

# Annual Report 2021



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(Extract from 2021 Keeping Abreast Annual Volunteers' Conference)

## 1. Reference and administrative details of the charity, its Trustees and Advisers

### Trustees

Mrs J D'Arcy - Acting Chair (Resigned 30<sup>th</sup> June 2020)

Miss C Scott – (Appointed Chairperson 1<sup>st</sup> July 2020)

Mr J Butler

Mrs C Carter

Mrs R McArthur

Mrs E Queensborough

Mrs V Williams-Vazquez – Treasurer (Appointed 6<sup>th</sup> May 2020)

### Company Registered Number

06891388 – Keeping Abreast is a registered charitable company limited by guarantee and was set up by a Trust deed

### Charity Registered Number

1129522

### Registered Office

7 The Close, Norwich, Norfolk, NR1 4DJ

### Accountants

MA Partners LLP, 7 The Close, Norwich, Norfolk, NR1 4DJ

### Bankers

The Co-operative Bank, 69 London Street, Norwich, Norfolk, NR2 1HT

### Solicitors

Hansells Solicitors and Financial Advisers, 13 The Close, Norwich, Norfolk, NR1 4DS

### Other Information

We have a team of three part-time staff operating from a licenced office in Norwich and we are members of the NCVO (National Council of Voluntary Organisations).



## 2. Chair's Statement (For the year ending 31 March 2021)

These last 12 months have been an eventful period for this charity, and for the whole country. As I write, we are still coming to terms with the continuing effects of the Coronavirus pandemic. The lockdown of the country and the economy began as the year under review was ending. It has had a dramatic effect on our services and how we are able to operate.



Fortunately, the restructuring that we initiated in 2019-2020 assisted in stabilising the team and the support was able to continue throughout the pandemic. This has put us in a strong position to face the uncertain future ahead for all charitable organisations. As ever, the credit for this lies with our excellent staff, volunteers and all those involved with the charity's functions. I am also very grateful to my colleagues on the Board of Trustees for their experience and judgement.

In the year to 31st March 2021 there have been two changes to the membership of the board. In June 2020 our Acting Chair Jane D'Arcy stepped down after dedicating her expertise and time to Keeping Abreast for three years as a Trustee. Thank you, Jane, for your support. We have in the last year been able to recruit a new member to the board: Victoria Vasquez is an experienced and qualified accountant who joined as Treasurer in May 2020. We are incredibly lucky to have the benefit of her knowledge and experience.

Although our face-to-face support groups have not been able to meet, we have seen an increase in demand for support. We have introduced many support tools such as Zoom Speaker Sessions, patient stories, Whatsapp and Facebook closed support groups. We have also created new support leaflets and posters to ensure we can meet the support needs and we are busy working on a new, more interactive website.

Our Fundraising has faced challenges from the pandemic and, as with all charities, we have had to adapt to how we raise funds to support the charity. We had successful grant applications to cover some costs in this current financial year; from the Coronavirus Community Support Fund, Norfolk Community Foundation, Pink Ribbon and Co-Op Community Fund. Keeping Abreast is inevitably continuing to face challenges with fundraising. We are building a framework of grant applications and future event-planning to strengthen our income and fundraising opportunities.

Our aim at Keeping Abreast continues to be to provide invaluable support to those facing decisions regarding breast reconstruction following a diagnosis of breast cancer or the presence of a hereditary gene mutation. This mission in supporting and helping individuals with their treatment options lies at the heart of all we do and is the touchstone by which we can measure our success. I hope you will find in this report ample evidence of that success. While we have been most concerned with the effects of the pandemic and how to respond to it, there are a number of important developments that have taken place in the past year which we can note with pride.

Name Caroline Scott  
Chair of Trustees

A handwritten signature in dark ink, appearing to read 'Caroline Scott'.

Date: 18.09.21

### 3. Our Objectives

## Our Objectives

Since our conception we have always had four main objectives:

- To provide information, support, practical help and advice for those considering breast reconstruction, including the opportunity to share the experiences of others.
- To enrich the quality of care for those recovering from breast reconstruction.
- To raise awareness of Keeping Abreast within the UK.
- To encourage and support the establishment of other KA groups nationwide.

### 4. Strategies for achieving objectives

We have continued to assess our strategies for achieving our objectives and have:

Provide a number of online support tools in place of face to face meetings due to Covid restrictions including Zoom speaker sessions and patient stories

Provided opportunities for patients to talk to others who have had similar experiences or undertaken reconstructive surgery within clinical settings, at support group meetings (using registered and trained volunteers). Also, over the phone from our base in Little Melton or via our trained volunteers

Offered domiciliary care and health & well-being services to peri-operative patients

Expanded our support and fundraising volunteer network

Provided additional services such as bras or bra vouchers, domiciliary care, comfort bags for those at time of surgery and hospital travel expenses



## 5. Review of Activities

Our specific objectives from last year were to ensure that the charity had stability, longevity and was working productively and as cost-effectively as possible. This included;

- Reviewing the support offering, taking Covid restrictions into consideration.
- Reviewing our fundraising strategy accounting for the fundraising impact of Covid.
- Implementing a monthly Trustee financial report pack with greater detail.
- Implementing Covid-specific Trustee reports.
- Reviewing the Trustee mix to ensure that the Trustees have a good mix of skills and experience.

## 6. Groups & Support

### How our activities deliver public benefit:

The charity's main activities and the people we try to help are described below. All Keeping Abreast's activities focus on providing support for women considering breast reconstruction following a breast cancer diagnosis or the discovery of a hereditary breast cancer gene. The Trustees have had regard to the Charity Commission's guidance on public benefit and the activities undertaken further our charitable purposes for the public benefit.

Of course, this past year was an unusual year for the charity because of the Coronavirus pandemic. This meant that face-to-face Support Group meetings had to be cancelled, following Government guidelines, and support for those facing or considering breast reconstruction took place by other means, such as email, telephone, WhatsApp and Zoom. Despite these obstacles, KA Volunteers across the country continued to help others with their breast reconstruction concerns and in the calendar year of 2020, 683 people participated in support activities. These included a series of 'Zoom Speaker Sessions' by KA HQ on a number of breast reconstruction-related topics such as body confidence after breast cancer, the different types of breast reconstruction, resilience before and after a mastectomy, the power of nutrition, Mindfulness and more.

In addition, free Pilates sessions were offered to all KA Volunteers (courtesy of a KA supporter) along with free monthly Mindfulness sessions.

The number of Registered KA Volunteers continues to grow and a successful KA Volunteers' Conference, with around 50 attendees, took place in March 2021 via Zoom. In addition, several Support Groups have continued to support those in their area with 'Zoom Chats' and 'Garden Gatherings' (when lockdown restrictions allowed).

Encouragingly, the presentations from the 'Zoom Speaker Sessions' have also been watched numerous times after the sessions have taken place, as each of these has been uploaded to the website. We have also included more 'Patient Stories' and a number of 'Video Chats' so that those considering or facing breast reconstruction can find out more about the experience. A number of volunteers have also taken part in radio interviews, with the same purpose of providing first-hand information about breast reconstruction in order to help others.





The aim of each of KA's Support Groups is to offer support, advice and information to anyone wanting to know more about breast reconstruction or its associated procedures in line with the charity's objectives, in particular:-

*"Providing information, support and practical help and advice for those considering breast reconstruction."*

Naturally, this has proved more difficult this year, because of the restrictions imposed on the Support Groups by Coronavirus, but support has continued in many different ways including the charity's first-ever one-to-one Zoom support call. Technology has helped us to continue to provide support for the ladies concerned and we have also supported local hospitals and cancer centres by providing information on the charity, together with KA Comfort and Care Bags containing useful items for those facing breast reconstruction (the hospitals and cancer centres in question were recommended by KA volunteers).

Unfortunately, the Coronavirus pandemic has also put paid to face-to-face visits from KA HQ to the Support Groups around the country, but we have continued to keep in touch with the groups' committees/teams in a number of different ways. There have been several meetings via Zoom and also the creation of new WhatsApp groups to make communication easier – this has allowed us to help each group offer the best support and so that we can continue to assist them with any issues.

In March, KA Leicester held a quiz night via Zoom to celebrate their fifth anniversary. The KA Leicester Group continues to meet via Zoom on the first Monday of the month and they are looking forward to returning to face-to-face meetings in due course, as their attendances were always very healthy (around 45 attendees and volunteers at each meeting). Other Support Groups are also looking forward to returning to face-to-face meetings at their local hospitals and cancer centres.

Last year the Cheltenham Support Group worked hard with John Lewis Cheltenham to secure a Keeping Abreast Portrait Exhibition at the store, which should have taken place last spring. Unfortunately, however, due to the Coronavirus outbreak, this exhibition has had to be postponed until 2022, but John Lewis Cheltenham very kindly made a donation to the charity this year. There has also been a change in personnel at the KA Cheltenham Support Group, but it continues to thrive and the team is looking forward to returning to face-to-face meetings at Maggie's in Cheltenham later this year.

Our other established groups continue, with many new volunteers coming forward to join long-serving volunteers who have already had surgery and who are now willing to help inform others. Besides one-to-one support (via email/telephone and so on), Patient Stories and Video Chats, a number of KA volunteers have also been involved in creating a new 'FAQ' section for the new KA website, as well as new 'Show & Tell' videos.

The current locations of KA's Support Groups are:-

- Norwich
- King's Lynn
- Stalham (Outreach)
- Wymondham (Outreach)
- Liverpool
- Cheltenham



- Bristol
- Leicester
- Sheffield
- Herts & Beds

We have also been working with the breast reconstruction teams at hospitals in Swansea, Wakefield, Salisbury and Gorleston and hope to continue to expand our relationships with them this year.

## 7. Volunteers

The number of registered volunteers with the charity currently stands at 147, most of whom are previous reconstruction patients and the rest individuals who support the administrative or fundraising elements of the charity.

Volunteers are key to the success of Keeping Abreast, and without their huge input, the charity simply could not operate. We consider ourselves very fortunate to be supported by a group of highly committed and enthusiastic individuals who undertake a variety of roles which include:

**Patient Point of Contact (POC)** – able and willing to talk to and offer support to other patients, in person (during non-Covid times) or via email, WhatsApp or telephone.

**‘Show & Tell’ Model** – willing and comfortable to show the results of their surgery to other women in a controlled, safe environment (again, during non-Covid times, as well as virtually, for the new KA website).

**Running a Support Group or Event** – part of the team of volunteers that organises, co-ordinates and facilitates the running of a group – whether virtually or in person (when face-to-face groups are permitted).

**Supporting Administrative Tasks** – helping to ensure the smooth running of the charity by supporting the team with operational and administrative tasks, as required, such as sending out newsletters/information and KA Care Bags.

**Keeping Abreast Events** – these volunteers support us at various awareness events or fundraising activities, usually by manning stands or holding collection buckets. During Coronavirus times, they have continued to help support the charity in other ways, such as by putting together ‘Pink Packs’ and KA Comfort and Care Bags.

**Trustee** – part of the team responsible for governing the charity and supporting its direction to achieve its aims and objectives. There are currently six Trustees, as well as one other interested party.

We encourage all our volunteers to attend training courses to ensure they are competent in the role in which they are volunteering and to give them more experience. A training module on ‘What Makes A Good Volunteer’ was included in the online KA Volunteers’ Conference in March and we are currently researching new training modules, on listening and responding, for both new and established volunteers.

In addition, the volunteer process and volunteer handbook continue to be reviewed so that we can continue to improve these too.

## 8. Campaigning

October is an important month for the charity; it is not only Breast Cancer Awareness Month but it also sees International BRA Day, which highlights Breast Reconstruction Awareness. This year October fell in between heavy Covid restrictions, so we were able to get out a little more than we previously had done to make some noise about the breast cancer and reconstruction. We continued our ‘Pink Octobra’ campaign throughout the month, raising awareness and funds in different ways, and we worked with a local radio station to go live on two shows a week throughout the month. We had a range of people go on the shows to talk about breast reconstruction from a medical and personal point of view; these conversations were recorded and used on social media and our website to raise awareness and share stories. For BRA Day, we video-recorded an interview with Ruth Harcourt, founder and now a patron of the charity, which we posted on all our social media platforms and again on our website and YouTube, and in the evening celebrated by working with a business supporter of ours, Production Bureau, to light up



their business premises in bright pink lights. Unfortunately, this year the Support Groups weren't in a position to do much to support the campaign, but they supported the work undertaken by Central Services.

## 9. Fundraising Activities/Income Generation

Raising funds in this year has been incredibly challenging due to the Covid restrictions; the appetite for individual and community fundraising was very little, and we, as a charity, had to cancel planned events due to the new lockdown and social distancing restrictions in place. The Trustees continued to support difficult decisions that had to be made and the ever-changing and moving fundraising plans.

### Central Support activities

#### Virtual fundraising:

We moved into the area of virtual fundraising events as soon as we were able to start planning. Our first was a Big Quiz, hosted by long-standing supporter Chris Bailey, over a series of three fortnightly events. These were conducted live on Facebook, the first time we had ever held a live event online. The three events were a great success.



Our second virtual fundraising activity was a series of three different Bingo Evenings conducted over Zoom, with guest callers. Following the success of this, we held two more in the new year, again with a different guest joining us each time to be our bingo callers.

To celebrate Christmas after a very difficult year, we weren't able to hold our annual Carol Service due to the second lockdown, so instead we hosted a 'Big Christmas Night In' event, an online night of entertainment with singers and music, readings and quiz show entertainment. The evening was presented live on Zoom and also streamed on social media.



#### Fundraising campaigns:



Central Services continues to run and expand national campaigns which equip and encourage support groups and individuals to take part and get involved.

National Booby Cupcake Month continued for the eighth year running, but unfortunately, being held in April, was severely impacted by the first lockdown. We encouraged people to take a fundraising pack and hold virtual afternoon tea events with friends and family over video calls; unfortunately, however, this was a little early in the confidence and knowledge of new group video call technology and didn't prove too successful.

The support groups had all been cancelled, so the usual cake sales that they would have held didn't take place.

We supported Breast Cancer Awareness month with 'Pink October'. We encouraged supporters to take free fundraising packs and do their own activities. As a charity we took the 'Flamingo Flocking' campaign from last year and adapted it for this year's activity to comply with government Covid guidelines. We visited a handful of businesses in Norwich to 'flock' them over a week or two's duration. The images were put on social media and the businesses shared these to help us raise awareness to new audiences.



#### Other fundraising:

Group activity has been very limited this year for obvious reasons. However, we have encouraged their support and involvement in all things carried out at HQ.





The staff and Trustees took on the Virgin Money Giving's 2.6 challenge, which replaced the London Marathon, and as a team completed the length of a marathon in smaller individual legs in a relay.

The Virgin Money Giving London Marathon went virtual later in the year; we purchased four places in the event and recruited a team of runners to complete the challenge and raise funds for the charity.

We worked with Production Bureau on getting some branded face masks produced; these were available in our two brand colours, pink and blue, and in various sizes, and were sold for a profit.

One of the charity's founders, Beverley Birritteri, took to the streets and walked 122 miles, the distance for the first support group to the second support group and back again, in order to raise funds for the charity.

Christmas cards were designed and purchased for sale in the Original Christmas Card Shop, this was run successfully in a new venue this year and up against some difficult shopping restrictions.

We promoted other ways supporters could help us raise funds through online shopping, now a very popular method of shopping, through portals such as Amazon Smile and Easy Fundraising.

One of the final activities in the year was the launch of the Weather Lottery, a weekly online lottery held by a leading charity lottery company. We are hoping this regular income can grow for the charity.



#### **Grant funding:**

We applied for support and funding from trusts, and we were successful in receiving funding from the Government Covid Emergency Fund, local government funds, Pink Ribbon Foundation, Co-op Community Fund and Norfolk Community Foundation, who all supported our charity through funding our services.

#### **Charity of Year:**

We were working with local community care company, Able Care, as a 'Charity of the Year' arrangement, however, this was very low key due to the type of service they provided through very difficult conditions.

## **10. Fundraising outputs**

Fundraising has been able to support the charity's running costs, support costs and development throughout this year. We have supported our service-users online through Zoom Speaker Sessions, patient stories and social events. We are producing an improved website with more support services including a FAQ section and Show and Tell video. We have updated our printed materials to keep up to date in these changing times, and sent out many 'Pink Packs' to hospitals around the country, some we have relationships with already and some new. Our funds have been spent on a number of Keeping Abreast Comfort & Care Bags which were given out to those who have been through surgery during Covid, which added another layer of complexity to an already stressful time. We have funded new materials and H&S products to keep our staff and volunteers safe.

## **11. Structure, Governance and Management**

### **Constitution**

The charity is registered as a charitable company limited by guarantee (registered number: 06891388) and is a registered charity (registered number: 1129522).

The charity is constituted under a Memorandum of Association dated 29 April 2009 as amended by special resolutions dated 18 May 2010 and 9 May 2012.

### **Method of Appointment or Election of Trustees**

The management of the charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.



### Policies Adopted for The Induction and Training of Trustees

New Trustees undergo a Trustee induction to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, and to inform them of the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. Typically, they will meet with other Trustees and a KA employee to gain a better insight into the role.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

## 12. Organisational Structure and Decision-Making

Policy decisions are made by the Trustees in Trustee Meetings or by email in accordance with the Governing document.

### Insurance Cover

Public and Product Liability cover £5,000,000.

Professional Liability £1,000,000.

## 13. Financial Review

### Going Concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the charity has adequate reserves and cash surplus to continue in operational existence for the short to mid-term. During the year the Covid-19 pandemic has had a significant effect on both the charity's operations and finances. However, due to decisions being made, such as the planned postponement of the fashion show until March 2022 and by utilising grants at the end of this financial year, we are still in a healthy financial position. Tighter financial controls have been put in place and are constantly monitored by our Development Manager and, ultimately, the Trustees.

### Financial and Risk Management Objectives and Policies

The Trustees met virtually on six occasions during the year ending 31 March 2021 to discuss and review charity business. The Trustees constantly monitor cash balances and future income streams against obligations and fixed costs. Office rent is paid monthly with no automatic renew clause to give us flexibility.

There are no other fixed costs or on-going commitments other than minor administrative expenses.

Smith and Pinching continue to administer our Pension Scheme for our small team and the administrative side is delivered by our Payroll Provider, CBR Business Solutions in Norwich. We have reviewed the pension scheme in line with new regulations and have increased both our contributions and those of our team in line with the guidance. We perform regular reviews in relation to the hourly rate paid to all our staff members.

With the introduction of virtual fundraising and social events, we have reviewed which event types were more successful both financially and, most importantly, how they have supported our members and Keeping Abreast community.

### Principal Risks and Uncertainties

These centre on a reduction in fundraising and/or a loss of volunteers to run the support groups, specifically due to the Covid-19 pandemic. Our Disaster Recovery Plan was put in place just before this year commenced, which enabled us to continue service with staff working from home, based on Government guidelines, along with holding virtual fundraisers, a Volunteers' Day and at-home fundraising games. A specific reporting procedure has been put in place to enable the staff and Trustees to constantly monitor this, and fundraising plans and strategies are being reviewed regularly, to ensure they are both Covid-secure and generating the desired outcomes.

## Reserves Policy

The Trustees review the balance of their reserves annually as a minimum, and it is their current policy that they will retain at least £60,000 as a minimum balance. This provides sufficient funds to employ three part-time staff and pay other fixed overheads for a full year without any other income being forthcoming. This year again sees a positive in reserves with free reserves of £93,143 (2020: £85,305) as at 31 March 2021. The level of reserves will be monitored closely moving forward, specifically due to the impact of the Covid-19 pandemic. The review of internal financial rules will allow increased visibility of the cash flow.

## Principal Funding

The principal source of funding is public donations and internal funding, mainly from individual fundraising efforts, however with Covid-19 the charity has been more reliant on grant funding such as the Coronavirus Community Support Fund and the Coronavirus Job Retention Scheme.

## 14. Future Developments

- The Trustees intend to strengthen existing support groups and create new ones where possible, with the potential for virtual groups.
- We hope to identify additional projects that fulfil our objectives and contribute to the well-being of patients in a safe environment.
- The Trustees meet six times a year minimum for regular Trustee Meetings with these meetings to continue to be offered virtually in the future to allow for a wider demographic of Trustees. We have devised a Strategic Plan which is constantly monitored and updated in line with our objectives.
- To work to integrate the traditional approaches of the charity with the successful virtual approaches that arose as a result of Covid-19.

## In Conclusion

- This has been a challenging year for the charity in terms of development and fundraising.
- We have been able to introduce new initiatives and ways of working thanks to grant funding.
- It is our intention to continue to develop new ways of working to enable us to further support those in need of help when undergoing breast reconstruction.
- We held a very successful KA Volunteers' Conference in March 2021
- Thanks again to the Founders, our army of enthusiastic volunteers, and to my fellow Trustees and our fabulous team of committed staff.

Caroline Scott



Chair of Trustees - Keeping Abreast

Date: 18.09.21



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**KEEPING ABREAST**  
**(A Company Limited by Guarantee)**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company 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 its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 in business.

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 and enable them to ensure that the financial statements comply with the Companies Act 2006. 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.

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**KEEPING ABREAST**  
**(A Company Limited by Guarantee)**

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**INDEPENDENT EXAMINER'S REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**Independent Examiner's Report to the Trustees of Keeping Abreast ('the Charity')**

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 March 2021.

**Responsibilities and Basis of Report**

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent Examiner's Statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

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.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent Examiner's Report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:



Dated: 20 September 2021

Frank Shippam BSc FCA DChA

MA Partners Audit LLP  
7 The Close  
Norwich  
NR1 4DJ



**KEEPING ABREAST**  
(A Company Limited by Guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2021**

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
<b>Income from:</b>					
Donations and legacies	3	10,080	83,750	93,830	14,536
Other trading activities	4	26,709	-	26,709	79,935
		<u>36,789</u>	<u>83,750</u>	<u>120,539</u>	<u>94,471</u>
<b>Total income</b>					
<b>Expenditure on:</b>					
Raising funds	5	2,343	98	2,441	19,987
Charitable activities		19,594	80,674	100,268	73,831
		<u>21,937</u>	<u>80,772</u>	<u>102,709</u>	<u>93,818</u>
<b>Total expenditure</b>					
		<u>14,852</u>	<u>2,978</u>	<u>17,830</u>	<u>653</u>
<b>Net movement in funds</b>					
<b>Reconciliation of funds:</b>					
Total funds brought forward		110,465	11,299	121,764	121,111
Net movement in funds		14,852	2,978	17,830	653
		<u>125,317</u>	<u>14,277</u>	<u>139,594</u>	<u>121,764</u>
<b>Total funds carried forward</b>					

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 17 to 32 form part of these financial statements.

**KEEPING ABREAST**  
(A Company Limited by Guarantee)  
REGISTERED NUMBER: 06891388

**BALANCE SHEET**  
**AS AT 31 MARCH 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>	10	-	-
<b>Current assets</b>			
Stocks	11	1,052	1,186
Debtors	12	4,505	4,505
Cash at bank and in hand		136,716	117,701
		<u>142,273</u>	<u>123,392</u>
Creditors: amounts falling due within one year	13	(2,679)	(1,628)
<b>Net current assets</b>		<u>139,594</u>	<u>121,764</u>
<b>Total net assets</b>		<u><u>139,594</u></u>	<u><u>121,764</u></u>
<b>Charity funds</b>			
Restricted funds	14	14,277	11,299
Unrestricted funds	14	125,317	110,465
<b>Total funds</b>		<u><u>139,594</u></u>	<u><u>121,764</u></u>

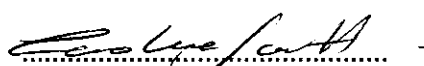
The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

  
Caroline Scott

Date:

18.09.21

The notes on pages 17 to 32 form part of these financial statements.

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**KEEPING ABREAST**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**1. General information**

Keeping Abreast is a private company limited by guarantee and incorporated in England and Wales. The Charity's registered office is 7 The Close, Norwich, Norfolk, NR1 4DJ.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Keeping Abreast 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.

**2.2 Going concern**

The Covid-19 pandemic has challenged the fundraising activities of the Charity however, grants have helped fill the gap ensuring the Charity's reserves have been maintained during the past 12 months. The Charity therefore continues to have a healthy level of reserves and tight financial controls are in place to ensure the financial position is regularly monitored by the Development Manager and, ultimately, the Trustees. As a result, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future, being a period of at least 12 months from the approval date of these financial statements, and have therefore concluded it appropriate to prepare them on the going concern basis.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

**2.4 Expenditure**

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

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.



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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**2. Accounting policies (continued)**

**2.4 Expenditure (continued)**

All expenditure is inclusive of irrecoverable VAT.

**2.5 Stocks**

Stocks are valued at the lower of cost and net realisable value.

**2.6 Debtors**

Other debtors are recognised at the settlement amount. Prepayments are valued at the amount prepaid.

**2.7 Cash at bank and in hand**

Cash at bank and 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.

**2.8 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

**2.9 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.10 Pensions**

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**2. Accounting policies (continued)**

**2.11 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.



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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**3. Income from donations and legacies**

	<b>Unrestricted funds 2021 £</b>	<b>Restricted funds 2021 £</b>	<b>Total funds 2021 £</b>
Donations	6,776	5,000	<b>11,776</b>
Grants	3,304	78,750	<b>82,054</b>
	<u>10,080</u>	<u>83,750</u>	<u><b>93,830</b></u>

	<i>Unrestricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Donations	<u>14,536</u>	<u>14,536</u>

Included within Grants is £3,304 receivable in relation to the Government's Coronavirus Job Retention Scheme and £65,250 receivable from The National Lottery Community Fund in partnership with the Department for Digital, Culture, Media and Sport. There were no unfulfilled conditions or other contingencies attaching to grants recognised in income.

**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**4. Income from other trading activities**

**Income from fundraising events**

	<b>Unrestricted funds 2021 £</b>	<b>Total funds 2021 £</b>
Merchandise	17	17
Other fundraising income	26,692	26,692
	<u>26,709</u>	<u>26,709</u>

	<i>Unrestricted funds 2020 £</i>	<i>Restricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Ball	17,390	-	17,390
Merchandise	1,173	-	1,173
Cupcake sale	803	-	803
Other fundraising income	39,188	21,381	60,569
<i>Total 2020</i>	<u>58,554</u>	<u>21,381</u>	<u>79,935</u>



**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**5. Expenditure on raising funds**

**Costs of raising voluntary income**

	<b>Unrestricted funds 2021 £</b>	<b>Restricted funds 2021 £</b>	<b>Total funds 2021 £</b>
Merchandise - opening stock	1,186	-	1,186
Merchandise purchases	17	-	17
Other	2,192	98	2,290
Merchandise - closing stock	(1,052)	-	(1,052)
<b>Total 2021</b>	<b>2,343</b>	<b>98</b>	<b>2,441</b>

	<i>Unrestricted funds 2020 £</i>	<i>Restricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Merchandise - opening stock	1,521	-	1,521
Fashion show	1,877	-	1,877
Merchandise purchases	921	-	921
Ball	10,512	-	10,512
Other	2,475	3,867	6,342
Merchandise - closing stock	(1,186)	-	(1,186)
<i>Total 2020</i>	<i>16,120</i>	<i>3,867</i>	<i>19,987</i>

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**KEEPING ABREAST**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**6. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2021 £</b>	<b>Support costs 2021 £</b>	<b>Total funds 2021 £</b>
Charitable activities	82,090	18,178	100,268

	<i>Activities undertaken directly 2020 £</i>	<i>Support costs 2020 £</i>	<i>Total funds 2020 £</i>
Charitable activities	50,987	22,843	73,830

**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**6. Analysis of expenditure by activities (continued)**

**Analysis of direct costs**

	<b>Total funds 2021 £</b>	<i>Total funds 2020 £</i>
Staff costs	41,623	40,325
Conference	454	2,573
Keeping Abreast Portraits Exhibition ("KAPE")	-	24
Hospital equipment and services	-	367
Patient support	40,013	7,698
	<u>82,090</u>	<u>50,987</u>

**Analysis of support costs**

	<b>Total funds 2021 £</b>	<i>Total funds 2020 £</i>
Group and staff expenses	136	6,041
Telephone, broadband and office	5,515	4,054
Insurance	1,178	1,171
Rent	8,280	8,280
Covid PPE	602	-
Professional fees	2,467	3,297
	<u>18,178</u>	<u>22,843</u>

**7. Independent examiner's remuneration**

	<b>2021 £</b>	<i>2020 £</i>
Fees payable to the Charity's independent examiner for the independent examination of the Charity's annual accounts	<u>1,518</u>	<u>1,590</u>



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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**8. Staff costs**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Wages and salaries	<b>39,567</b>	<b>39,786</b>
Contribution to defined contribution pension schemes	<b>2,056</b>	<b>540</b>
	<u><b>41,623</b></u>	<u><b>40,326</b></u>

The average number of persons employed by the Charity during the year was as follows:

	<b>2021</b>	<b>2020</b>
	<b>No.</b>	<b>No.</b>
Fundraising and development	<b>2</b>	<b>2</b>
Administration and development	<b>1</b>	<b>1</b>
	<u><b>3</b></u>	<u><b>3</b></u>

No employee received remuneration amounting to more than £60,000 in either year.

**9. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 March 2021, expenses totalling £NIL were reimbursed or paid directly to Trustee (2020 - £85 to 1 Trustee).

**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**10. Tangible fixed assets**

	Computer equipment £
<b>Cost or valuation</b>	
At 1 April 2020	400
At 31 March 2021	<u>400</u>
<b>Depreciation</b>	
At 1 April 2020	400
At 31 March 2021	<u>400</u>
<b>Net book value</b>	
At 31 March 2021	<u>-</u>
At 31 March 2020	<u>-</u>

**11. Stocks**

	2021 £	2020 £
Finished goods and goods for resale	<u>1,052</u>	<u>1,186</u>

**12. Debtors**

	2021 £	2020 £
<b>Due within one year</b>		
Other debtors	<u>4,505</u>	<u>4,505</u>
	<u>4,505</u>	<u>4,505</u>

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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**13. Creditors: Amounts falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>1,051</b>	-
Other creditors	<b>110</b>	<b>110</b>
Accruals and deferred income	<b>1,518</b>	<b>1,518</b>
	<u><b>2,679</b></u>	<u><b>1,628</b></u>



**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**14. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2021 £
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
Local group funds	25,160	-	-	7,014	32,174
<b>General funds</b>					
General funds	85,305	36,789	(21,937)	(7,014)	93,143
<b>Total Unrestricted funds</b>	<b>110,465</b>	<b>36,789</b>	<b>(21,937)</b>	<b>-</b>	<b>125,317</b>
<b>Restricted funds</b>					
Macmillan Cancer Support	740	-	-	-	740
Art exhibition	10,559	-	(132)	-	10,427
Norfolk Community Foundation					
Grant COVID 19	-	10,000	(8,781)	-	1,219
South Norfolk Grant	-	2,500	(2,500)	-	-
Now More Than Ever	-	65,250	(64,236)	-	1,014
Co-op	-	1,000	(631)	-	369
Pink Ribbon Foundation	-	5,000	(4,492)	-	508
	11,299	83,750	(80,772)	-	14,277
<b>Total of funds</b>	<b>121,764</b>	<b>120,539</b>	<b>(102,709)</b>	<b>-</b>	<b>139,594</b>

**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**14. Statement of funds (continued)**

**Statement of funds - prior year**

	<i>Balance at 1 April 2019 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 March 2020 £</i>
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
Local group funds	25,160	-	-	-	25,160
<b>General funds</b>					
General funds	95,211	73,089	(89,950)	6,955	85,305
<b>Total Unrestricted funds</b>	<u>120,371</u>	<u>-</u>	<u>(89,950)</u>	<u>6,955</u>	<u>110,465</u>
<b>Restricted funds</b>					
Macmillan Cancer Support	740	-	-	-	740
Art exhibition	-	21,381	(3,867)	(6,955)	10,559
	<u>740</u>	<u>21,381</u>	<u>(3,867)</u>	<u>(6,955)</u>	<u>11,299</u>
<b>Total of funds</b>	<u>121,111</u>	<u>21,381</u>	<u>(93,817)</u>	<u>-</u>	<u>121,764</u>

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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**14. Statement of funds (continued)**

**Designated funds**

The funds that relate to local groups are designated to be spent within the respective local group region.

**Restricted funds**

The Charity received a grant of £740 from Macmillan Cancer Support toward our "Women's Wellbeing and Support Weekend".

The Charity received funds from an Art Exhibition toward support related costs.

The Charity received a grant from Norfolk Community Foundation towards support related and employee costs during the Covid pandemic.

The Charity received a grant of £2,500 from South Norfolk Council towards office rent costs during the Covid pandemic.

The Charity received a grant from The National Lottery Community Fund in partnership with the Department for Digital, Culture, Media and Sport in support of the charity's "Now More Than Ever" project. In response to the challenges of the Covid-19 pandemic, this project aim to introduce new ways to offer support into local communities across the UK to enable the charity to reach more vulnerable women in isolated situations.

The Co-op funding is for support related costs.

The Pink Ribbon Foundation provided funding towards support, volunteer and employee costs.



**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**15. Summary of funds**

**Summary of funds - current year**

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2021 £
Designated funds	25,160	-	-	7,014	32,174
General funds	85,305	36,789	(21,937)	(7,014)	93,143
Restricted funds	11,299	83,750	(80,772)	-	14,277
	<u>121,764</u>	<u>120,539</u>	<u>(102,709)</u>	<u>-</u>	<u>139,594</u>

**Summary of funds - prior year**

	Balance at 1 April 2019 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2020 £
Designated funds	25,160	-	-	-	25,160
General funds	95,211	73,089	(89,950)	6,955	85,305
Restricted funds	740	21,381	(3,867)	(6,955)	11,299
	<u>121,111</u>	<u>94,470</u>	<u>(93,817)</u>	<u>-</u>	<u>121,764</u>

**16. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Current assets	127,996	14,277	142,273
Creditors due within one year	(2,679)	-	(2,679)
<b>Total</b>	<u>125,317</u>	<u>14,277</u>	<u>139,594</u>

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**KEEPING ABREAST**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**16. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2020 £</i>	<i>Restricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Current assets	112,093	11,299	123,392
Creditors due within one year	(1,628)	-	(1,628)
<b>Total</b>	<u>110,465</u>	<u>11,299</u>	<u>121,764</u>

**17. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund and amounted to **£1,403** (2020 - £1,476). Contributions totalling **£110** (2020 - £110) were payable to the fund at the balance sheet date and are included in creditors.

**18. Related party transactions**

There were no related party transactions during the year.