of movements in unrestricted funds

	At 9 August 2018	Incoming resources	Resources expended	Transfers	At 31 August 2019
General fund	-	29,329	(16,747)	-	12,582
Designated fund	-	-	-	-	-
	<hr/> -	<hr/> 29,329	<hr/> (16,747)	<hr/> -	<hr/> 12,582

Name of unrestricted fund **Description, nature and purpose of the fund**

General fund The 'free reserves' after allowing for all designated funds.

Analysis of movements in restricted funds

	At 9 August 2018	Incoming resources	Resources expended	Transfers	At 31 August 2019
Pavers Foundation	-	2,000	(2,000)	-	-
	<hr/> -	<hr/> 2,000	<hr/> (2,000)	<hr/> -	<hr/> -

Name of restricted fund **Description, nature and purpose of the fund**

Pavers Foundation Funding for 100 parent packs

Peeps
Notes to the Accounts
for the period from 9 August 2018 to 31 August 2019

14 Presentation currency

The financial statements are presented in Sterling.

15 Principal place of business

The address of the charity's principal place of business and registered office is:

39 Ladysmith Road
Ashton-under-Lyne
OL6 9BZ

Peeps

Detailed statement of financial activities

for the period from 9 August 2018 to 31 August 2019

	Unrestricted 2019 £	Restricted 2019 £	TOTAL 2019 £
Income			
Donations	21,189	-	21,189
Gift Aid	936	-	936
Grants	-	2,000	2,000
Merchandise	128	-	128
Raffle tickets	781	-	781
Sponsorship	307	-	307
Ticket sales	5,988	-	5,988
	<hr/>	<hr/>	<hr/>
	29,329	2,000	31,329
Expenses			
Accountancy fees	900	-	900
Advertising	42	-	42
Donations made	706	-	706
Equipment for families	60	-	60
Events	9,433	-	9,433
Gifts	34	-	34
Insurance	271	-	271
Lottery Licence	40	-	40
Marketing	195	-	195
Office/General Administrative Expenses	42	-	42
Phone Costs	155	-	155
Postage	348	-	348
Printing, Postage and Stationery	809	-	809
Promotional Material	482	-	482
Purchases for parent packs	2,210	2,000	4,210
Raising funds	63	-	63
Training	20	-	20
Travel and Accommodation	284	-	284
Website	653	-	653
	<hr/>	<hr/>	<hr/>
	16,747	2,000	18,747
Net income	<hr/>	<hr/>	<hr/>
	12,582	-	12,582