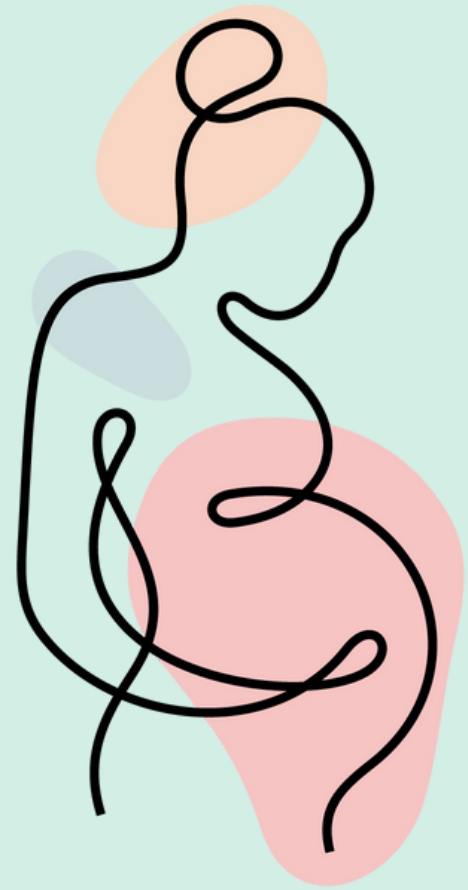


*Elayos*

**Annual Report and Accounts**

**for the year ended  
30th September 2021**



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## **Trustees' Annual Report**

**Elayos** is the legal name of a Charitable Incorporated Organisation (CIO) granted charitable status on 23/09/2019

**Charity Number:** 1185455

**Charity's Principle Address:** Warwick House Industrial Estate, 18 Forge Lane, Unit 1, B'ham, B76 1AH

**Trustees:** Trustees who served during this period and up to the date of this report were as follows:

John Andrew Hart - Chair (Sept 2019 - current)

Lorraine Harper (Sept 2019 - current)

Rachel Hughes (Sept 2019 - current)

Emily Cooke (Sept 2019 - current)

Maggie Coleman (Dec 2020 - current)

Abigail Vedder (Dec 2020 - current)

### **Financial Advisor:**

Frank Harper

29 Meriden Rd

Hampton in Arden

B92 0BS

### **HR Advisor:**

Kelly Goulding-Hughes

178 Coventry Rd

Coleshill

B46 3EH

### **Bank:**

Barclays Bank Plc, 38 Hagley Rd, Birmingham B16 8PE

**Year ended 30th September 2021**

## **Elayos Mission Statement**

Elayos exists to bring compassion, support and advocacy to vulnerable and isolated birthing people in Birmingham. As doulas, we come alongside, build relationships, listen and equip with the information needed to empower our clients to have a positive and informed pregnancy, birth and postnatal period.

Our staff and volunteers offer continuity of care as we assist with emotional, practical and physical needs. Where appropriate, we signpost and collaborate with other organisations to ensure that the greatest range of support is given.

## **Aims**

- To come alongside our clients and meet clients where they are at
- To support them through pregnancy, birth and the postnatal period
- To provide practical and emotional support
- Promote self care and good wellbeing
- Build community by signposting to local groups and organisations
- Boost self worth, self confidence, self esteem through the empowerment of unbiased information
- To advocate
- Provide a listening ear
- Continuity of care

## **Objectives**

Our qualified doulas provide continuity of care by offering a wide range of one to one support to our service users who are referred to us by healthcare professionals, charities and others that work with displaced women.

We work to relieve the needs of women in particular, but not exclusively, vulnerable and/or isolated women by the provision of one to one support, advocacy, distributing essential equipment for mum and baby, providing unbiased information, referrals to partner organisations and other relevant activities as is decided by the trustees.

## Practical Objectives

- Meet with clients regularly during pregnancy to build rapport and a relationship on call for birth to ensure they are not alone
- One key worker for every client who will support them throughout the whole journey with Elayos, promoting Continuity of Care
- Provide volunteers alongside key workers to broaden the support they receive
- Maintain our baby bank storage unit to supply service users with essential equipment (such as nappies, prams, Moses' Baskets, bottles, formula, for themselves and the baby - specifically for those that cannot afford to buy the items themselves)
- Attending appointments with them where possible to ensure they are being heard and are understanding their treatment plans
- From the 38th week of pregnancy be on 24/7hr call
- Support to establish breastfeeding or bottle feeding (whichever the client decides to do)
- Post birth debriefs to help them process their experiences emotionally and promote good wellbeing
- Sign posting to other organisations and groups to help build community

*Elayos currently employ 3 doulas and another 1 is funded from overseas. We were working with 25 volunteers but we stopped working with them to ensure their safety during the lockdowns caused by Covid 19.*

## Activities

**Giving Unbiased Information:** from point of referral we arrange to meet support you in preparing for the birth of your baby. From writing down birth preferences to going through the physiological changes that will occur in the body. Pain management, touch preferences, movement during birth

**Practical / physical support:** accompanying to antenatal scans and appointments, advocating in the room, often translating from English into the native language. Often picking the client up and driving them to their appointment that they would otherwise miss because they can't afford to

**Advocacy:** Going to social services meetings as advocate support: as an impartial party we are in the unique position to be able to advocate for our clients during Child Protection meetings and Child In Need Meetings

**Translation:** Translation was needed for 23 beneficiaries and we were able to provide that. This took a variety of forms - either having someone with us in person who could translate, using google translate on our phones, having someone on the phone to translate during crucial moment of labour and delivery and having key leaflets translated.

**Providing essential items:** Most of our clients do not have access to Public Funds and they cannot afford the essential items that they need. Therefore, we find out what items the client needs for their hospital bag, for the baby and for the postnatal period.

(Including: maternity items, hospital bag, nappies, bottles, steriliser, formula, baby clothes, Moses basket, car seat, prams) We are able to provide these items free of charge from our self stocked baby bank storage unit. This is managed by a Super Volunteer Amy, who takes note of stock levels, arranges drop offs and pick ups from the general public who so generously respond when we ask for certain items, she also puts together complete packages for our clients. Sometimes with very little time to spare before the client is due to have their baby.

**Physical support during labour and delivery:** On call 24/7 from the 38th week of pregnancy to be ready to join the mum in hospital as she begins her delivery & both. Staying with mum until she is moved to the Postnatal ward or until feeding has been established.

Acting as birth advocates for the mother to ensure that she achieves the birth she desires.

Working in tandem alongside the midwives. Often providing interpretation services to the many women who don't speak English.

**Breastfeeding Support:** As trained Breastfeeding Peers our doulas are able to assist with latch issues, demonstrating different positions & offering suggestions to assist with feeding

**Postnatal practical support (usually the mother is living alone):**

Regular visits to check on well being of mum and baby

Hold baby whilst mum has a drink / food

Take mum to go and register the birth

Sort out relevant HMRC forms now that circumstances have changed

Signposting to other relevant organisations



## Achievements and Performance

The pandemic impacted on the safety and wellbeing of the vulnerable women in Birmingham.

We saw an increase in the following issues which were exacerbated by the pandemic, as shown in the following reasons for referrals:

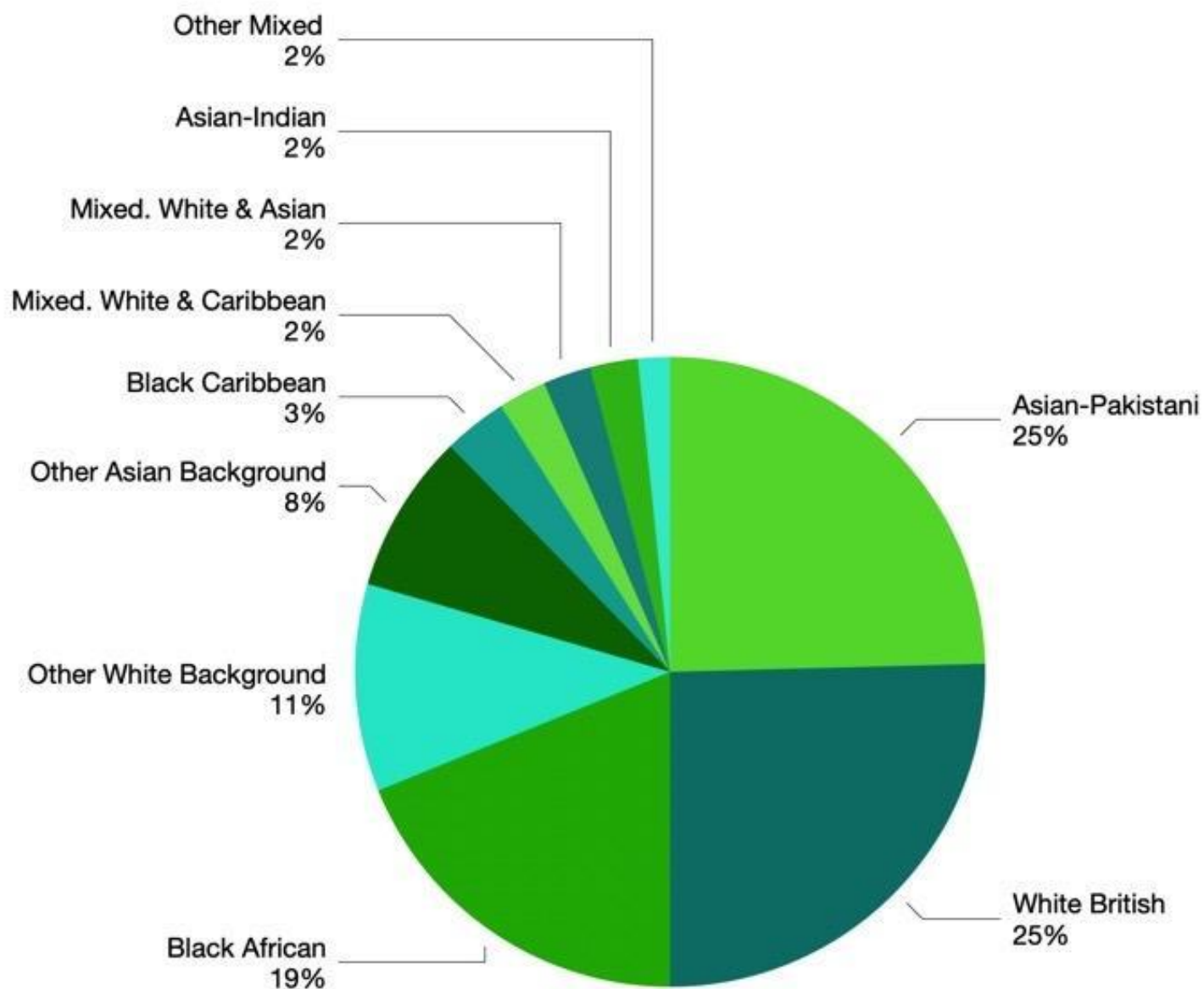
- Isolation
- Lack of income / financial difficulties
- Mental Health illnesses
- Domestic Violence

Dealing with the fallout of the pandemic played a large role in our life as a charity this past year as well. With all of the NHS Trusts dictating that only one person should be permitted to attend the delivery suite with the birthing person (to lessen the spread of the virus), we realised that we had to narrow our referral criteria. This was to ensure that we were fulfilling our role as a *doula* charity, not just a baby bank charity that provided clients with items.

We implemented tighter safety restrictions for our employees and volunteers - in terms of mask wearing, social distancing and taking regular Antigen tests prior to visiting our clients.

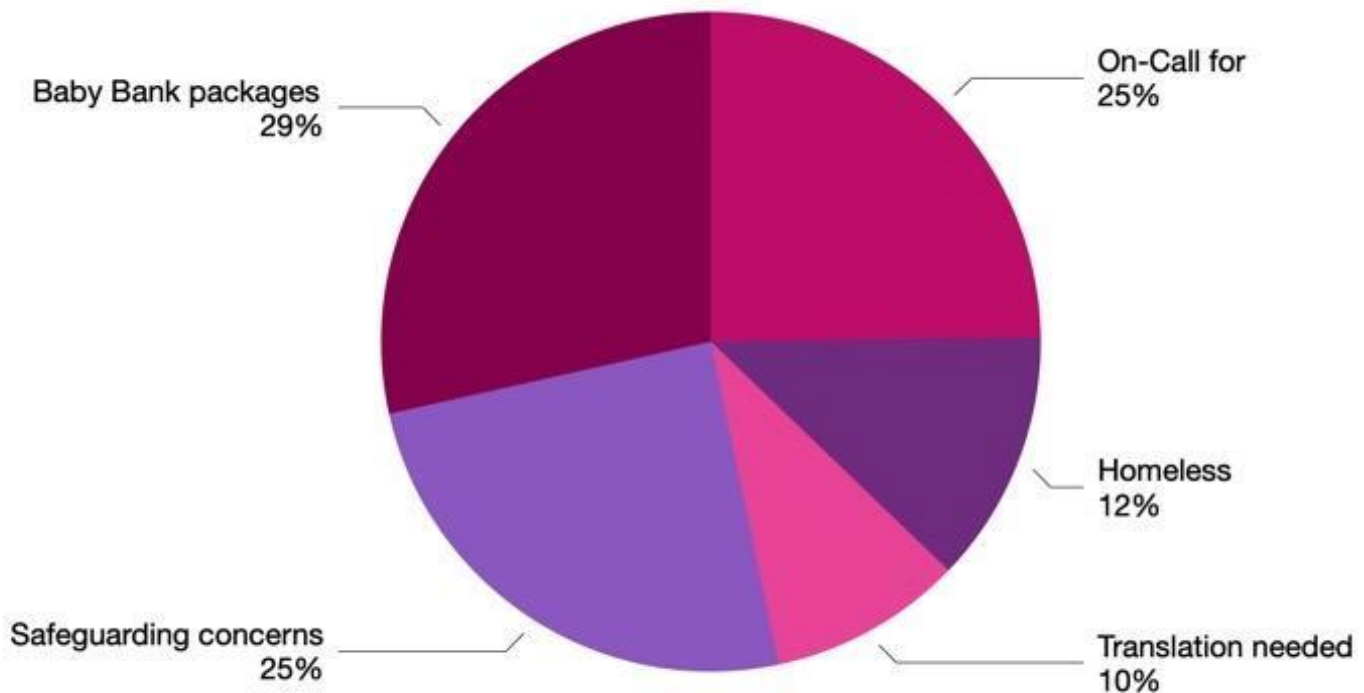
From September 2020 - September 2021 we received 87 referrals in total

Who Are Elayos' Beneficiaries?



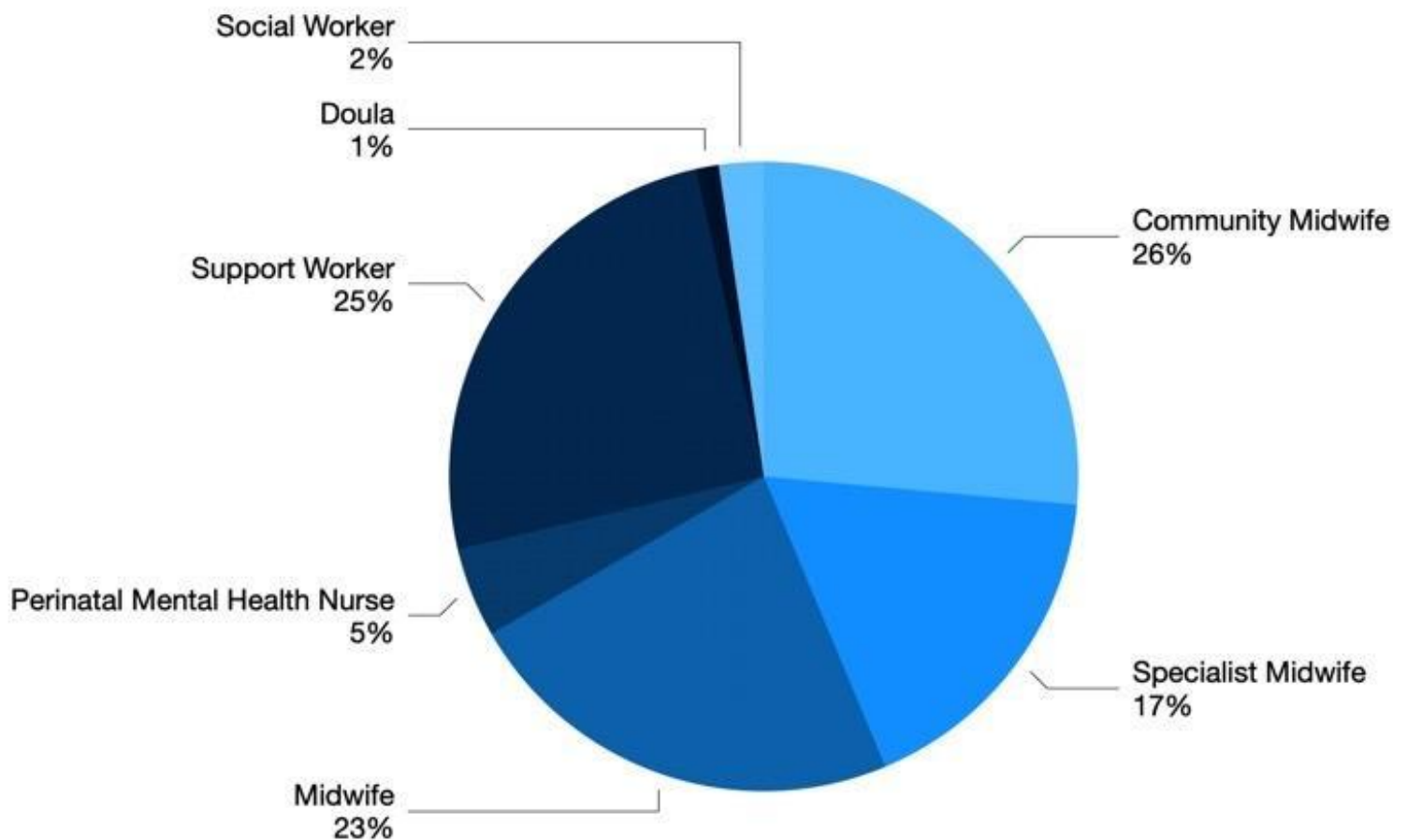
What were the main issues facing Elayos' Beneficiaries / What specific support did they need from Elayos?

- We were On-Call to attend the births of **60** clients
- **30** clients were technically homeless
- **23** clients needed translation services which we were able to provide
- **60** clients had Safeguarding concerns as mentioned on their referral forms
- We provided **69** clients with maternity, newborn and 0-6month packages - this means that these clients did not have sufficient funds to buy essentials for themselves and their newborns. Packages included all of our a variation of the following: prams, carseats, nappies, wipes, hospital bags, bottles, formula, clothes, Moses' baskets. All of the items came from our own Baby Bank storage unit that is stocked with pre-loved items from the general public



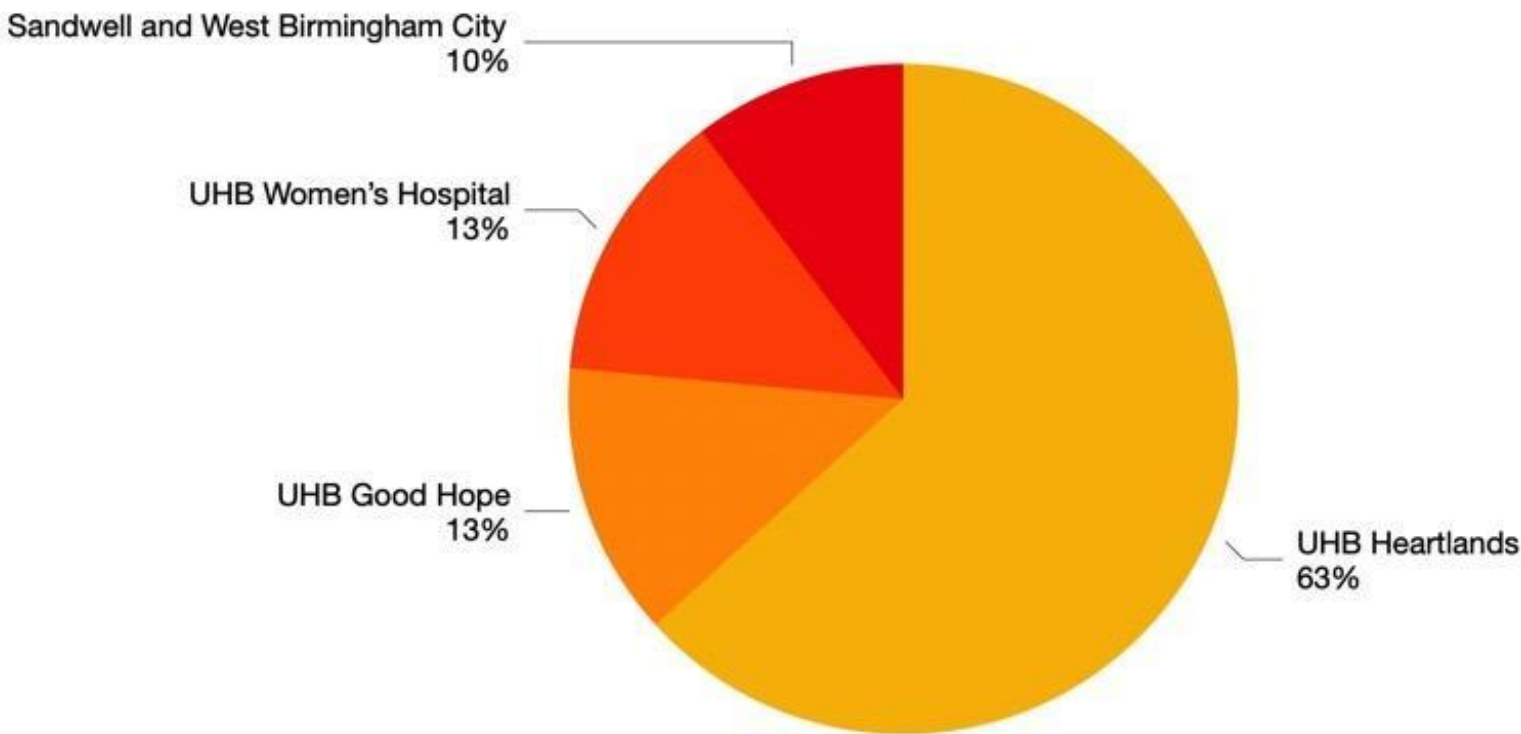
What are the occupations of those that refer people to Elayos?

- 23 Community Midwives
- 20 Midwives
- 15 Speciality Midwives
- 4 Perinatal Mental Health Nurses
- 22 Support Workers
- 2 Social Workers
- 1 Doula



Which Birmingham hospitals are our Service Users booked in to?

- 43 Heartlands Hospital
- 9 Birmingham Women's Hospital
- 9 Good Hope Hospital
- 7 Birmingham City Hospital



## Funding

In June of 2021 we became a **PayPal Confirmed Charity** which has made it much easier to accept online donations from a large portion of the general public. Through this we are able to enrol with the PayPal Giving Fund which helps the public to support their chosen charities online and helps charities to raise funds through AmazonUK, eBay, Facebook, Instagram and other technology platforms. Being on PayPal allowed us to actively increase our recurring monthly donors throughout the year. By adding the “Donate” button to our website and by having a QR Code that linked directly to a Monthly Donation page, we harnessed the generosity of many more people. Our monthly giving jumped by 50%.

We applied for and received funding from the **Aviva Community Fund** - their new key area of funding was ‘Build Back Better’ - to actively help society to bounce back from the Covid 19 pandemic by addressing the health & wellbeing and economic impacts on communities and individuals.

We applied for and received funding from the **Arnold Clark Community Fund**.

## Other Achievements

In December 2020 all 4 of our staff doulas attended and completed a course to become qualified **Breastfeeding Peers**.

In March 2021 all 4 doulas completed the **Safeguarding Adults at Risk of Harm** course and the **Safeguarding Children and Young People** course.

April 2021 saw us able to purchase **10 Vatrix Protector devices**. They are more familiarly known as “Lone Worker” buttons. As a daily rule our staff and volunteers work alone, often in places that may present an unexpected risk to their personal safety. Regularly walking in dark, shadowy, isolated hospital car parks late at night after a birth, attending a beneficiaries home and her violent ex-partner has shows up etc Our duty of care to our employees and volunteers dictates that we have 24/7 emergency assistance available and these Vatrix Protector devices do just that. If at any time someone feels as though they are in danger, they can press the button on the device (worn on your person) and are connected to a 24/7 monitored call centre who will then dispatch the appropriate help.

In August 2021 we applied to GOV.UK offering to help refugees in Birmingham through the **Help Refugees in the UK** scheme. We offered our services to assist with providing baby equipment, befriending and with birth support.

In September 2021, as a result of the large number of refugees fleeing their country after it was handed back to the Taliban we were asked by the Refugee and Homeless Midwife at UHB Heartlands Hospital to be “on-Call” as **Birth Doulas for any Afghanistan refugee women** that may show up on Delivery Suite.

Elayos held four Trustees Meetings between October '20 - September '21. We met virtually via Google Meet on the following dates:

- 2/12/20
- 03/03/21
- 09/06/21
- 15/09/21

## What does Elayos' support look like on a practical level?

### Client Testimonies

MK was referred to us by her Community Midwife when she was 18 weeks pregnant, the day before her appointment with the midwife she had fled her home, with her 5 children (aged 9 and under) because of domestic abuse. Her and her children were taken into a refuge. None of the children were attending school and MK found it difficult to attend her antenatal scans and appointments with all of the children by herself. When MK fled her home she didn't have chance to pack any items and so they were living at

a refuge with only the clothes that they had escaped in. There were huge safeguarding issues surrounding this case as MK's abusive ex-partner persisted in his pursuit of her, wherever she was.

Elayos provided MK with all of the maternity and baby essentials that she needed. We attended several Child Protection meetings as her advocate, were involved in the forming the Safeguarding Plan for the birth, and when MK went into labour one of our doulas met her at the hospital and supported her until she was transported to the postnatal ward. When she was discharged

we collected her and the baby and accompanied them back to the refuge.

All of which she would have faced alone without Elayos. Doula support was continued until baby was 3 months old and Mk was then in a permanent place of residence, having made connections in her local community.

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PT was referred to us by a charity that supports victims of Human Trafficking. She has been trafficked since the age of 4. PT is an extremely vulnerable survivor of sexual exploitation and domestic servitude. At 33 weeks gestation she disclosed that she was pregnant. At time of writing she is currently 35 weeks along. PT has a previous experience of childbirth that was hugely traumatic - she wasn't allowed any antenatal or postnatal care and was forced to deliver the baby at the traffickers home, alone and with no medical intervention. Understandably, she is approaching the upcoming birth with a large amount of fear and anxiety.

We have been visiting PT on a weekly basis in her temporary accommodation, one of the main purpose of those visits is to create an individualised care plan for her for when she goes into labour. The need for her to be empowered to make her own decisions is imperative. Even though English isn't her first language, her doula has been providing information in her spoken language and has been able to work through her Birth Preferences to ensure that she knows that she will be fully supported for this birth.



## **Structure, Governance and Management**

Elayos have a Constitution as it's governing document

Elayos is a Charitable Incorporated Organisation

Trustees are appointed and elected

**Independent Examiner:**

Colin Eric Hingston  
Hon. Fellow of the Chartered Institute of Credit Management  
65 Dean Garden Rise  
High Wycombe  
Bucks  
HP11 1RF

**Independent Examiner's Statement:**

*I have completed my examination and 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 accordance with section 130 of the Act;  
or*
- 2. the accounts do not accord with those records*

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

## **Financial Review**

### **Brief statement of the charities policy on reserves**

The charity does not currently have any significant liabilities; the trustees will keep the need for a reserves policy under review.



## Receipts and payments accounts

For the period  
from

10/1/20

To

9/30/21

### Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>				
Regular donations	5,482	-	-	5,482
One Off donations	4,877	-	-	4,877
Grants received	13,976	-	-	13,976
Gift Aid	1,311	-	-	1,311
Other	8	-	-	8
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>25,654</b>	<b>-</b>	<b>-</b>	<b>25,654</b>
<b>A2 Asset and investment sales, (see table).</b>				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
<b>Sub total</b>	<b>- 0</b>	<b>- 0</b>	<b>- 0</b>	<b>-</b>
<b>Total receipts</b>	<b>25,654</b>	<b>- 0</b>	<b>- 0</b>	<b>25,654</b>
<b>A3 Payments</b>				
Fund raising fees	674	-	-	674
Client costs	8,615	-	-	8,615
Staff costs	16,986	-	-	16,986
Operation costs	1,516	-	-	1,516
Governance	278	-	-	278
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
	- 0	-	-	-
<b>Sub total</b>	<b>28,069</b>	<b>-</b>	<b>-</b>	<b>28,069</b>
<b>A4 Asset and investment purchases, (see table)</b>				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
<b>Sub total</b>	<b>- 0</b>	<b>- 0</b>	<b>- 0</b>	<b>-</b>
<b>Total payments</b>	<b>28,069</b>	<b>- 0</b>	<b>- 0</b>	<b>28,069</b>
<b>Net of receipts/(payments)</b>	<b>- 2,415</b>	<b>-</b>	<b>-</b>	<b>- 2,415</b>
<b>A5 Transfers between funds</b>	<b>- 0</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>4,689</b>	<b>-</b>	<b>-</b>	<b>4,689</b>
<b>Cash funds this year end</b>	<b>2,274</b>	<b>-</b>	<b>-</b>	<b>2,274</b>

### Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds
		to nearest £	to nearest £
<b>B1 Cash funds</b>	Barclays Bank	2,274	-
		-	-

		-	-
	<b>Total cash funds</b>	<b>2,274</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK
		<b>Unrestricted funds</b>	<b>Restricted funds</b>
	<b>Details</b>	<b>to nearest £</b>	<b>to nearest £</b>
<b>B2 Other monetary assets</b>			-
		-	-
		-	-
		-	-
		-	-
		-	-
	<b>Details</b>	<b>Fund to which asset belongs</b>	<b>Cost (optional)</b>
<b>B3 Investment assets</b>			-
			-
			-
			-
			-
	<b>Details</b>	<b>Fund to which asset belongs</b>	<b>Cost (optional)</b>
<b>B4 Assets retained for the charity's own use</b>			-
			-
			-
			-
			-
			-
			-
			-
			-
	<b>Details</b>	<b>Fund to which liability relates</b>	<b>Amount due (optional)</b>
<b>B5 Liabilities</b>			-
			-
			-
			-
			-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	

CC16a
Last year
to the nearest £
2,410
2,269
13,320
5
-
-
-
18,004
- 0
- 0
18,004
-
8,495
5,362
349
272
-
-
-
-
14,478
- 0
14,478
3,526
-
1,163
4,689
Endowment funds
to nearest £
-
-

-
-
OK
Endowment funds
to nearest £
-
-
-
-
-
-
Current value (optional)
-
-
-
-
-
Current value (optional)
-
-
-
-
-
-
-
-
-
-
When due (optional)
Date of approval

## Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Signature

JAHart

Full Name

John Andrew Hart

Position (eg Secretary, Chair etc)

Chair of Trustees

Date

30/07/2022



