



Charity No: 1181548

Breastfeeding Mum Meets

Trustees' Annual Report and Financial Statement

1st April 2020 - 31st March 2021

The Trustee Board of Breastfeeding Mum Meets presents its Annual Report and financial statement for the year ended 31st March 2021.

Reference and administrative information

Charity name: Breastfeeding Mum Meets

Charity registration number: 1181548

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

Breastfeeding Mum Meets is a Charitable Incorporated Organisation (CIO), with its Constitution as the governing document.

Trustee Board

Mrs Jemma Jermy **Co-Chair**

Dr Emily Hesketh **Co-Chair**

Mrs Lara Morris-Hatch **Treasurer**

Executive Committee

Mrs Jemma Jermy

Dr Emily Hesketh

Mrs Lara Morris-Hatch

Mrs Catherine Forsyth

Mrs Aurélie Geldof-Eke

Ms Elleanor Crouch

Review of aims and objectives

Stated purpose and aims

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

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

Ensuring our work delivers our aims

We review our aims, objectives and activities every 12 months. This report looks at what we achieved and the outcomes of our work for the period 1st April 2020 to 31st March 2021, and details each key activity and the benefits it has brought to the people we are set up to help. This helps us to ensure our aims and objectives remain focused on our stated purpose, and that our activities contribute to the achievement of those aims and objectives.

Our trustees sit on the Breastfeeding Mum Meets (BMM) Executive Committee, and there is regular communication between the Executive Committee and the rest of our volunteers, primarily via an active Facebook Messenger group chat and a dedicated Facebook group for our volunteers. All of our volunteers are therefore kept abreast of the charity's progress.

In reviewing our activities for 2020-21, as well as in all other aspects of their role, the Trustees have regard to the Charity Commission's public benefit guidance.

Objectives and activities for 2020-21

Our main objective for the year continued to be the promotion and support of breastfeeding throughout our region (Norfolk). The period covered by this report fell during the first part of the COVID19 pandemic, including three national lockdowns (plus other restrictions in between). This meant that our normal activities were somewhat restricted, although we were able to continue our online peer support offering (via Facebook group) uninterrupted, and anecdotally our volunteers noticed an increase in traffic to the group as people sought help from us whilst other services were closed. We also found other creative solutions to the restrictions on physical groups, such as our virtual "Big Latch On" event in August 2020. Below is a full list of our activities for this year, and how each of those has benefited those we aim to assist.

<i>Activity</i>	<i>Description and benefit</i>
Provision of a moderated private Facebook group offering breastfeeding peer support 24/7	Members of the group can use it to ask questions about breastfeeding and share their experiences. Our volunteer team moderate the group, ensuring that content is accurate and appropriate, and signposting members to reputable sources of breastfeeding information and/or other breastfeeding services as required. The group is also used to publicise details of physical meet-ups run by our volunteers, when these have been permitted. The Facebook group is primarily aimed at Norfolk residents, but open to people from anywhere.
Provision of physical breastfeeding support groups in Norfolk	Our physical support groups (“meets”) were suspended during the first lockdown, per Government directive. Some of our groups restarted in the autumn of 2020, however when a further national lockdown was announced in November of that year, the Trustee Board took the decision to suspend meets again, in the spirit of minimising contact between households and therefore the spread of infection.
Liaising with other related organisations locally	BMM have contacts in the county’s Health Visiting team (Just One Norfolk) and the three local hospitals’ Infant Feeding Teams, as well as keeping in touch with other related organisations in the region. The latter include organisations concerned directly with breastfeeding support, as well as those dealing with maternal and child health more generally, such as SANDS (the stillbirth and neonatal death charity) - two of our volunteers also volunteer for SANDS. Where possible, a BMM volunteer from the relevant area will attend their local hospital’s Maternity Voices Partnership meetings. Working with other organisations and professionals ensures that we keep up-to-date with what services are available locally to those we support (particularly important during this period of frequent changes to services, as Government advice and regulation evolved) and can signpost to those services as required. External organisations can also direct people to us who might benefit from our offering. Our links with other organisations also enable us to feed back to them about our members’ experiences of their services, and to have

	input into the development of new services, advocating for the needs of those we support.
Maintaining a public social media presence	BMM's public social media channels (public Facebook page and Instagram account) enable the charity to promote its services to those who might benefit, as well as to widely communicate information about breastfeeding. Social media activity was able to continue uninterrupted during the pandemic, and therefore has been a way for BMM meet its objective to promote and support breastfeeding, despite restrictions.
"Virtual Big Latch On" event	BMM once again held an event to mark the "Global Big Latch On" on 1st August 2020. The BLO is an international initiative to promote and celebrate breastfeeding by encouraging breastfeeding groups and other related organisations to run events in which they try to record as many simultaneous "latches" (babies being fed breastmilk) from participants as possible. Due to the pandemic, all 2020 BLO events were held online, including ours. The virtual BMM event, co-ordinated via a dedicated public Facebook page, recorded 153 "latches", and also featured messages of support from other organisations with which we have links (see above), and a fundraising raffle, which raised £364.
Breastfeeding Peer Support training course	To develop our volunteers' knowledge and skills, and to enable them to give the best possible support to those we help, we used Charity funds to commission our own online Breastfeeding Peer Support course. Lucy Ruddle, a leading Lactation Consultant (IBCLC), wrote the course for us, using Facebook's Social Learning feature as the hosting platform. Launched at the end of January 2021, the course is available free of charge to any of our volunteers who wish to complete it. By April 2021, five hosts had already enrolled onto the course.
New website: breastfeedingmummeets.co.uk	Launched in May 2020, our website provides another channel for us to reach families who may benefit from our offering. It contains details about the Charity and its background, the times and locations of our regular meets (when these are running), and profiles of some of our volunteers. There is also a section with useful links to

	reputable sources of breastfeeding help and information, plus our NipAdvisor (our directory of breastfeeding-friendly businesses in the region).
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Performance and impact

As discussed above, BMM's ability to hold physical support groups was severely curtailed during this reporting period, due to national lockdowns and other restrictions. Physical "meets" did restart at the end of August 2020, and continued until the end of October 2020, when a second national lockdown began. (Although there was an exemption for support groups to run during this time, the Trustees decided not to hold meets, in the spirit of limiting contact between households.) Between August and October 2020, fifteen meets were held across Norfolk, attended by 34 parents in total.

In contrast to physical groups, our online peer support offering, via our private Facebook group, was able to continue throughout - and arguably became more important than ever as a means for people to access breastfeeding help and information. On 31st March 2021 (the final day of this reporting period), the BMM private Facebook group had 2,648 members. In March 2021, there were a total of 197 posts, 1,737 comments, and 2,847 reactions on this Facebook group.

BMM experimented with online Zoom 'meets' in late 2020 and early 2021; five sessions were offered, which were attended by nine people in total.

In terms of our public social media presence, the "reach" of the public BMM Facebook page (the number of people who saw any content from or about our page) between 1st April 2020 and 31st March 2021 was 42,800. The reach of the BMM Instagram account was 5,315.

There were 153 participants in the "latch on" part of our Virtual Big Latch On event, held online on 1st August 2020. More detail on this is given in the table above.

Human resources

During the time period covered by this report, BMM had approximately thirty volunteers in total (with some fluctuation due to new starters and resignations).

Changes to the Trustee Board in 2020-21

In June 2020, a new structure was introduced for the Trustee Board, with Georgina Simpson as Chair being supported by Jemma Jermy and Emily Hesketh as Co-Vice Chairs, whilst Lara Morris-Hatch and Elleanor Crouch continued as Treasurer and Secretary respectively.

In September 2020, Jayne Murdoch resigned from the Trustee Board.

In December 2020, Georgina Simpson, Heidi Thornloe and Natalie Strange resigned from the Trustee Board. Jemma Jermy and Emily Hesketh were appointed as joint Co-Chairs, succeeding Georgina Simpson (ex-Chair).

In January 2021, Courtney Masterson and Natalie Marczewski were appointed to the Trustee Board.

Trustee recruitment

BMM Trustees are generally longstanding BMM volunteers who are interested in becoming more involved with the management of the Charity. In accordance with the BMM Constitution, each Trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the Charity Trustees.

Financial Review

Summary of cash in bank as of 31/03/2021 was £1319.76. All monies will be carried forward into the next financial year to be used exclusively for continuing the work of the Charity. These funds are held in case of a loss of income so that we can continue to support breastfeeding families in Norfolk.

Our main source of income for the financial year was through the form of donations and grants as shown in the table below. We used the majority of this money to advertise and set up new hosts around Norfolk, to enable us to reach and help as many breastfeeding families as possible. Our plan for the future is to continue to use our funds in support of this aim.

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

							Oct-20'	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	
Income	April	May	June	July	August	September	October	November	December	January	February	March	Department totals
Donations	£ 20.00	£ 30.00	£ -	£ 25.00	£ 653.57	£ -	£ -	£ 36.49	£ -	£ -	£ 15.00	£ 18.00	£ 798.06
Grants	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	-
Fund Raisers	£ -	£ 28.75	£ 132.79	£ -	£ 418.00	£ -	£ 598.50	£ -	£ -	£ -	£ -	£ -	£ 1,178.04
Merchandise	£ -	£ 9.00	£ 148.91	£ 13.60	£ 32.74	£ -	£ 4.13	£ 104.49	£ 71.65	£ -	£ -	£ -	£ 384.52
Refunds	£ -	£ -	£ 12.01	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 12.01
Total	£ 20.00	£ 67.75	£ 293.71	£ 38.60	£ 1,104.31	£ -	£ 602.63	£ 140.98	£ 71.65	£ -	£ 15.00	£ 18.00	£ 2,372.63
Expenditure													
Advertising	£ 59.00	£ 31.28	£ 8.10	£ -	£ 8.96	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 107.34
Travel Expenses	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	-
Craft Costs	£ -	£ 81.43	£ 163.89	£ -	£ -	£ -	£ -	£ 4.99	£ -	£ -	£ -	£ -	£ 250.31
Insurance	£ 243.92	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 247.04	£ 490.96
Training	£ -	£ -	£ -	£ -	£ -	£ -	£ 500.00	£ -	£ -	£ -	£ -	£ -	£ 500.00
Locality Tea Station	£ 6.99	£ 42.17	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 49.16
Postage	£ -	£ 24.15	£ 35.93	£ 36.55	£ 17.12	£ -	£ 18.40	£ 19.75	£ 7.10	£ -	£ -	£ -	£ 159.00
Host Packs	£ 5.79	£ 51.81	£ 4.20	£ -	£ 1.99	£ 26.97	£ 58.34	£ 1.99	£ 1.99	£ 1.99	£ -	£ -	£ 155.07
Website	£ 25.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 25.00
Gifts	£ 17.28	£ 52.79	£ -	£ 86.50	£ -	£ -	£ -	£ -	£ 39.28	£ -	£ -	£ -	£ 195.85
Event Supplies	£ 15.00	£ -	£ -	£ -	£ 0.42	£ -	£ -	£ -	£ -	£ 14.99	£ -	£ -	£ 30.41
Trustee meeting	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	-
Raffle Prizes	£ -	£ -	£ 24.00	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 24.00
Total	£ 372.98	£ 283.63	£ 212.12	£ 123.05	£ 28.49	£ 26.97	£ 576.74	£ 26.73	£ 48.37	£ 16.98	£ -	£ 247.04	£ 1,963.10

Declarations

The Trustees of Breastfeeding Mum Meets declare that they have approved the Annual Report and Financial Statement above.

Signed on behalf of the Trustees on 30th January 2022 by:

A handwritten signature in black ink, appearing to read 'e Hesketh', with a long vertical line extending downwards from the 'e'.

Dr Emily Hesketh
Co-Chair