

Registered charity number  
1179495



Peeps  
(A Charitable Incorporated Organisation)  
Trustees' Report and Financial Statements

31 August 2021

**Peeps  
Report and accounts  
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**Peeps**  
**Charity Information**

**Trustees**

Josie Norbury  
Jennifer Cawthorne  
Steve Land  
Hannah Walker  
Susan Moore

**Independent Examiner**

Stephanie Stevens  
S.E.A Accountancy Limited  
Shaw House  
1 Shaw Street  
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OL6 6QJ

**Registered office**

The Piccadilly Business Centre  
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M12 6AE

**Charity number**

1179495

## **Peeps**

**Registered number: 1179495**

**Trustees' Report for the year ended 31<sup>st</sup> August 2021**

### **Objectives**

The objectives of Peeps are for the public benefit to:

- promote and protect the good health and relieve the needs of parents and their families affected by HIE (Hypoxic-Ischaemic Encephalopathy) by the provision of support, information and activities, and such other means as the Trustees deem fit and:
- advance the education of the medical profession and the general public in HIE and its implications for the family.

### **The Team**

The Trustees remained the same this year, and have been a strong, consistent team. Each brings different experiences and adds value to the charity. Due to the pandemic, the meetings have continued to take place online. Whilst this has proved to be successful, the team are very much looking forward to meeting in person when it is safe to do so.

Sarah Land has grown the role of Charity Manager, continuing to volunteer a significant number of hours, in addition to her contracted hours.

*“I feel so fortunate to be doing what I do. Having set Peeps up, it really is my baby, but I know that we need to plan ahead, and make sure that the charity is sustainable going forward.” Sarah*

The decision was taken by the Trustees in early 2021 to recruit an additional role, to support Sarah. The position of Charity Co-Ordinator was advertised across various platforms and there was a high number of applications. Many applications were from HIE parents, wanting to give something back and be involved in the charity, which was lovely to see.

The recruitment process narrowed down the applicants to two, and it was then agreed by the Trustees (due to the workload, and finances) that both would be offered the position. This meant that Peeps could grow quicker, reaching more families and offering more support.

Liz Cockram and Michelle Atkins joined the team in June 2021. They have different backgrounds in terms of previous employment, and both are Mums to children with additional needs (Michelle openly shares that she is also an HIE mum).

Their roles were initially to grow contacts with neonatal units (NICUs) across the country, and start to build strong relationships. They have also helped support families, and their roles will continue to develop.

To ensure that the parent voice is always heard, this year has seen the introduction of our Parent Panel. Made up of volunteers (mums and dads who have lived experience of HIE), the aim is to represent families from different backgrounds, with different experiences and outcomes of HIE. No one journey will be the same, so we want to do our best to make sure that everyone is included and supported.

## **A note from the Chair**

*“I was appointed as a Trustee on 1 May 2020 and shortly afterwards was appointed as Chair of the Trustees. I have continued in this role during the year this report covers.*

*I have very much enjoyed being part of the team and helping Peeps to grow and reach more families across the UK. Despite the Covid pandemic covering the whole period, the trustees have all managed to meet regularly via zoom or teams and progress our objectives. It was wonderful to be able to appoint Liz and Michelle as charity coordinators in June 2021 and there are plans for further recruitment in due course as Peeps continues to grow.*

*We all recognise the particular need for mental health support and it has been wonderful to be able to fund 300 hours of counselling/trauma therapy during this time in addition to the funding provided for equipment which is much needed by families.”*

Jennifer Cawthorne

## **Activities**

It is sometimes tempting to run away with new ideas, always wanting to do more and help more, but we want to make sure that everything we do is done properly, that we grow at a sensible pace.

We have therefore continued to focus on providing our core activities:

- Free parent packs for those at the start of their HIE journey (largely distributed via NICUs)
  - 480 packs have been sent out in the last 12 months
  - The packs contain information (reviewed by our new Parent Panel), comfort items, bespoke milestone cards, a “Little Warrior” baby grow, and practical items that are useful when in hospital.
- Mental health support - counselling and trauma therapy
  - 300 hours of counselling / trauma therapy has been provided and funded (with special thanks to The National Lottery for our £10,000 grant to help support this).
  - Strong relationships have been built with our counselling/therapy providers, who understand our families, and offer such valuable support.
  - Mental health support remains high on our priority list, as we understand the impact that HIE can have, and just how stretched the NHS services are.
  - Feedback from our families who have benefited from counselling confirm the difference it makes, and we take pride in being able to get sessions up and running quickly and easily. Asking for help can be such a daunting step, so we want to get the support in place as soon as we can once a parent has contacted us.
- Equipment funding
  - 22 equipment funds have been given, totalling £7497.55
  - Items such as the Firefly Splashy and GoTo Seat, a therapy bench, a seizure alarm, wheelchair rain covers and sunshades, safe space bed - all things that are not otherwise available on the NHS, yet can have such a positive impact on the family. We appreciate that Firefly supports Peeps by offering a discount for purchases we make.
- Online baby/infant massage
  - This runs once a month and offers a safe space for parents to interact, have a little time out, and learn beneficial massage techniques for their child. This has been

particularly important during the time of restrictions, as many families may have otherwise missed out on traditional activities. Many (not all) of our families have children with additional / medical needs - leaving the house can feel overwhelming, especially in the early days, so our online sessions are able to offer a sense of community but from the comfort of your own home.

- HIE Awareness Day
  - The HIE Awareness Day took place again on the 4th April. We used #HeardofHIE, encouraging people to take part and share their stories, as we shared information about HIE across our social media platforms. Sunflowers were sent out, to show an appreciation of the support we have had, celebrate our growth as a charity, and help look forward to brighter days. We also launched “Pledge for Peeps”, asking people to create their own challenge to raise funds and awareness for the charity. The day was a success, even considering restrictions that were still in place due to the pandemic, and the number of posts shared, comments, and website interactions increased significantly.
- Referrals
  - The parent/family referral process introduced in April 2020 has continued to grow. Parents can refer themselves, or a healthcare professional can complete the form for them. We then keep them up to date on all things available, and any information that may be useful.
  - During this year 89 families have referred in to us. This does not mean these are the only families we support - some may choose to use our website / app information, or access our resources, without completing a referral. We update our families with monthly emails, and also send small gifts at Christmas, on Mother’s Day and Father’s Day. These have been well received and are an acknowledgement that sometimes things can be difficult (especially key events), and that they aren’t on their own.

During the last 12 months we have also been asked by healthcare professionals to take part in research projects, connected to HIE, as well as study days and training events. This has enabled us to make sure that the parent voice is heard, which is so important. By sharing experiences, what has gone well, and where learnings can be taken, things can improve for families going forward.

We have gradually introduced new initiatives, such as closed Facebook groups, online training sessions for families, and branded items to help raise awareness. We will continue to grow carefully, always monitoring our impact and benefit to families and obtaining feedback.

### **Achievements and performance**

We are pleased that Peeps’ has continued to grow and offer more support to more families over the last 12 months. Thanks to our supporters we are in a position where we have reserves to enable our services to continue for a minimum of 6 months, if no further funds come in. We are also extremely lean in terms of spend and resources and carefully monitor our finances.

The reputation of the charity is important to us, and we feel that this has been endorsed by actions such as a formal partnership agreement with the North West Neonatal Operational Delivery Network (NWNODN), being approached by healthcare professionals to take part in research project, and talk at events around HIE and related topics.

The way Peeps is diversifying is also an achievement for us - we are consistently looking to improve what we do, to reach more families and make accessing our information and support as easy as possible, for all who may benefit from it.

One of the more recent initiatives has been the HIE Dad's Hub, a closed Facebook group, just for Dads. This came about from conversations and feedback, and we wanted to offer a safe space, for peer support amongst Dads who have all been touched by HIE.

*"Peeps have enabled dad's to have a space, through their dedicated Facebook page to share, support, encourage and connect.*

*The world of HIE can be a very isolating, scary and traumatic experience, dad's can often struggle to know how best to support, as well as deal with their own trauma, often having to work, knowing that their partner is having to provide the majority of care, with their own trauma.*

*Peeps also provide dad specific counselling, providing a safe forum to discuss the pressures, feelings and grieving that can be associated with HIE."*

Dean, HIE Dad

We pride ourselves on being fully inclusive, ensuring that all feel welcomed (regardless of experience, background, or outcomes) and that everyone we come in contact with and support feels valued and safe.

## **Feedback**

The following feedback has come from some of our beneficiary families Peeps , through an anonymous online survey:

*"You're so welcoming and helpful, and are available to anyone affected by HIE, whatever the outcome."*

*"100% the responsiveness first off, I've had replies straight away when I've contacted and help was offered before I even had to ask. Friendliness and kindness, I can't describe how helpful and positive I've found Peeps to be, they just are in every way."*

*"The little well being packs that get sent out always brightens my day. They always seem to come on a day when things are hard and they let me know I'm not alone."*

*"The feeling that you're not alone in this very lonely place, especially at the beginning when HIE is more often than not, a completely new and alien world to you."*

*"Training course for parents and it being run by a family that have lived experience. Non means tested equipment funding is also brilliant! "*

*"Such a supportive team of people and peers. Always feel listened to and worries made to feel better."*

*"The Facebook group where parents can post questions and get answers from others who have or are going through the same issues."*

*"Very approachable, feels like talking to friends rather than an anonymous organisation."*

*"Support from other parents who have experienced the HIE journey."*

*"You have helped my son & his wife & of course my beautiful granddaughter when they needed help, we can't thank you enough."*

## **Financial Review**

The Charity had unrestricted reserves of £40,841 (2020: £27,559). The Charity consider this an acceptable level to ensure the ongoing success of the Charity.

The Trustees consider the Charity to be a going concern.

## **COVID-19 Impact**

COVID-19 continued to be a challenge for many. Our thoughts remain with those affected, especially those who have lost loved ones and those who are clinically vulnerable. As restrictions eased for the majority of the population, we are only too aware that for some families, the need to isolate / shield remains very much in place due to the medical needs of their child.

We anticipated that there would likely be an increase in demand for support, especially considering that restricted access to neonatal units for parents/families largely remained in place. The impact of this cannot be underestimated and we don't believe we have yet seen the full effect of this. One of our families shared their experience (the full story can be found on our website (<https://www.peeps-hie.org/family-stories/hie-during-covid/>):

*“Due to Covid, I wasn't able to meet Sephy until the following day which was a whirlwind of meeting with doctors, being introduced to the term HIE and hearing that Sephy was a “grade 2”. We were only allowed to be with her for a couple of hours each day and only one parent per day. Those early Covid rules in NICU were so difficult and even now I feel robbed of those first few days when I should have been by her side all the time. We had phone calls in the middle of the night telling us she had had seizures and we couldn't go in until the following afternoon because we had been allocated a certain slot to aid social distancing. We weren't even allowed to take pictures as no phones were allowed on the wards (in fact no bags at all). Miraculously on day 5 I was able to hold her for the first time, it felt like a huge milestone, she was still with us and she finally felt like she was ours.”*

Gemma, HIE Mum

We will continue to be sensitive to the situation, recognising the impact and different needs of our families, and we want to ensure the families receive the maximum support from us as possible.

The way we offer that support has very much been online, and whilst this has reached a large number of families, we recognise that not everyone will be comfortable with this, and indeed we may not be reaching everyone who might benefit from support. We hope that in the not too distant future we will be able to start holding face to face events, and bringing the community together even more.

The funds that have been raised and donated have been so gratefully received. It has been a pleasant surprise that fundraising has managed to continue, despite the restrictions and challenges, which means we can continue to provide the service we want to to our beneficiaries.



## **Trustees' responsibilities in relation to the financial statements**

The 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 trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Charity law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under charity 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 the incoming resources and application of resources, including the income and expenditure, of the charity 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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.

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. 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.

The trustees are responsible for the maintenance and integrity of the financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

**Disclosure of information to independent examiners** Each person who was a Trustee at the time this report was approved confirms that:

- so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware; and
- they have taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information. Declaration The trustees declare that they have approved the trustees' report above.

Signed on behalf of the Peeps' trustees.



**Jennifer Cawthorne**

Trustee



**Steve Land**

Trustee

Approved by the board on 13 May 2022

## Peeps

### Independent examiners' report to the members of Peeps

I report on the unaudited accounts of Peeps for the year ended 31 August 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

#### Respective responsibilities of trustees' and independent examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the charity is not subject to audit under charity law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of the independent examiner's report

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens  
(Independent Examiner)

Shaw House  
1 Shaw Street  
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OL6 6QJ

13th May 2022

**Peeps**  
**Statement of financial activities**  
**for the year ending 31 August 2021**

	Notes	Unrestricted £	Restricted £	Total 2021 £	Total 2020 £
Donations and legacies	3	67,800	-	67,800	31,258
Charitable activities	4	-	13,500	13,500	6,900
Other trading activities	5	2,832	-	2,832	1,247
<b>Total</b>		<b>70,632</b>	<b>13,500</b>	<b>84,132</b>	<b>39,405</b>
<b>Expenditure on:</b>					
Raising funds	6	2,699	-	2,699	1,496
Charitable activities	7	47,654	13,500	61,154	19,419
Other	8	6,997	-	6,997	3,513
<b>Total</b>		<b>57,350</b>	<b>13,500</b>	<b>70,850</b>	<b>24,428</b>
<b>Net income</b>		<b>13,282</b>	<b>-</b>	<b>13,282</b>	<b>14,977</b>
<b>Transfers between funds</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>13,282</b>	<b>-</b>	<b>13,282</b>	<b>14,977</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward	14	27,559	-	27,559	12,582
Surplus for the year		13,282	-	13,282	14,977
<b>Total funds carried forward</b>	<b>14</b>	<b>40,841</b>	<b>-</b>	<b>40,841</b>	<b>27,559</b>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

**Peeps  
Balance sheet  
as at 31 August 2021**

	Notes	Unrestricted £	Restricted £	2021 £	2020 £
<b>Fixed assets:</b>					
Tangible assets	11	1,235	-	1,235	488
		1,235	-	1,235	488
<b>Current assets:</b>					
Debtors	12	8,324	-	8,324	406
Cash at bank and in hand		34,025	-	34,025	28,165
		42,349	-	42,349	28,571
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	(2,743)	-	(2,743)	(1,500)
<b>Net current assets</b>		39,606	-	39,606	27,071
<b>Total assets less current liabilities</b>		40,841	-	40,841	27,559
<b>Net assets</b>		40,841	-	40,841	27,559
<b>The funds of the charity:</b>					
Unrestricted income funds	14	40,841	-	40,841	27,559
<b>Total charity funds</b>		40,841	-	40,841	27,559

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees have acknowledged on the balance sheet as at 31 August 2021 their responsibilities for complying with the requirements of the Charities Act with respect to accounting records and the preparation of accounts.



Jennifer Cawthorne  
Trustee  
Approved by the board on 13th May 2022



Steve Land  
Trustee

**Peeps**  
**Statement of Cash Flows**  
**for the year ending 31 August 2021**

	Notes	2021 £	2020 £
<b>Cash flows from operating activities:</b>			
<i>Net cash provided by/ (used in) operating activities</i>		<b>7,345</b>	<b>16,336</b>
<b>Cash flows from investing activities:</b>			
Payments to acquire tangible fixed assets	11	(1,485)	(731)
<i>Net cash provided by/ (used in) investing activities</i>		<b>5,860</b>	<b>15,605</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b>28,165</b>	<b>12,560</b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b>34,025</b>	<b>28,165</b>
<b>Net income/ (expenditure) for the reporting period</b>			
		13,282	14,977
<b>Adjustments for:</b>			
Depreciation	11	738	243
Increase in debtors	12	(7,918)	516
Increase in creditors	13	1,243	600
<i>Net cash provided by/ (used in) operating activities</i>		<b>7,345</b>	<b>16,336</b>
<b>Analysis of cash and cash equivalents</b>			
Cash at bank		34,025	28,165
<b>Total cash and cash equivalents</b>		<b>34,025</b>	<b>28,165</b>

**Peeps  
Notes to the Accounts  
for the year ending 31 August 2021**

**1 Summary of significant accounting policies**

***Basis of preparation***

The financial statements have been prepared in accordance with 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 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity 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 note(s).

***Income***

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

***Donated services and facilities***

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

***Fund accounting***

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

***Expenditure and irrecoverable VAT***

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

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**Peeps**  
**Notes to the Accounts**  
**for the year ending 31 August 2021**

**Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Cash at bank and in hand**

Cash at bank and cash 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.

**Creditors**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**2 Legal status of the Charity**

The charity is a charitable incorporated organisation.

<b>3 Income from donations and legacies</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	
Donations	64,774	-	64,774	26,838
Gift Aid	3,026	-	3,026	3,520
Grants	-	-	-	900
	<hr/> 67,800	<hr/> -	<hr/> 67,800	<hr/> 31,258

  

<b>4 Income from charitable activities</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Grants	-	13,500	13,500	6,900
	<hr/> -	<hr/> 13,500	<hr/> 13,500	<hr/> 6,900

  

<b>5 Income from other trading activities</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Merchandise sales	1,776	-	1,776	441
Other income	1,056	-	1,056	486
Raffle tickets	-	-	-	-
Sponsorship income	-	-	-	270
Ticket sales	-	-	-	50
	<hr/> 2,832	<hr/> -	<hr/> 2,832	<hr/> 1,247

**Peeps**  
**Notes to the Accounts**  
**for the year ending 31 August 2021**

<b>6 Expenditure on raising funds</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Advertising and marketing	622	-	622	1,056
Branded clothes	1,360	-	1,360	368
Raising funds	717	-	717	72
	<u>2,699</u>	<u>-</u>	<u>2,699</u>	<u>1,496</u>

<b>7 Expenditure on charitable activities</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Counselling	9,110	13,140	22,250	3,100
Donations made	250	-	250	-
Equipment for families	9,602	-	9,602	5,950
Events	610	-	610	1,740
Gifts	3,924	-	3,924	78
Printing, Postage and Stationery	3,216	-	3,216	1,369
Purchase for Little Pack of Calm	53	-	53	265
Purchases for parent packs	11,267	-	11,267	3,632
Training	710	360	1,070	25
Wages and salaries	8,912	-	8,912	2,500
Wellbeing pack	-	-	-	760
	<u>47,654</u>	<u>13,500</u>	<u>61,154</u>	<u>19,419</u>

<b>8 Other expenditure</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Accountancy fees	1,332	-	1,332	1,145
Depreciation	738	-	738	243
Insurance	304	-	304	295
Office/General Administrative Expenses	632	-	632	113
Other professional services	-	-	-	62
Subscriptions	3,457	-	3,457	216
Sundry expenses	-	-	-	156
Telephone	445	-	445	276
Travel and Accommodation	-	-	-	222
Website	89	-	89	785
	<u>6,997</u>	<u>-</u>	<u>6,997</u>	<u>3,513</u>

<b>9 Net income/ (expenditure) for the year</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
This is stated after charging:		
Depreciation of owned fixed assets	738	243
Independent examiners' fee	300	300
Other accounting services	<u>1,032</u>	<u>845</u>



**Peeps**  
**Notes to the Accounts**  
**for the year ending 31 August 2021**

<b>10 Staff costs</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Wages and salaries	8,912	-	8,912	2,500
	<u>8,912</u>	<u>-</u>	<u>8,912</u>	<u>2,500</u>

The charity trustees were not paid, nor received any other benefits from employment with the charity in the year, nor were they reimbursed expenses during the year. No charity trustee received payment for professional or other services supplied to the charity.

<b>11 Tangible fixed assets</b>	<b>Plant and machinery</b>	<b>Total</b>
	<i>At cost</i>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Cost or valuation</b>		
At 1 September 2020	731	731
Additions	1,485	1,485
At 31 August 2021	<u>2,216</u>	<u>2,216</u>
<b>Depreciation</b>		
At 1 September 2020	243	243
Charge for the year	738	738
At 31 August 2021	<u>981</u>	<u>981</u>
<b>Carrying amount</b>		
At 31 August 2021	<u>1,235</u>	<u>1,235</u>
At 31 August 2020	<u>488</u>	<u>488</u>

<b>12 Debtors</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Prepayments and accrued income	8,324	-	8,324	406
	<u>8,324</u>	<u>-</u>	<u>8,324</u>	<u>406</u>

<b>13 Creditors: amounts falling due within one year</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2021</b>	<b>Total 2020</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Accruals and deferred income	2,743	-	2,743	1,500
	<u>2,743</u>	<u>-</u>	<u>2,743</u>	<u>1,500</u>

**Peeps**  
**Notes to the Accounts**  
**for the year ending 31 August 2021**

**14 Analysis of charitable funds**

**Analysis of movements in unrestricted funds**

	<b>At 01.09.20</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>At 31.08.21</b>
General fund	27,559	70,632	(57,350)	-	40,841
Designated fund	-	-	-	-	-
	<u>27,559</u>	<u>70,632</u>	<u>(57,350)</u>	<u>-</u>	<u>40,841</u>

<b>Name of unrestricted fund</b>	<b>Description, nature and purpose of the fund</b>
General fund	The 'free reserves' after allowing for all designated funds.

**Analysis of movements in restricted funds**

	<b>At 01.09.20</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>At 31.08.21</b>
National Lottery	-	10,000	(10,000)	-	-
Tesco Groundwork	-	1,000	(1,000)	-	-
Local Giving	-	500	(500)	-	-
Arnold Clark Community Fund	-	1,000	(1,000)	-	-
VM02 Together Fund	-	1,000	(1,000)	-	-
	<u>-</u>	<u>13,500</u>	<u>(13,500)</u>	<u>-</u>	<u>-</u>

<b>Name of restricted fund</b>	<b>Description, nature and purpose of the fund</b>
All	All restricted grants were for mental health support

**15 Presentation currency**

The financial statements are presented in Sterling.

**16 Principal place of operation**

The address of the charity's principal place of operation and registered office is:

The Piccadilly Business Centre  
Aldow Enterprise Park  
Blackett Street  
Manchester  
M12 6AE

**Peeps**  
**Detailed statement of financial activities**  
**for the year ending 31 August 2021**

	Unrestricted 2021 £	Restricted 2021 £	TOTAL 2021 £	TOTAL 2020 £
<b>Income</b>				
Donations	64,774	-	64,774	26,838
Gift Aid	3,026	-	3,026	3,520
Grants	-	13,500	13,500	7,800
Merchandise sales	1,776	-	1,776	441
Other income	1,056	-	1,056	486
Raffle tickets	-	-	-	-
Sponsorship income	-	-	-	270
Ticket sales	-	-	-	50
	<hr/> 70,632	<hr/> 13,500	<hr/> 84,132	<hr/> 39,405
<b>Expenses</b>				
Accountancy fees	1,332	-	1,332	1,145
Advertising and marketing	622	-	622	1,056
Branded clothes	1,360	-	1,360	368
Computer costs	-	-	-	-
Counselling	9,110	13,140	22,250	3,100
Depreciation	738	-	738	243
Donations made	250	-	250	-
Equipment for families	9,602	-	9,602	5,950
Events	610	-	610	1,740
Gifts	3,924	-	3,924	78
Insurance	304	-	304	295
Office/General Administrative Expenses	632	-	632	113
Other professional services	-	-	-	62
Printing, Postage and Stationery	3,216	-	3,216	1,369
Purchase for Little Pack of Calm	53	-	53	265
Purchases for parent packs	11,267	-	11,267	3,632
Raising funds	717	-	717	72
Subscriptions	3,457	-	3,457	216
Sundry expenses	-	-	-	156
Telephone	445	-	445	276
Training	710	360	1,070	25
Travel and Accommodation	-	-	-	222
Wages and salaries	8,912	-	8,912	2,500
Website	89	-	89	785
Wellbeing pack	-	-	-	760
	<hr/> 57,350	<hr/> 13,500	<hr/> 70,850	<hr/> 24,428
<b>Net income</b>	<hr/> <b>13,282</b>	<hr/> <b>-</b>	<hr/> <b>13,282</b>	<hr/> <b>14,977</b>