

# ANNUAL REPORT & FINANCIAL STATEMENTS

A photograph of a woman with dark hair tied back, smiling and looking down at a baby she is holding. The baby is wearing a white onesie and has a pacifier in its mouth. The baby is wrapped in a thick, red, textured blanket. The background is slightly out of focus, showing what appears to be a doorway or a window.

**2020-  
2021**

**THE PRINCESS  
PROJECT**

Registered Charity Number 115502



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## TRUSTEES ANNUAL REPORT

The trustees present their trustees annual report together with the financial statements of the charity for the year ended 31<sup>st</sup> March 2021. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Charities Act 2011 and the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition – October 2019).

## OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT

The objects of the Princess Project as set out in its governing document are:

- the promotion of social inclusion for the public benefit amongst mothers between the ages of 16 to 30 who are socially excluded, by means of employment, financial hardship, age, substance abuse or dependency, relationship/family breakdown, poor educational or skills attainment, poor physical or mental health. This is achieved by providing a befriending scheme and drop-in support, to relieve the needs of those mothers and their children and to assist them to integrate into society.
- to advance education in accordance with Christian principles by running parenting courses, and to teach or provide training for parents in other life skills such as nutrition, budgeting and first aid.
- to relieve financial hardship among new parents and their dependents by providing good quality second- hand baby and toddler clothing, equipment and toys free of charge.
- to relieve financial hardship among local families by equipping parents with the skills and opportunity to be able to make and sell a range of goods.
- to advance the Christian faith in accordance with our statement of faith.

The trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. The objects are achieved through a variety of activities:

- Mum2Mum Befriending Service
- Princess Project New Mum gifts
- Parenting Groups and Courses
- Shine Course
- Totcycle
- Drop-in support at our Mums' Hubs
- Supporting mums in the community
- Providing supported volunteering opportunities
- Running free family-friendly events

## A MESSAGE FROM OUR FOUNDER

This year, for the Princess Project as for everyone, has been unlike any other. We have had to be flexible and agile in adapting our services and responding to need, whilst complying with covid-19 guidelines to keep our team and our clients safe. The board of trustees knew that our families would need our support more than ever, so rather than furlough our team, we instead reinvented our model of service delivery, moving online for our Hubs and befriending support (reopening in a limited capacity as soon as we were able) and delivering food and Totcycle items to families rather than getting them to come to us. This approach has meant that when our mums needed us most, we were there for them. It has led to deepened relationships with the mums we support, our funders, and our community partners.

We have been able to access covid funding to make up for the lack of fundraising income from in-person events, and our amazingly generous supporters stepped in to buy Totcycle items for families in need when we were unable to accept second-hand donations. This has allowed us to weather the storm that was 2020, and emerge stronger.

As a result of these changes, our activities as well as our expenditure and income patterns look very different this year. I hope this report will help explain these changes.

I would like to say an enormous thank you to the board of trustees, and to the amazing team of staff, volunteers and supporters that make up the Princess Project. This year even more than usual represented a huge team effort, and was a great illustration of how we can do so much more together than we ever could individually.

We continue to trust that God is in control, and that better days lie ahead.

Emma Tanner

Founder/CEO



A REVIEW OF OUR ACHIEVEMENTS AND PERFORMANCE: HOW OUR ACTIVITIES DELIVERED PUBLIC BENEFIT





## Princess Project 2020-21: looking back on a year of lockdown



**140**

**Mums received one-to-one support**

**84**

**Virtual sessions for families (on Facebook Live and Zoom)- videos have been viewed over 15,000 times in total!**

**833**

**Visits to Totcycle/ delivery of Totcycle items**

**364**

**Families supported in total**



## GROWTH AND EXPANSION

Despite the challenging season, this year has still been one of growth, in terms of both income, local reach, and also expansion into other parts of the UK.

We have opened two new Hubs, one at St Augustine's Church in Gillingham (replacing the previous site at the Community Hub which did not reopen at all this year due to covid restrictions) and one at the River Centre in Tonbridge. This has allowed us to reach a whole new cohort of vulnerable mums and their families.

We have also been talking to churches across the country who may be interested in replicating our Mum2Mum befriending service, and trained an additional 10 befrienders from Maidstone, Medway and Cambridge. Thanks to grants from Kent County Council (Early Help Grant) and Maidstone Lions, we were able to produce a high-quality video training resource, as well as course manuals and leaders' guides, enabling replicating projects across the country to run their own Mum2Mum Befriender Training Course. We hope that this will allow many further replications in the future.

## VOLUNTEERS

None of this would be possible without the help of our amazing team of volunteers.





WHAT OUR CLIENTS SAY ABOUT US

*"It was a challenge during the lockdown. I had a breakdown countless times at that time. What kept me going was my son and check ups from you wonderful people. Thanks so much x x"*

*"It made a huge difference the team checking in daily to see how me and my daughter was doing or if we needed anything."*

*"The kids looked forward to the 3 weekly facebook lives with the stories and trying to complete the tasks. One of the lovely ladies messages us a lot and it has helped me to feel like I have someone I can talk to. The clothes for my youngest were so helpful when I couldn't get any from anywhere."*

*"The support has made me feel less isolated and that I have someone to talk to if I need to. Princess Project are like my second family."*

*"I have met a wonderful befriender and the project co-ordinator has been amazing, always checking in and making sure we have enough of everything."*

*"Princess Project helped in bringing us together at this difficult time through the Facebook live programme and the zoom meetings. I feel less isolated and helpless as a single mum, knowing that I have Princess Project as my other family. Princess Project is fantastic in supporting vulnerable mums like me in getting back on our feet again, putting a smile on our face, giving us hope, and above all a supportive team. I would recommend Princess Project anytime and any day!"*



WHAT OUR PARTNERS SAY ABOUT US

"You're all so brilliant –  
thank you so much"

*Perinatal support  
worker, Family Action*

"You are such a wonderful  
service. Thank you so much!"

*Nicola Miller, Health Visitor*

"Thank you so much. Mum was  
so grateful on the phone :-)"

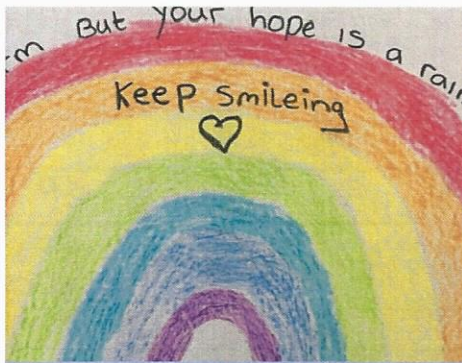
Thanks for all you are doing."

*Link worker at Medway Council*

"Keep up the great work you  
are doing!"

*Social worker, Medway*

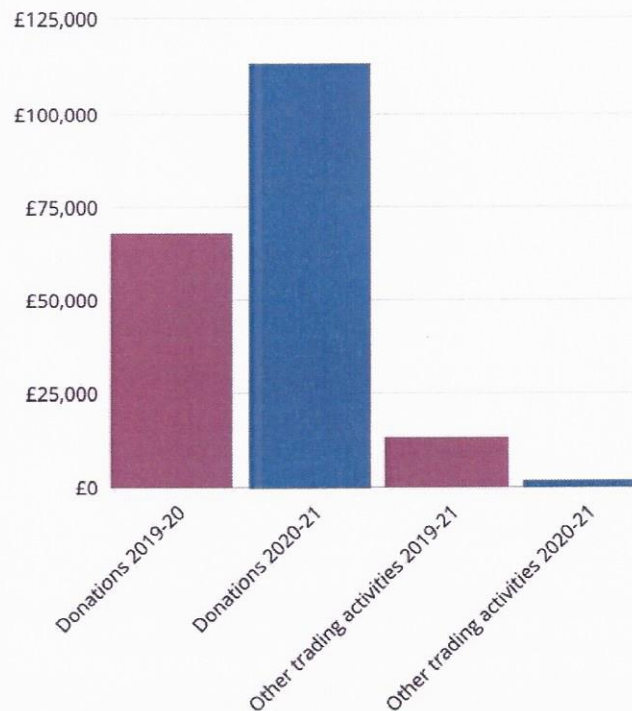
A YEAR IN PICTURES





## FINANCIAL REVIEW

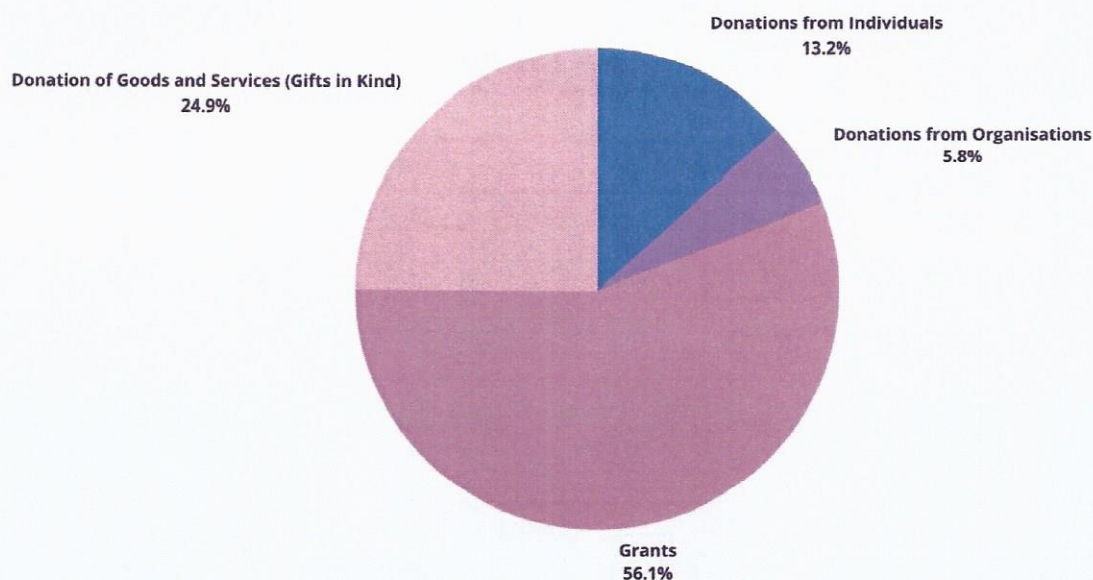
### Total Income



As can be seen from the chart above, income increased significantly over this financial year. “Other trading activities” represents fundraising income. This represents an unusually small proportion of our income this year, due to our inability to hold in-person fundraising events.

Donation income can be split up as follows:

## Donation and Grants Income 2020-21

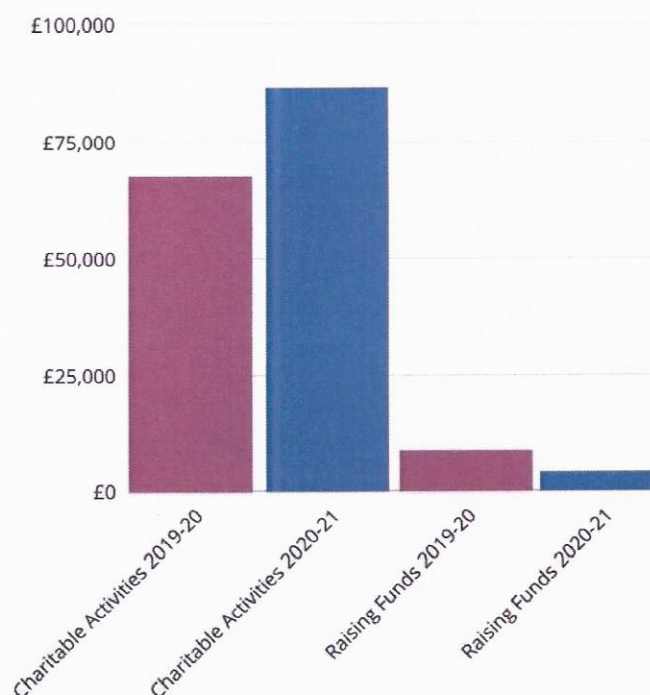


56% of donations income this financial year came from grants from a number of different funders (details of all of these can be found in note 14 of these accounts.)

Donations of goods and services represent an upgrade/redesign of our website; laptops for our staff team; storage, office and meeting space; items for new mum gifts; tombola and raffle prizes; printing of course notes and promotional materials; and payroll and accountancy/independent examination services. We are tremendously grateful for this support and without it we couldn't have provided the level of services we have achieved. The value of all donated goods and services are matched by corresponding costs shown either within direct charitable activity costs or support costs within the year.



### Total Expenditure 2020-21

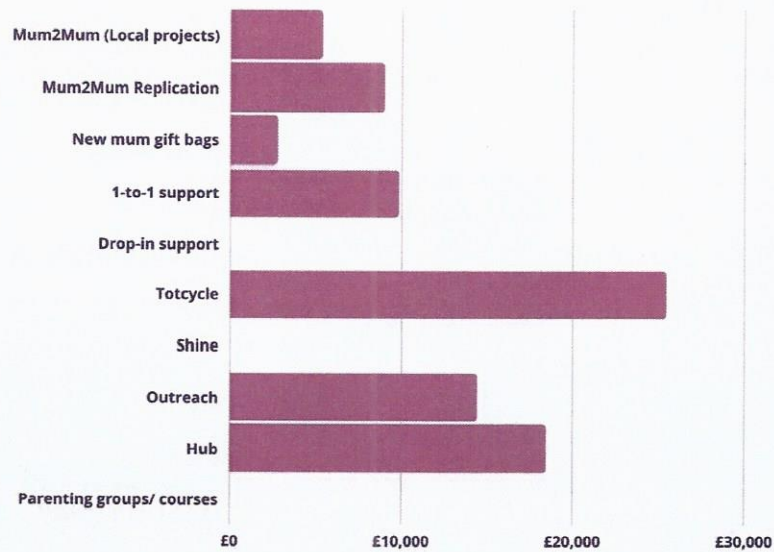


Reflecting our organisational growth, the costs of charitable activities have once again risen significantly from 2019/20 to 2020/21. This years' increase is almost entirely due to the increase in expenditure on covid-19-related direct support to our mums and their families.

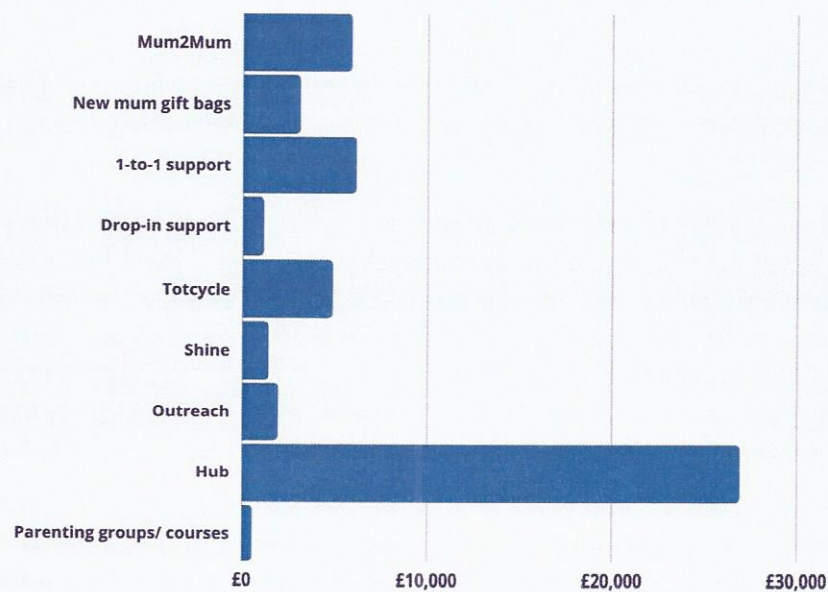
As can be seen from the graphs below, our pattern of expenditure looks very different compared to last year. Some 'usual' areas of expenditure (namely Parentalk and Shine) have zero expenditure this year, as we haven't been able to run any of our courses. We also stopped the drop-in at Fusion Café when we opened our Park Wood Hub, hence zero expenditure on drop-in support this year. We also saw a drop in our Hub expenditure, which reflects the fact that our Hubs were unable to open for a large proportion of the year. Some costs (such as rent and storage) continued unchanged throughout the pandemic, however, hence the Hubs remaining a major expenditure.

We have spent significantly more on some of our other projects and services in comparison to previous years, namely Totcycle, outreach and one-to-one support. This represents the support we have been providing throughout the pandemic, including purchasing items for families (nappies, baby formula, and other Totcycle items), as well as staff time providing support to hundreds of individual mums via phone/messaging, and delivering food and baby essentials to families in need.

### Expenditure on Charitable Activities 2020-21



### Expenditure on Charitable Activities 2019-20





## RISK MANAGEMENT

The board of Trustees continues to assess, identify and address areas of risk and to put controls in place to minimise these. Key controls include:

- Formal agendas and minutes for all board meetings;
- Regular financial reviews including preparation of management accounts, budgeting and reviews of reserve levels;
- Formal procedures for safeguarding children and vulnerable adults;
- Regular review of compliance with data protection legislation;
- Risk assessments of all publicly attended activities;
- Development of written policies and procedures surrounding volunteer grievance, equal opportunities and diversity, media and social networking, confidentiality, lone working and personal safety, and talking about faith guidelines;
- Development of strategic plans; and
- Regular training for staff and volunteers.

## RESERVES POLICY

The trustees understand the importance of maintaining a level of reserves to enable them to continue to offer services during periods of financial uncertainty. During the year the trustees assess the current level of expenditure and the need to hold reserves to meet the notice costs associated with the employment of the staff team in the event of a sudden change in circumstances. The trustees consider that a reserve level of £11,069 was sufficient to meet these costs and to fund the current level of volunteer led activity for 2 months.

The total free reserves of the Princess Project after adjusting for fixed assets and restricted funds amount to £19,630.

## PLANS FOR THE FUTURE

Our plans for 2021/22 include:

- To build relationships with churches across the country who are interested in replicating Mum2Mum, and to establish more remote Mum2Mum projects
- To build relationships with churches and other organisations in Tonbridge and Malling and the Isles of Grain and Sheppey with a view to growing our presence in those areas
- Continue to build relationships with Maidstone and Medway churches and professionals
- Grow our team (both staff and volunteers) to reflect the increasing demand for our services
- Invite two new service users onto our board of trustees, to ensure that the voices of our mums are heard at every level of the organisation
- Continuing to raise the profile of the charity, especially around our 10<sup>th</sup> anniversary in June 2021

## STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is a registered Charitable Incorporated Organisation (charity number 1155021) and is governed by the terms of its constitution.

Trustees are appointed by the current trustees. Trustees retire by rotation every 3 years and can stand for re-election at that time. The constitution stipulates that there should be a minimum of 3 trustees and a maximum of 12. The day-to-day operation of the charity is delegated to the CEO who is also a member of the trustee board (with Charity Commission approval). When skills gaps are identified by the board, potential new trustees are sought from the local church community and serve user groups to meet these needs.

The trustee board meets at least 4 times per year, and more often where needed.

## KEY MANAGEMENT PERSONNEL REMUNERATION

The trustees consider the board of trustees and the chief executive as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day-to-day basis. With the exception of the CEO, who is paid, with Charity Commission approval, all trustees give of their time freely and no trustee remuneration was paid in the year.

Details of trustee expenses and related party transactions are disclosed in note 10 to the accounts. Trustees are required to disclose all relevant interests and register them with the CEO and in accordance with the charity's policy withdraw from decisions where a conflict of interest arises.

The pay of the charity's CEO and other staff is reviewed annually. We pay the community support workers the hourly rate recommended by the Living Wage Foundation.



## REFERENCE AND ADMINISTRATIVE INFORMATION

### TRUSTEES

Jane Negus	Chair of Trustees
Neil Sampson	Secretary
Julie Samson	Treasurer (until 15 June 2020)
Steve Ring	Treasurer (since 15 June 2020)
Emma Tanner	CEO (trustee until 18 October 2021)
Rev. Phil Goodey	
Maureen Hadlum	(until 16 February 2021)
Georgina Tomlin	(until 25 January 2021)
Angela Trigg	(since 9 October 2019)
Helen Williamson	

**Principal Office** The Princess Project, Christ Church, Park Wood, Maidstone, Kent ME15 9JW

**Independent Examiner** Edward Rands FCA, 16 Mill Close, Shepshed, Loughborough,  
Leicestershire LE12 9UA

**Principal Banker** CAF Bank, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ

## TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The charity 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 law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, of the charity for that period.

In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

Approved by the trustees on 13<sup>th</sup> January 2022 and signed on their behalf by:



Jane Negus

Chair



### **Independent examiner's report to the trustees of The Princess Project**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2021 which are set out on pages 19-33.

#### **Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### **Independent examiner's statement**

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair view" which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Edward Rands FCA

16 Mill Close

Shepshed

Loughborough

Leicestershire

LE12 9UA

Date:

16 January 2022

**Statement of Financial Activities**  
**For the year ended 31<sup>st</sup> March 2021**

	Notes	Unrestricted 2021 £	Restricted 2021 £	Total 2021 £	Unrestricted 2020 £	Restricted 2020 £	Total 2020 £
<b>Income from:</b>							
Donations	2	45,414	60,312	105,726	29,943	36,949	66,892
Other trading activities	3	925	-	925	11,806	-	11,806
<b>Total</b>		<b>46,339</b>	<b>60,312</b>	<b>106,651</b>	<b>41,749</b>	<b>36,949</b>	<b>78,698</b>
<b>Expenditure on:</b>							
Raising funds	4	3,507	-	3,507	8,303	-	8,303
Charitable activities	5	32,268	52,855	85,123	27,997	23,688	51,685
<b>Total</b>		<b>35,775</b>	<b>52,855</b>	<b>88,630</b>	<b>36,300</b>	<b>23,688</b>	<b>59,988</b>
<b>Net Income/(Expenditure)</b>		<b>10,564</b>	<b>7,457</b>	<b>18,021</b>	<b>5,449</b>	<b>13,261</b>	<b>18,710</b>
<b>Reconciliation of funds</b>							
Total funds brought forward	13/14	11,040	24,426	35,466	5,591	11,165	16,756
<b>Total funds carried forward</b>		<b>21,604</b>	<b>31,883</b>	<b>53,487</b>	<b>11,040</b>	<b>24,426</b>	<b>35,466</b>



# Balance Sheet

As at 31<sup>st</sup> March 2021

	Notes	2021 £	2020 £
<b>Fixed Assets</b>			
Tangible Fixed Assets	7	1,974	361
<b>Current Assets</b>			
Debtors	8	949	927
Cash		50,845	34,453
<b>Total Current Assets</b>		<b>51,794</b>	<b>35,380</b>
<b>Creditors: amounts falling due in one year</b>	9	<b>281</b>	<b>275</b>
<b>Net Current Assets</b>		<b>51,513</b>	<b>35,105</b>
<b>Net Assets</b>		<b>53,487</b>	<b>35,466</b>
<b>Total funds of the charity:</b>	15		
Unrestricted Funds		21,604	11,040
Restricted Funds		31,883	24,426
<b>Total Funds</b>		<b>53,487</b>	<b>35,466</b>

J Negus

Jane Negus  
Chair

Approved by the Trustees on the

Steve Ring

Steve Ring  
Treasurer

13 January 2022

**Statement of Cash Flows**

**For the year ended 31<sup>st</sup> March 2021**

	<b>Notes</b>	<b>2021</b> <b>£</b>	<b>2020</b> <b>£</b>
<b>Net cash inflow from operating activities</b>	16	<b>17,946</b>	<b>16,572</b>
<b>Investing activities</b>			
Purchase of tangible fixed assets		(1,554)	(415)
<b>Increase in cash for the year</b>		<b>16,392</b>	<b>16,157</b>
Cash at the start of the year		34,453	18,296
<b>Cash at the end of the year</b>		<b>50,845</b>	<b>34,453</b>



## **Notes to the Accounts**

### **For the year ended 31<sup>st</sup> March 2021**

#### **1. Accounting Policies**

##### **Basis of preparation and going concern**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition – October 2019), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) (updated March 2018), and the Charities Act 2011. The charity constitutes a public benefit entity as defined by FRS 102.

The Trustees consider that there are no material uncertainties about the Princess Project's ability to continue as a going concern. Income arises from a combination of donations, grants and fundraising activities. The highest area of cost is associated with the employment of the Chief Executive Officer (CEO) and community support workers (CSWs). The level of reserves necessary to meet these costs and the continuing costs of volunteer-led activities is kept under constant review by the Trustees. In addition, the reserves policy includes amounts to protect the ongoing work of the charity should income levels reduce.

##### **Income**

Income, including income tax recovered on amounts received by way of Gift Aid, is recognised in the Statement of Financial Activities once the charity has entitlement to the resources, it is certain that the resources will be received and the monetary value of the incoming resources can be measured with sufficient reliability.

##### **Donated goods and services**

Included within donations is the estimated value of gifts in kind and goods or services donated to the charity where the amounts are material, readily quantifiable and measurable. Such estimates are based on the market price the charity would otherwise have paid.

##### **Resources expended**

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings which aggregate all costs related to the category.

An amount equal to the donation income recognised on gifts in kind (not for resale) and goods or services received free of charge is included within the most relevant category of expenditure to which the donation relates.

Total resources expended include the allocation of support costs to the various expenditure categories set out in the Statement of Financial Activities. Support costs have been allocated to activities on a basis consistent with the use of resources as shown in note 12.

Other costs relate to raising funds as set out in note 4 and costs relating to charitable activities as set out in note 5.

##### **Grants**

Grants are received from various funders and are recognised on receipt.

## **Notes to the Accounts (continued)**

### **For the year ended 31<sup>st</sup> March 2021**

#### **1. Accounting Policies (continued)**

##### **Value added Tax**

Value added tax is not recoverable by the charity, and as such is included in the relevant costs in the Statement of Financial Activities.

##### **Tangible fixed assets**

Assets are reviewed on an individual basis and capitalised when an ongoing benefit will be provided to the charity. Depreciation is provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment	33% straight line
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A full year's charge is made for the year in which an asset is purchased. No depreciation is charged in the year of disposal.

Impairment losses are recognised when there is an indication of impairment and the asset's recoverable amount is less than its carrying amount.

##### **Accrued Income**

Accrued income represents the amounts claimed for Gift Aid due on donations received before 31 March 2020 which had not yet been recovered from HMRC.

The charity had no trade debtors in the year.

##### **Cash at bank and in hand**

Cash includes cash held in the charity's bank accounts and a small amount of petty cash.

##### **Accruals and Deferred Income**

Accruals comprise unpaid staff expenses relating to the period which were paid shortly after the year end.

There was no deferred income at 31 March 2021 or 31 March 2020.

The charity had no trade creditors at 31 March 2021 or 31 March 2020.

##### **Pensions**

The charity made pension contributions for the CEO of £1,512 during the year.

##### **Restricted and Unrestricted Funds**

Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure which meets these criteria is identified to that fund. Unrestricted funds are donations and other income received or generated for the objectives of the Charity without further specified purpose and are available as general funds.



**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**2. Donations**

	Unrestricted	Restricted	Total	Total
	£	£	2021	2020
			£	£
Donations from Individuals	13,984	-	13,984	13,030
Donations from Organisations	5,100	1,000	6,100	10,341
Grants	-	59,312	59,312	29,405
Donations of goods and services	26,330	-	26,330	14,116
<b>Total Income</b>	<b>45,414</b>	<b>60,312</b>	<b>105,726</b>	<b>66,892</b>

**Grants were gratefully received from:**

Kent Community Foundation Covid Fund	-	3,000	3,000	-
Kent County Council – Gary Cooke Members’ Grant	-	1,000	1,000	-
Golding Homes Community Chest	-	750	750	-
Golding Homes Countryside	-	2,500	2,500	-
Covid 19 Response Grant	-	8,440	8,440	-
Kent County Council	-	4,813	4,813	-
Kent Community Foundation – Mums’ Hubs	-	5,000	5,000	5,000
People’s Health Trust – Park Wood Hub	-	5,559	5,559	4,447
Colyer Ferguson Charitable Trust	-	5,000	5,000	5,000
Maidstone Lions	-	2,000	2,000	-
Involve	-	2,000	2,000	-
Henry Smith Charity	-	7,500	7,500	7,500
Maidstone Borough Council	-	6,700	6,700	-
Allchurches Trust	-	3,550	3,550	-
Tesco Bags of Help	-	-	-	1,000
Chatham Maritime Trust	-	-	-	273
People’s Health Trust – Mums Together in Park Wood	-	-	-	3,335
Golding Vision	-	1,500	1,500	1,000
Monckton Whitehead Charitable Foundation	-	-	-	1,500
Help A Maidstone Child	-	-	-	350
<b>Total</b>	<b>-</b>	<b>59,312</b>	<b>59,312</b>	<b>29,405</b>

**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**3. Income from other trading activities**

	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Hollywood Ball	-	-	-	6,397
Other Fundraising events	734	-	734	5,010
Other trading activities	191	-	191	399
<b>Total Income from other trading activities</b>	<b>925</b>	<b>-</b>	<b>925</b>	<b>11,806</b>

**4. Costs of raising funds**

	Unrestricted	Restricted	Total 2021	Total 2020
	£	£	£	£
Staff Costs	1,859	-	1,859	1,798
Hollywood Ball	-	-	-	5,490
Christmas Fair and Barn Dance	-	-	-	266
Promotional Materials	13	-	13	9
Raffle and Auction Prizes	350	-	350	-
Miscellaneous Costs	129	-	129	-
Support Costs (note 12)	1,156	-	1,156	740
<b>Total cost of raising funds</b>	<b>3,507</b>	<b>-</b>	<b>3,507</b>	<b>8,303</b>



**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**5. Costs of Charitable Activities**

	Mum2Mum Befriending	New Mum Gifts	Parenting Groups and Courses	Totcycle	Drop-in support	Shine
	£	£	£	£	£	£
Staff Costs	3,253	929	-	11,152	-	-
Refreshments	-	-	-	-	-	-
Gifts for Mums	-	1,214	-	-	-	-
Resources and equipment	37	-	-	-	-	-
Christmas Party/ Gifts/Hampers	-	-	-	-	-	-
Promotional Materials	13	13	-	14	-	-
Covid emergency	-	-	-	4,479	-	-
Rental	-	-	-	2,337	-	-
Depreciation	-	-	-	522	-	-
Support Costs (note 12)	2,023	578	-	6,935	-	-
<b>Total costs</b>	<b>5,326</b>	<b>2,734</b>	<b>-</b>	<b>25,439</b>	<b>-</b>	<b>-</b>

	Outreach	Hubs	121 Support	Mum2Mum Replication	Total 2021	Total 2020
	£	£	£	£	£	£
Staff Costs	7,435	4,182	6,041	2,788	35,780	29,132
Refreshments	-	-	-	-	-	537
Gifts for Mums	520	-	-	-	1,734	2,035
Resources and equipment	-	751	-	4,443	5,231	476
Christmas Party/ Gifts/Hampers	594	-	-	-	594	138
Promotional Materials	14	14	13	13	94	85
Covid emergency	1,222	-	-	-	5,701	-
Rental	-	10,750	-	-	13,087	7,294
Depreciation	-	130	-	-	652	-
Support Costs (note 12)	4,623	2,601	3,756	1,734	22,250	11,988
<b>Total costs</b>	<b>14,408</b>	<b>18,428</b>	<b>9,810</b>	<b>8,978</b>	<b>85,123</b>	<b>51,685</b>

£52,855 of the costs of charitable activities were charged to restricted funds (2020 – £23,688).

**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**6. Net Movement in Funds**

Net movement in funds is stated after charging:

	<b>Total 2021 £</b>	<b>Total 2020 £</b>
Independent Examination	825	800
Accounting work by Independent Examiner	825	800
Depreciation of owned fixed assets	1,141	221

**7. Tangible Fixed Assets**

	<b>Equipment Total 2021 £</b>	<b>Equipment Total 2020 £</b>
<b>Costs</b>		
As at 1 <sup>st</sup> April 2020	1,519	1,104
Additions	2,754	415
As at 31 <sup>st</sup> March 2021	<b>4,273</b>	<b>1,519</b>
<b>Depreciation</b>		
As at 1 <sup>st</sup> April 2020	1,158	937
Charge for the year	1,141	221
As at 31 <sup>st</sup> March 2021	<b>2,299</b>	<b>1,158</b>
<b>Net Book Value</b>		
As at 31 <sup>st</sup> March 2021	<b>1,974</b>	<b>361</b>
As at 31 <sup>st</sup> March 2020	361	167



**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**8. Debtors**

	2021	2020
	£	£
Gift Aid Tax recoverable	949	927
	<u>949</u>	<u>927</u>

**9. Creditors: amounts falling due within one year**

	2021	2020
	£	£
Accruals	-	-
Other taxes and social security	281	275
Deferred Income (note 9a)	-	-
	<u>281</u>	<u>275</u>

**9a. Deferred Income**

	2021	2020
	£	£
Brought Forward at 1 <sup>st</sup> April 2020	-	2,368
Released in the year	-	(2,368)
Deferred in the year	-	-
Carried Forward at 31 <sup>st</sup> March 2021	<u>-</u>	<u>-</u>

**10. Related party transactions**

During the year, payroll payments, including pension and Employer's National Insurance, totalling £24,310 (2020 - £24,178) were made to Emma Tanner, the CEO, who is a Trustee employed with Charity Commission approval. In addition to payroll payments, the CEO was reimbursed expenses arising from her role as CEO totalling £3,595 (2020 - £2,342). £348 (2020 - £665) of this was for mileage and the remainder was to reimburse out of pocket expenses to directly fund charitable activity. The increase in reimbursed expenses in 2021 arose due to the significant additional support needing to be provided to families during lockdown. Key management personnel of the charity are considered to comprise the CEO and the other Trustees. Other than the CEO, none of the Trustees received any remuneration during the year (2020 - nil).

**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**11. Staff Costs**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Wages and salaries	44,956	32,674
Social security costs	2,046	1,936
Pension costs	1,512	1,358
	<u><b>48,514</b></u>	<u><b>35,968</b></u>

Including the CEO (see note 10), there were four employees during the year (2020 – 4).

The full balance of the Employer's National Insurance Contributions of £2,046 was met by the annual employment allowance.

No employee received a salary exceeding £60,000 during the year (2020 – none).

Details of remuneration received by the Trustees are set out in note 10.



**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**12. Support Costs**

The support costs of the charity have been allocated as follows based on time spent on each activity by the CEO and other employees:

	%	2021 £	2020 £
Mum2Mum Befriending	9	2,023	1,184
New Mum Gifts	2	578	444
Parenting Courses and Groups	-	-	148
Totcycle	30	6,935	888
Drop-in Support	-	-	296
Shine	-	-	296
Outreach	20	4,623	296
Hubs	11	2,601	6,216
121 Support	16	3,756	1,776
Mum2Mum Replication	7	1,734	444
Cost of raising funds	5	1,156	740
	<b>100</b>	<b>23,406</b>	<b>12,728</b>

Support Costs were made up as follows

	2021 £	2020 £
Staff Costs	8,829	5,035
Printing, Postage and Stationery	90	100
Volunteers' expenses	113	189
Website costs	10,120	-
Travel	534	712
Phone and broadband	518	314
Office costs	774	4,238
Insurance	388	445
Governance costs	2,040	1,695
	<b>23,406</b>	<b>12,728</b>

Website costs in 2021 represent the donated services of the update and redesign of the charity's website.

Governance costs included the donated services of the Independent Examiner and the costs of meeting space for board meetings.

**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**13. Unrestricted Funds**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Balance brought forward	11,040	5,591
Net income/(expenditure)	10,564	5,449
Balance carried forward	<u><b>21,604</b></u>	<u><b>11,040</b></u>

**14. Restricted Funds**

	<b>As at 1<sup>st</sup> April 2020</b>	<b>Income</b>	<b>Expenditure</b>	<b>As at 31<sup>st</sup> March 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Chatham Maritime Trust	273	-	161	112
Monckton Whitehead Charitable Foundation	1,408	-	1,011	397
Golding Vision Community Chest	166	-	-	166
Henry Smith (Parkwood Hub)	5,700	7,500	6,262	6,938
Colyer Ferguson (support worker)	3,901	5,000	4,960	3,941
Cinnamon Network (Mum2Mum replication)	3,949	-	1,216	2,733
People's Health Trust (Parkwood Hub)	3,856	5,559	6,533	2,882
Kent Community Foundation	4,718	5,000	5,125	4,593
Coronavirus Emergency Fund	455	2,000	2,151	304
Involve	-	2,000	-	2,000
MBC	-	6,700	5,867	833
Allchurches Trust	-	3,550	412	3,138
Maidstone Lions Club	-	2,000	2,000	-
Kent Community Foundation Covid Fund	-	3,000	3,000	-
Covid-19 Response	-	8,440	8,216	224
KCC Early Help Grant	-	4,813	4,075	738
Golding Vision Totcycle	-	2,250	1,102	1,148
Golding Homes/Countryside Covid	-	2,500	764	1,736
	<u><b>24,426</b></u>	<u><b>60,312</b></u>	<u><b>52,855</b></u>	<u><b>31,883</b></u>



**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**14. Restricted Funds (continued)**

Chatham Maritime Trust made a grant in January 2020 to cover the cost of purchasing additional storage/resources for our Medway Hub.

Monckton Whitehead Charitable Foundation made a grant in September 2019 towards general running costs at our Hubs (not staff costs).

In September 2019 we received a grant from the Henry Smith Charity, part-funding our Parkwood Hub. This income has been applied towards the running costs of this services (including staff costs) included within charitable activities.

Colyer Ferguson Charitable Trust awarded us a grant in August 2019, to part-fund a new Maidstone Community Support Worker. This income has been applied towards the staff costs included within charitable activities.

In June 2019 we received funding from individuals attending the Cinnamon Network Project Lab final towards our work replicating the Mum2Mum befriending service across the UK. This income has been applied towards the running costs of this work (including staff costs) included within charitable activities.

In January 2020, we received a grant from the People's Health Trust, part-funding our Parkwood Hub. This income has been applied towards the running costs of this services (including staff costs) included within charitable activities.

The Coronavirus Emergency Fund relates to donations made by individuals towards the costs of buying emergency food parcels, nappies, and baby formula for families affected by covid-19.

In December 2020, we received a grant from Involve towards our coronavirus emergency response in Tonbridge and Malling. This income has been applied towards staff costs included within charitable activities.

In December 2020 we received a winter grant from Maidstone Borough Council to help us provide winter clothing, equipment and other baby and toddler essentials to families in need. This income has been applied towards the running costs of this work (namely staff costs) included within charitable activities (Totcycle).

In January 2021 we received a Hope Beyond grant from Allchurches Trust to help us provide emergency coronavirus support in Tonbridge and Malling through the Hub/Totcycle. This income has been applied towards the running cost of these activities (including staff costs) included within charitable activities.

In September 2020 we received a grant from Maidstone Lions Club to part-fund the making of our Mum2Mum Befriender Training Course videos.

In April 2020 we received a grant from Kent Community Foundation (Covid Fund) to fund core activities providing support to families affected by the pandemic.

**Notes to the Accounts (continued)**  
**For the year ended 31<sup>st</sup> March 2021**

**14. Restricted Funds (continued)**

In September 2020 we received an additional grant from Kent community Foundation towards the running costs of our Mums' Hubs in Maidstone and Medway. This income has been applied towards the running costs of the Hubs (including rental costs and staff costs) included within charitable activities.

In July 2020 we received a Covid-19 response grant from the government (through the Awards for All programme) towards our organisation's core costs (including staff costs) during the pandemic.

In August 2020 we received an Early Help Grant from Kent County Council August 2020 for Mum2Mum in Maidstone, including part-funding the Befriender Training Course videos and staff costs.

We received grants from Golding Vision towards our coronavirus emergency response (including the purchase of top-up items for Totcycle) in May 2020 and March 2021.

We received a grant from the Countryside Communities Fund towards our coronavirus emergency response (including the purchase of top-up items for Totcycle) in May 2020.

**15. Analysis of Net Assets between Funds**

	<b>Tangible Fixed Assets</b>	<b>Net Current Assets</b>	<b>At 31 March 2021</b>	<b>At 31 March 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Restricted Funds	-	31,883	31,883	24,426
Unrestricted Funds	1,974	19,630	21,604	11,040
	<b>1,974</b>	<b>51,513</b>	<b>53,487</b>	<b>35,466</b>

**16. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Net movement in funds	18,021	18,710
Add back depreciation	1,141	221
Less gifts in kind – fixed assets	(1,200)	-
(Increase)/decrease in debtors	(22)	133
Increase/(decrease) in creditors	6	(2,492)
<b>Net cash inflow from operating activities</b>	<b>17,946</b>	<b>16,572</b>