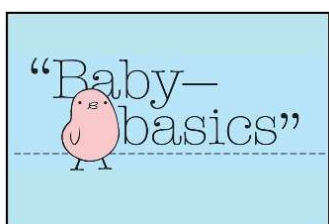


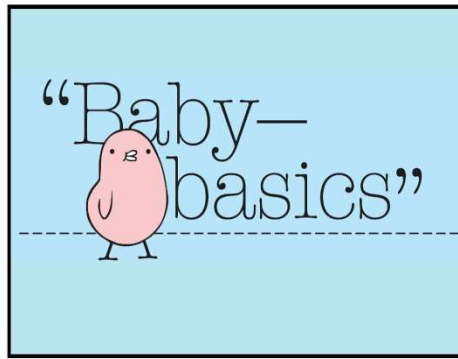
Baby Basics Northampton



2021 AGM
Virtual Meeting
9th November 2021
7.30pm



Charity Number: **1168449**



AGM 2021

Baby Basics Northampton

Virtual Meeting

November 9th 2021 at 7.30pm

Baby Basics Northampton has had a busy year sending out starter packs to mums in need in Northamptonshire.

This leaflet will provide the following information to accompany the Baby Basics AGM 2021.

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10. Impact of the Starter Pack	19-20

1. Chair of the Trustees Report

Baby Basics Northampton has continued to be impacted by COVID, yet despite our challenges I feel extremely proud to share that we have continued to serve and provide starter packs, for all those who needed one. I would like to extend a special thank you to our wonderful small staff team who have worked tirelessly to ensure we continue to provide essential starter packs. The Board and I greatly value their hard work and dedication to Baby Basics Northampton.

The team have settled in well into the new larger premises and have welcomed back volunteers in recent months. A special thank you to our existing and newly recruited volunteers for your support and commitment to our charity. You are a key part of our team and greatly appreciated by the Trustees and I.

Thank you to all of our amazing supporters for ensuring Baby Basics Northampton has survived the impact of COVID on our charity operations. Please continue to support us with essential items for our starter packs, undertaking fundraising activities, volunteering and raising our profile. The more people who can support us, the more people in need we can support.

A special thank you to Reverend Paul Clarey-Slater our outgoing chair for steering the charity through a period of change and transition.

With increased demand for starter packs, and increased costs associated with the running of the charity, including larger premises it has been a challenging time in raising much needed funds. I am pleased to report the team have done an incredible job in securing funds at a time when funding is in high demand by many charities. Looking ahead we plan to build a stronger pipeline of funding moving ahead to ensure the financial security of the charity. We are looking forward to growing our volunteer team and exploring ways in which we can support even more families in need across Northamptonshire.

Please continue to help us care for many more Mum and their babies, and show them their worth and value.

Maya Joseph-Hussain
Baby Basics Northampton
Chair of Trustees



2. Financial Report

Baby Basics Accounts for 12 months from 1 September 2020 to 31 August 2021

I am proud of the charity's work and efforts to support the community during 2020-21.

We have seen a great deal of change as a Charity and I am pleased to confirm the trustee and charity's commitment throughout financial year 2021-2022 to sustainable operations, putting us in the strongest position to build on the superb service the charity provided during the Covid-19 pandemic.

The charity is moving forward with proactive monitoring of finances and opportunities. This will ensure we are well positioned to meet the needs of all our basket recipients, volunteers and bring new services to the wider Baby Basics UK community.

Throughout the year we were blessed to receive generous donations from several corporate and national donors.

Our sincere thanks go to;

The National Lottery who supported both with Rent and Wages £17,207 and £8,160 Communications funding, to support the charity with the changing ways of working due to the impact of COVID-19.

Barclays and the staff at their Northampton, Brackmills site for their kind donation of £5,000.

We also received £5,000 from DEFRA's emergency covid funding which enabled us to purchase items for the starter packs due to COVID.

Paul Murphy
Baby Basics Northampton
Treasurer



The End of Year Balance Sheet - page 14-15

3. Operations Review

From September 2020 until the end of August 2021, Baby Basics Northampton responded to 248 referrals.

These referrals consisted of the following:

- 205 Moses Basket Starter Packs
- 40 Steriliser Packs
- 25 Bath Starter Packs
- 23 Baby Bath
- 18 Early Baby clothing and Nappies Bundles
- 6 Clothing and Toiletries Bundles
- 4 Toiletries Bundles
- 3 Baby Clothing Bundles
- 3 Nappies Bundles



Regional Hub Centre – London Area:

Baby Basics Northampton became a Regional Hub for Baby Basics UK. Baby Basics Northampton were responsible for providing support and advice to the Baby Basis centres within the London area. The role involved conducting Zoom meetings with centres, providing support and guidance for new and established centres, bringing the centres together on Whats App along with providing a centralised area for important documentation for the centres. Baby Basics UK has agreed to continue with the Regional Hub roles and from September 2021 Baby Basics Northampton will be looking after 9 centres within the Midlands area.

1500th Starter Pack:

Baby Basics Northampton sent out their 1500th Starter Pack in spring 2020.

It has been a busy year for the charity with an increase of 33 referrals from the previous financial year. In total, the charity has sent out over 1600 starter pack and Baby Basics Northampton anticipates an increase in referrals in 2022, as the impact of the COVID-19 pandemic is felt across the county.



Paul and Micki Leaving:

The team said goodbye to Paul and Micki Clarey-Slater in the summer 2021. Paul was the Baby Basics Northampton Chair of our board of Trustees and Micki was our Social Media and Grant Lead. We wish them every success on their new adventures.

Awards:

In March 2020 Baby Basics Northampton was so proud to be awarded with a Rose of Northamptonshire Award by the Queens's representative in the county, the Lord-Lieutenant.

Baby Basics Northampton Volunteers:

The restrictions due to Covid have meant that our volunteers couldn't attend any sessions with in the Keep House until May this year. We ensured that all relevant restrictions were in place to maintain the safety of the whole

team. Our rooms looked quite odd with tape to ensure everyone had a safe area in which to work in, with windows open and masks on and gloves at the ready.

Our volunteers were amazing and adapted to the new way of working really well. Our core team are in on a weekly basis to support the charity and are covering roles from sorting to creating starter packs. It has been an amazing opportunity for us to teach them how to create the packs from start to finish.



Baby Basics Northampton held a Thank you Lunch for all our volunteers in July before we broke up for the summer. It was so lovely to show our volunteers how grateful we are for all their time and support that they give to the charity. Thank you to everyone that has supported Baby Basics over this last year.

Donation Drop Off Points:

Donation drop off points have been slightly more complicated with a lot of our previous venues remaining shut and churches only being able to open with small numbers.

We have been incredibly grateful to Weston Favell Food Bank who have managed to remain open and to continue supporting Baby Basics Northampton by allowing donations to be dropped off. We feel that until the new year we will remain with the one drop off point until we know more about how winter may affect Lockdown regulations again.

Despite this the general public have been incredibly supportive and have either dropped off donations at Weston Favell Food Bank, posted items or purchased from our Amazon Wishlist. We still receive a substantial amount of donations each week which currently cover our referrals.



Future Developments:

Assisting Baby Basics UK with providing support to other Baby Basics centres in their role as the Midlands Regional Hub.

Assisting Baby Basics UK with supporting the Afghanistan Resettlement.

Reengaging with the community and establishing more donation drop off points throughout the county.

Increase the number of volunteers to assist the staff team.

The team would like to say a massive thank you to all the amazing volunteers, our Trustees, all our referrers, our donation drop off points and all our supporters who donate items to ourselves.



Julie Bainbridge
Baby Basics Northampton
Operations Lead

Sabrina Oakey
Baby Basics Northampton
Volunteer and Donations Lead

4. Social Media

Facebook remains our most effective way to communicate to our supporters as well as other businesses and charities. This year we have been looking into Instagram more to appeal to a wider range of people across all ages.

Some of our more popular posts and further reach posts are still our pleas for certain items to be donated. We are always overwhelmed by everyone's generosity towards the charity. As you can see below, we reached 3.7k last month when we were looking for shampoo and conditioner.

Date	Post Content	Reactions	Comments	Shares	Reach	Engagement	Boost Post
14/10/2021 15:57	Thank you so much to everyone that has attended our volunteer	1.6K	26	14	27	1	Boost post
13/10/2021 15:54	Thank you so much to St Giles Church for their beautiful donations	1.1K	6	11	1	1	Boost post
12/10/2021 12:55	Can you help support Baby Basics Northampton and the families	1K	46	13	1	1	Boost post
11/10/2021 12:16	Volunteering can be so rewarding and it means so much to small charities	1.2K	8	11	1	1	Boost post
10/10/2021 11:24		650	2	10	1	1	Boost post
08/10/2021 18:13	Can you help? We are currently short of shampoo and	3.7K	244	73	1	1	Boost post
07/10/2021 21:55	Today we had our first ever volunteer induction at The Keep House. It was	1.2K	2	13	1	1	Boost post
06/10/2021 18:33	Thank you for this week's donations that we received from Rushden	1.7K	44	33	1	1	Boost post
05/10/2021 19:20	Weston Favell Centre Foodbank donation collections today. We are	1.4K	13	10	1	1	Boost post
04/10/2021 12:10	Our updated donation drop off point details. Please be aware that	2.5K	68	35	1	1	Boost post
04/10/2021 11:47	September was such a busy month, we gave out a huge 38 starter packs.	1.7K	31	48	1	1	Boost post

We find that we have a good reach across the county and in some cases across the world as some of our posts have been shared as far out as Australia.

In September 2020 we started off with 4,907 likes and followers and we are now at 5,818 and we are continuing to grow day by day.



Instagram has been a platform that we haven't really been involved with much until this year. With the support of some of our younger volunteers we have managed to get a following of 544 people currently and we have reached 28% more from July to September than from April to July. With a total of 44% more accounts engaged with us.

Despite Covid and Lockdown our supporters have been amazing and our social media platforms have kept us all communicating with each other including our volunteers who were unable to attend any sessions.

Thank you so much to all our followers and supporters for showing their love for the charity.

5. Grants and Funding

September 2020 – End of August 2021

Baby Basics Northampton has had fantastic support from national and local businesses, grant funders, supermarkets, regular givers and individuals who have supported Baby Basics Northampton. It has been a difficult time for small charities due to the COVID-19 pandemic. Applying for funding has been a struggle due to the sheer volume of applications for grant funding.

Thank you to all the support we have received:

Gifts:

Emmanuel Church

Individual Gifts

A Saints Church

Rotary Club

Grange Park Church

Regular Givers – Local Giving

Charitable Giving

Corporate:

Weston Favell Centre

Howdens

Barclays

Fundraisers:

Peel and John's Brighton Marathon

Team Running Wild

Clipper NH3 – Canoeing the river Wye

Grants:

Corby Council

COVID Response Grant

Northampton Community Foundation

Baby Basics UK – Regional Hub Role

National Lottery – Main Grant

National Lottery – Communication is Key

Northampton Borough Councillor Grant

Scott Bader

Co-op

DEFRA

Magic Stars – Local Giving

Leathersellers

Arnold Clark

Woodward Trust

Albert Hunt

Groundwork – Comic Relief

Souter Trust

Waitrose Wootton

Waitrose Brackley

Others:

PayPal

Amazon Smile

Northampton Lottery

Local Lottery

Corby Lottery

Don't Send a Card

Charity Trust



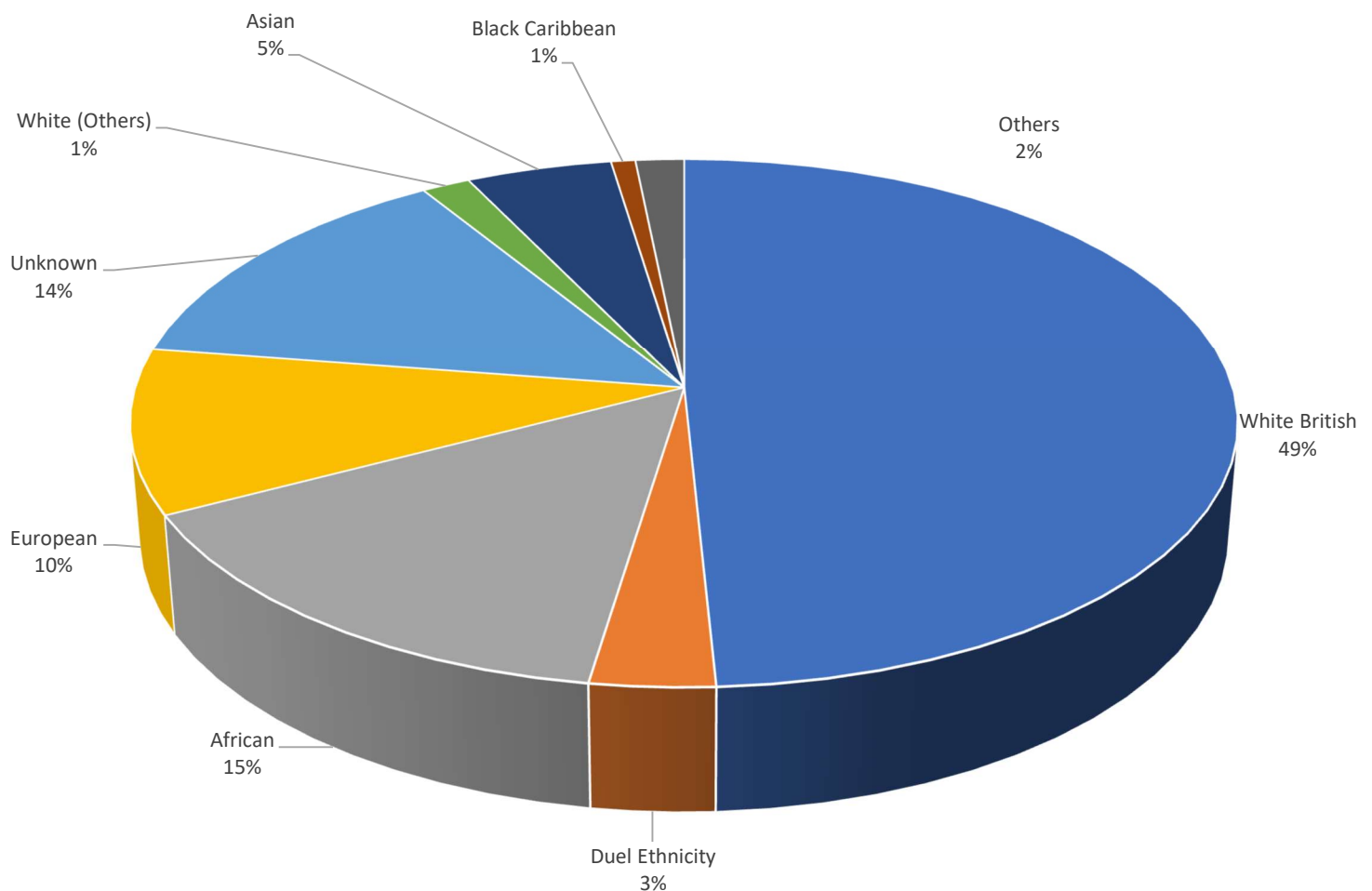
6. Data Analysis

Baby Basics Northampton gather data to assist in the completion of applications for grants and funding opportunities. The information is provided by the referrers when they make a request to Baby Basics Northampton for a starter pack.

Please note: The data has been collected from September 2020 – September 2021. Total number of starter packs sent out between Sep 2020 – Sep 2021 = **248**.

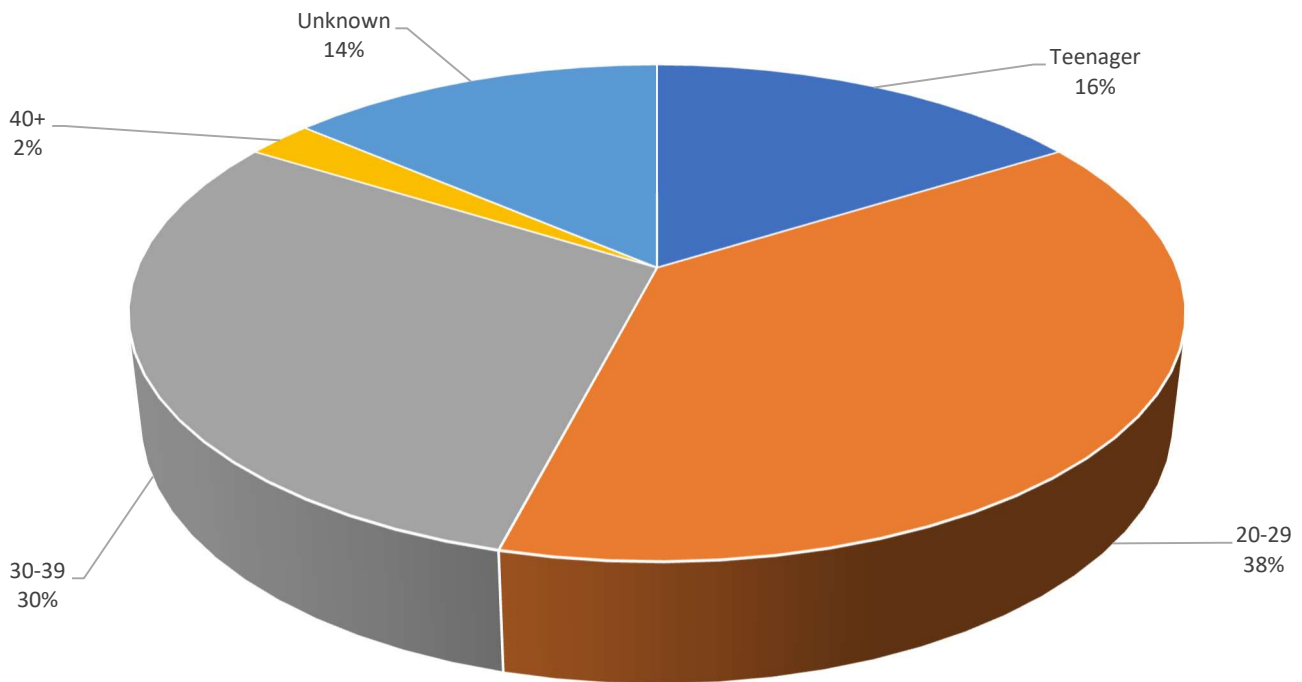
Each category includes an Unknown field. This is to record referrals where no data was provided by the referrer. Starter packs which are provided to referrers to cover any emergency requests received whilst the team are on annual leave are included in the Unknown field.

Ethnic Origin of the mum to be:



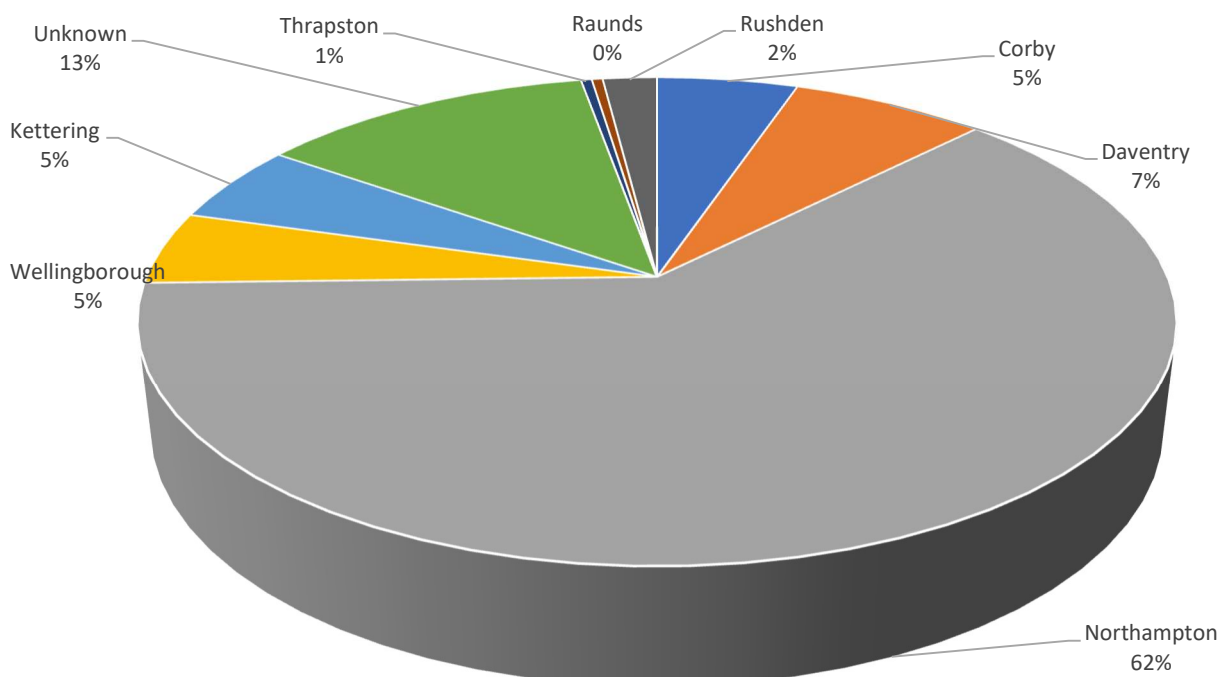
The majority of our referrals (49%) in the period from September 2020 - End of August 2021 are from mum to be's who are White British.

Age of the Mum to be:



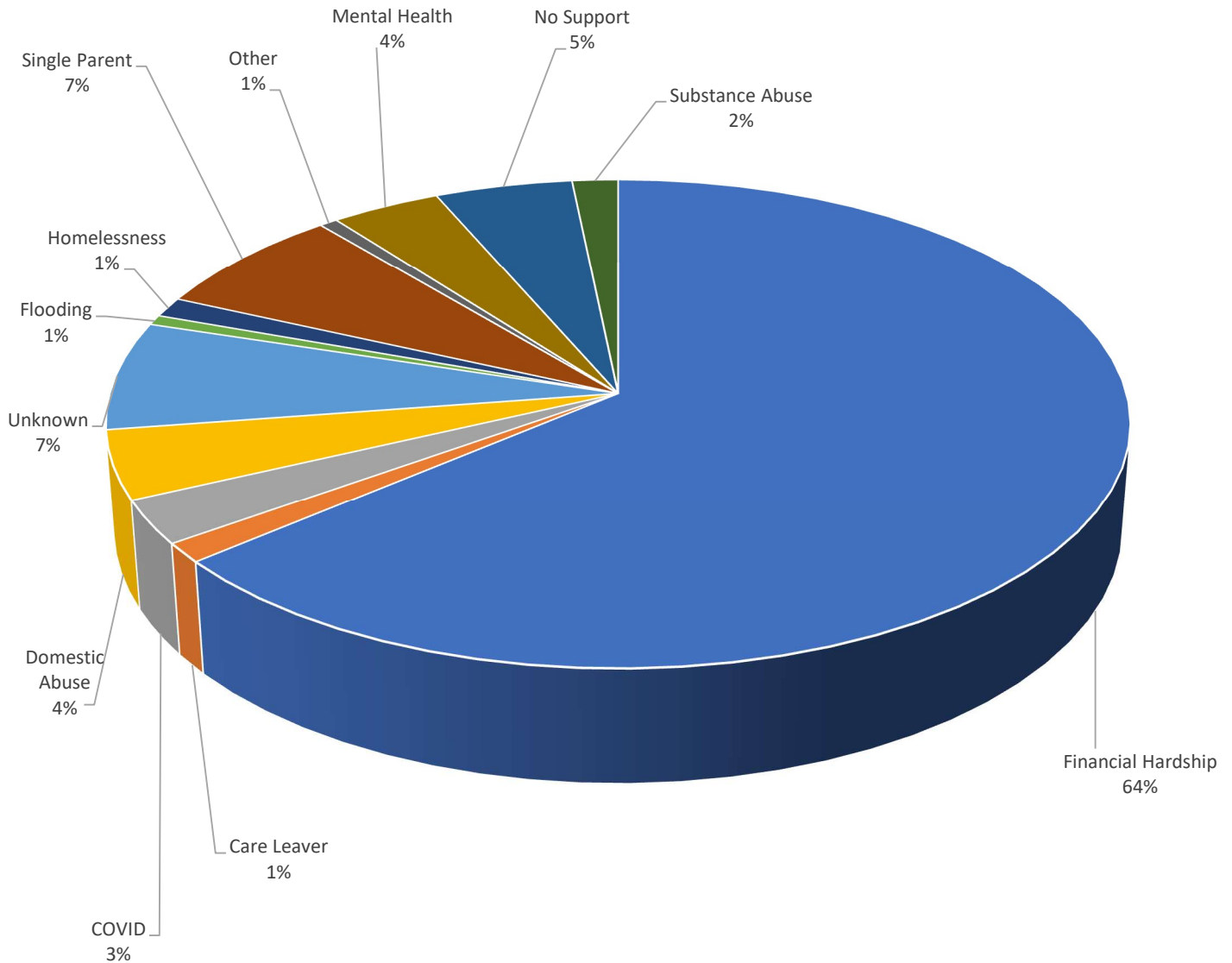
The majority of our referrals (38%) in the period from September 2020 - End of August 2021 are from mum to be's who are in their twenties.

Area the mum to be lives:



The majority of our referrals (62%) are from mums to be who live in Northampton / South Northants.

Reason for Using Baby Basics Northampton:



The majority of our referrals (40%) in the period from September 2019-September 2020 are from mum to be's who are experiencing financial hardship.

7. Thank You

Baby Basics Northampton could not send out the starter packs to new mums in need without the support of the local community and local businesses.

We would like to say thank you to:

William Knibb Centre Rushden Salvation Army Regular Givers

Grange Park Church Knitting Groups Midwives

Emmanuel Church Weston Favell Foodbank Charitable Giving

Church Groups Referrers HomeStart Kettering

Fundraisers Schools Mum and Tots Groups

Northampton Fire and Rescue Service Grange Park Church

Northamptonshire Community WI Groups Local Giving

Northampton Community Foundation National Lottery Community Fund

Facebook Followers Baby Basics Volunteers Local Supermarkets

Baby Basics Trustees Baby Basics UK Grant Funders

Family Nurses Northampton General Hospital Knit for Peace

Local Businesses Scott Bader Warm Baby Project



8. End of Year Balance Sheet

Baby Basics Northampton

Income statement for 12 months from 1 September 2020 to 31 August 2021

Income	Grants & Donations	£87,363.84
Expenses	Salary	£34,744.04
	Supplies for Baskets	£16,657.21
	Admin expenses	£15,756.12
		£67,157.37
Net Income/Expenses current year		£20,206.47

Balance sheet as at 31 August 2021

Cash	Bank Account	£27,684.58
	Petty Cash & float	£32.61
	Total Cash	£27,717.19
Income/Expenses current year		£20,206.47
Opening bank (including petty cash and float)		£7,510.72
		£27,717.19



Grants & Donations breakdown

Small Gifts	£2,921.50
Local Giving Ltd	£8,808.59
Charitable Giving - Payroll / Regular	£440.00
Lottery	£65.20
Amazon Smile	£174.90
PayPal	£138.75
Charity Trust	£40.00
Corporate	£6,720.00
Grants	£56,359.11
Government Grants	£5,812.36
Job Retention Scheme	£1,602.64
MISC	£335.01
Supermarket Scheme	£3,945.78
	<hr/>
	£87,363.84

Admin Expenses

Rent	£11,506.98
Rent deposit	£1,108.00
Insurance	£760.76
Washing	£590.00
IT	£428.89
Other (audit, training, items for building)	£1,361.49
	<hr/>
	£15,756.12

9. Official Audit



🌐 : www.edecollislimited.co.uk
 ✉ : edecollislimited@sky.com
 ☎ : 07982 711514
 📍 : 53 Spinney Road, Burton Latimer, Northants NN15

AUDIT REPORT & CERTIFICATE OF CHARITY ACCOUNTS - CONFIDENTIAL

OUR CLIENT DETAILS

Baby Basics
Northampton

Charity Number: 1168449

18th October 2021

On request from the above client, I have completed an independent examination of accounts prepared by Rebecca White on behalf of the client for the year ended **31st August 2021**.

All supporting documentation provided as listed below was examined.

SUPPORTING DOCUMENTATION EXAMINED

PROVIDED	EXPECTED BUT NOT PROVIDED
Bank Statements covering start and end of year in pdf format	
Bank transactions for remainder of year in excel format	
Expenses by cost category schedule	
Sources of Income schedule	
Petty Cash Movement schedule	
Year end Income Statement and Balance Sheet	
Random sample of source documents of income, expenses, and petty cash	
Sample salary Payslips and HMRC payments due	

The summary below reflects a true position of the petty cash in hand plus bank balances for the dates given which reconciles to the source documents above. Have confirmed bank balances to opening and closing pdf formats of bank statements.

RECEIPTS & PAYMENTS

DESCRIPTION	VALUE
Cash in hand at start of Year	£100.50
Community Account Balance as at 1 st September 2020	£7,410.22
Total Balance at Start of Year	£7,510.72
ADD : Total Receipts during year	£87,363.84
LESS : Total Payments during year	£67,157.37
Total Balance at the End of Year	£27,717.19

FUND BALANCES AS AT DATES STATED

DESCRIPTION	VALUE
Cash in Hand as at 31 st August 2021	£32.61
Community Account Balance at 31 st August 2021	£27,684.58
Total Balance of Fund at the End of Year	£27,717.19

Examination Steps Performed

EXAMINATION STEP	OUTCOME	COMMENT
Check all income records to supporting documentation (including Petty Cash)	All reconciled	Checked a sample of 15% to Summary spreadsheets supplied
Check all expenditure items (including salaries) to supporting documentation (including Petty Cash)	All reconciled	Checked a sample of 15% to Summary spreadsheets supplied
Check arithmetic accuracy of the income, expenses, and petty cash records	All records are arithmetically accurate	
Trace all income and expenditure entries to bank transactions	All reconciled	Checked a separate sample of 15% between Summary spreadsheets and bank statements supplied
Review each item on bank reconciliation checking for long standing items and arithmetic accuracy	No reconciling items due to cash accounting status. Bank balances reconcile to statements	
Ensure opening balances agrees with closing balance from previous years for Petty cash and bank balances	Balances agree	
Ensure the closing balance agrees with balance sheet and closing bank statement	Balances agree	
Check arithmetic accuracy of income statement and balance sheet	Both financial statements supplied are arithmetically accurate	
Ensure fund is being maintained in accordance with VAT regulations (threshold for turnover of taxable supplies)	Fund is being maintained in accordance with current VAT regulations for charity funds.	
Evidence shown that administration of fund is fit for purpose	Bank activity seems reasonable for a charity and no evidence found that administration is not fit for purpose	

Examination Opinion

In my opinion, proper accounts have been kept of all money received and disbursed over the annual accounting period from 01 September 2020 and 31 August 2021, and I am satisfied that the accounts materially represent a true reflection of the activity of the charity's funds.

Points Arising from the Audit


1. For the bank account starting and ending statements were provided in pdf format with remaining presented in excel format. As these reconciled fully there was no need for full statements in pdf format.
2. Bank Reconciliations assumed to be completed regularly. Given value and number of transactions this could be quarterly.

Recommendations following this Audit

- A. Presentation of transactions is very clear and easy to follow, with good use of colour coding of sections, therefore would suggest maintaining this format for future years.

Should you require any further explanation or clarification on the above, please do not hesitate to contact me.

SIGNED



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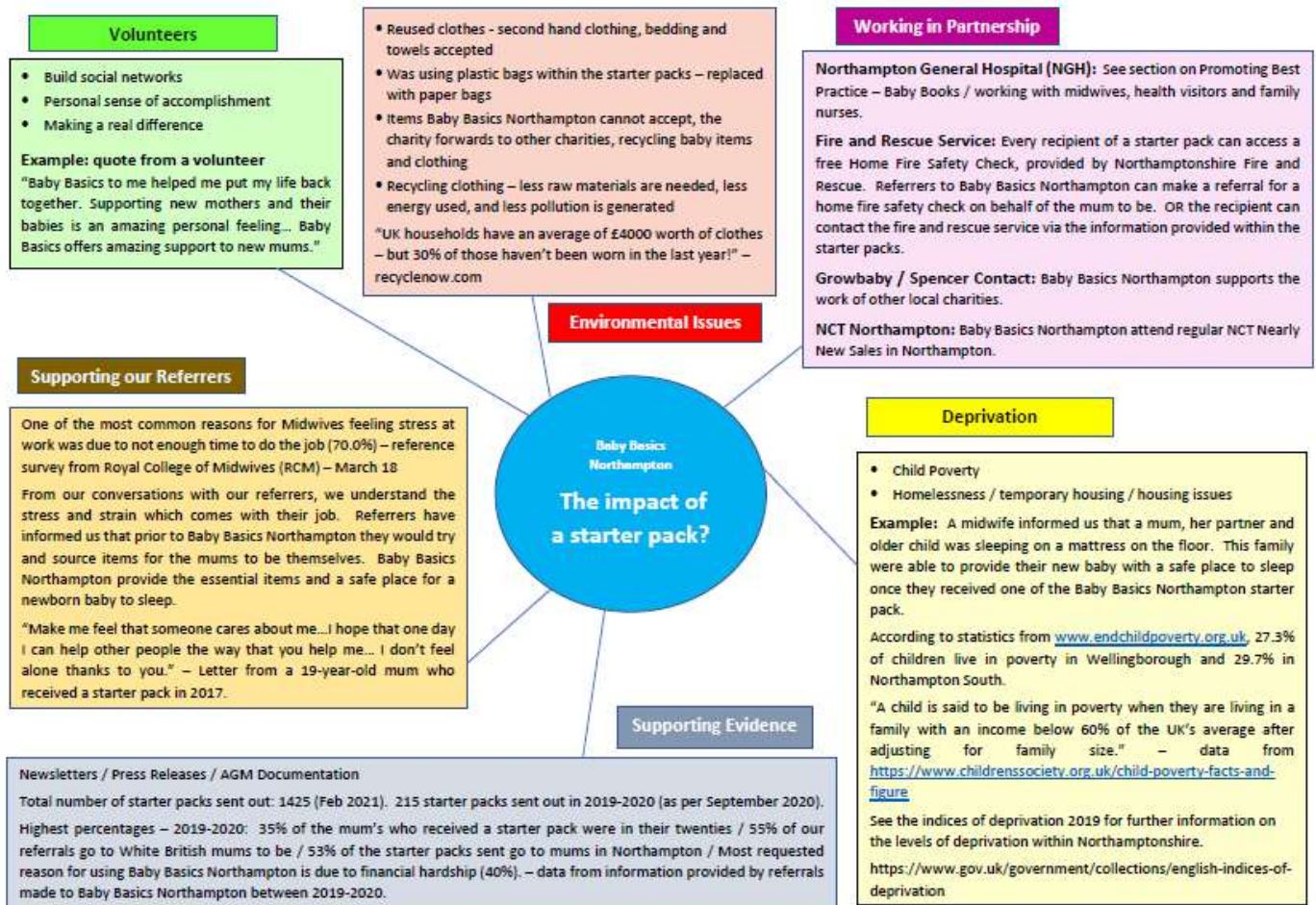
D. EDE-COLLIS

DATED

27/10/21

ACMA CGMA MiP
Director
Ede-Collis Limited

10. The Impact of a Starter Pack



Essential Items for new mum and baby

- Safe place to sleep for a new-born baby – Moses basket and new mattress
- Clothing, nappies, toiletries for mum and baby, bedding, and towels – essential items for both a mum and new baby

Example: A mum had everything ready for her expected baby but was in an abusive relationship. The mum found safety in a women's refuge before the birth of her baby. However, she was having concerns as she has now got nothing for the baby. She feels she needs to go back to her partner. Baby Basics Northampton was able to provide the mum with a starter pack and all the essential items for having a new baby – keeping mum to be in a safe place.

Community Spirit

"A feeling of involvement in and concern for one's local community" – Lexico.com (powered by OXFORD)

- Groups (parent and tot groups / knitting groups / uniformed (Scouts/Guides) / churches) – bringing people together
 - Facebook community - 5800 followers (February 2021)
- Review left on Facebook: "Wonderful charity run by a dedicated and fantastic group of women with a heart for mothers and their newborns who don't have the same access to support and items for their baby that most of new mums take for granted. They do an amazing job and prepare each basket with so much love for a very deserving and in need mum and her beautiful baby xx".

- Fundraisers – half marathons, cake sales, reverse advent calendars
- Roy Prenton (Skipton Building Society – carried out a study via OnePoll.com) said, "it's a shock and disappointment to discover that Britain's community spirit – for so long a national feature which bonded people together – was in decline" *. Baby Basics is bucking the decline and helps rebuild local communities

*Sam Christie – thesun.co.uk - 29th May 2019

- **Brushing Teeth** – Baby Basics Northampton provides a baby toothbrush and toothpaste with each starter pack
- "You can start brushing your baby's teeth as soon as they start to come through.....The important thing is to get your baby used to brushing their teeth as part of their daily routine." *

"2015 national dental epidemiology survey of 5 year old children showed that in 2015, in England, a quarter (25%) of 5 year olds had experienced tooth decay" – www.gov.uk Health Matters: Child Dental Health – published 14th June 2017.

*Quotation from www.nhs.uk – Looking after your baby's teeth

Wellbeing of the recipients

- Self-worth
- Sense of value
- Self Esteem

Example: A mum was trafficked into the UK, pregnant and fearing for her own life, with nothing apart from the clothes she was wearing and the shoes on her feet. (source from Northamptonshire Health Visitors).

Baby Basics Northampton was able to provide a starter pack, supplying a safe place for the baby to sleep (along with essential items for mum and baby). Showing the mum that Northamptonshire cares, increasing self-worth and sense of personal value.

Promoting Best Practice

• Reading

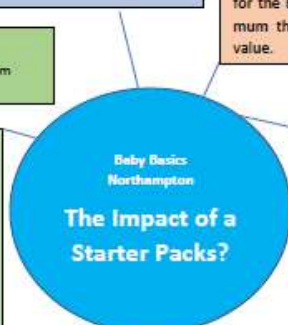
Baby reading books provided within the starter packs – launched Sep 2019.

"You can start looking at books with your baby from an early age – it will help them with their learning. The time spent sharing books with your baby also allows you to bond with them and is good for emotional wellbeing". *

*Quotation from www.nhs.uk – Baby and child play ideas



<https://www.northamptongeneral.nhs.uk/News/As-2019/Northamptonshire-organisations-come-together-to-inspire-the-next-generation-of-readers.aspx>



Promoting Best Practice