



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day	Month	Year		Day	Month	Year
	01	12	2019		01	12	2020

Section A Reference and administration details

Charity name

Lactation Motivation

Other names charity is known by

NA

Registered charity number (if any)

1171593

Charity's principal address

10 St Augustine's Way

King's Lynn

Norfolk

Postcode

PE30 3TE

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 to appoint trustee (if any)
1	Lauren Burrisson			
2	Kimberley Gasel			
3	Sophie Clare Watson		1.1.19 onwards	
4	Emma Louise Kandjou			
5	Jade Kimberley Battrick		1.1.19 onwards	
6	Joanne Joyce Ayres			
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17				
18				
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20				

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

Name	Dates acted if not for whole year
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Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution document
How the charity is constituted (eg. trust, association, company)	Charitable incorporated organisation
Trustee selection methods (eg. appointed by, elected by)	Elected by current trustees.

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.

Safeguarding, complaints procedures, trustee delegation to IBCLC
Trustee led.
We have an agreement with Clenchwarton Methodist church who gift us the use of their room, that we will look after it, lock it up and keep the keys safe when in use.

Section C Objectives and activities

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

The advancement of health, for public benefit through the provision of information, skilled help and support for mothers in and around Kings Lynn who breastfeed or wish to breastfeed their babies, the families of those mothers and others who support them.

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)

Lactation Motivation is a registered charity, and free to all that would like support. We are a community of International Board Certified Lactation Consultants (IBCLC's) and breastfeeding mothers who offer breastfeeding support around King's Lynn, Norfolk.

This year we have been running online groups to offer help and advice for breastfeeding mothers.

All trustees have had regard to the guidance issued by the charity commission.

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

Throughout this year, we have seen the support we have given to breastfeeding mothers dramatically change in the way we provide our services due to lockdown restrictions.

Online support has been our main base where Mothers can contact our charity and our volunteers, peer supporters and ILBCCs are about to provide help and advice through written messages as opposed to face to face consultations.

We have also evolved this further by offering support through online platforms for example Microsoft teams weekly. We are able to observe feeding taking place to further our advice and support that our peer supporters and IBCLC provide to mothers.

Since our online groups have commenced we have offered support to approximately 30 breastfeeding mothers who have written positive feedback about the support they have received. We are now starting to make some plans to reopen our face to face meetings, when lockdown restrictions begin to ease.

Section E Financial review

Brief statement of the charity's policy on reserves

We have no reserves, we only have small amounts of money that covers costs and advertising.

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.

Fundraising and donations

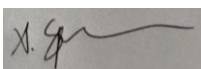
Section F Other optional information

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Anna Squires

Position (eg Secretary, Chair, etc)

Chair

Date

30/04/2021

BARCLAYS BANK PLC LEDGER 204545 SMALL BUSINESS BANKING TEL 0845 600 4545
1084-0122 BARCLAYS COMMUNITY ACCOUNT

FICHE PERIOD 25 SEP 20 TO 24 DEC 20
FRAME 22 FICHE 385
ACCOUNT FRAME 1

LACTATION MOTIVATION
A REGISTERED CHARITY NO 1171593

LAST PREVIOUS ENTRY DATE 07 JAN 20
LAST PREVIOUS STMT DATE 15 JAN 20

ADDRESS (SINCE 17 MAY 17) : THE OFFICIALS
LACTATION MOTIVATION
MILLFIELD HOUSE
1 SOUTH GREEN
TERRINGTON ST CLEMENT
KING'S LYNN NORFOLK PE34 4JS

DETAILS	PAYMENTS	RECEIPTS	DATE	STATEMENT BALANCE	CLRD FOR INTEREST
BALANCE FORWARD			24 SEP 20	382.69	SEE PREVIOUS BALANCE
100025	256.48		12 OCT 20	126.21	126.21
STMT PRODUCED 15 OCT 20, REASON - DIARY, STMT SHTS 00001 TO 00001, CENTRAL 2ND CL, STMT ADDR - AS PER A/C HEADING					
BALANCE FORWARD			15 OCT 20	126.21	126.21
100026	20.00		20 OCT 20	106.21	106.21
STMT PRODUCED 13 NOV 20, REASON - DIARY, STMT SHTS 00001 TO 00001, CENTRAL 2ND CL, STMT ADDR - AS PER A/C HEADING					