



Charity No: 1181548

Breastfeeding Mum Meets

Trustees' Annual Report and Financial Statement

1st April 2021 - 31st March 2022

The Trustee Board of Breastfeeding Mum Meets presents its Annual Report and financial statement for the year ended 31st March 2022.

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**
Mrs Aurélie Geldof-Eke **Co-Chair**
Mrs Lara Morris-Hatch **Treasurer**

Executive Committee

Mrs Jemma Jermy
Dr Emily Hesketh
Mrs Lara Morris-Hatch
Mrs Emily Hunter
Mrs Georgia Gedge
Miss Jessica Baker

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 2021 to 31st March 2022 and details each key activity and the benefits it has brought to the people we are set up to help. This ensures 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 2021-22, 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 2021-22

Our main objective for the year continued to be the promotion and support of breastfeeding throughout our region (Norfolk). Like during 2020-21, the COVID19 pandemic and its after-effects continued to limit our activities somewhat. However, our online peer support offering (via Facebook group) continued uninterrupted, and remained a popular and active forum for local breastfeeding parents to access support and share experiences. We also ran a second virtual "Big Latch On" event in August 2021. 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	Members of the group can use it to ask questions about

Facebook group offering breastfeeding peer support 24/7	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. The Facebook group is primarily aimed at Norfolk residents, but open to people from anywhere.
Provision of physical breastfeeding support groups in Norfolk	During the beginning of this reporting period, which fell during the latter part of the third national COVID19 lockdown, our physical support groups (“meets”) continued to be suspended in line with Government restrictions. From May 2021 onwards, we began to resume some of our meets, primarily using outdoor venues at first. In September, we started trialling meets at “Mini Methwold”, a children’s roleplay centre near Thetford, Norfolk, with BMM covering the venue hire cost to enable parents to attend for free. The three trial meets at Mini Methwold proved popular, and we therefore committed to fund a year’s worth of monthly meets at Mini Methwold from April 2022.
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 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, August 2021	BMM once again held an event to mark the "Global Big Latch On" on 7th August 2021. 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. When we began to plan the 2021 BLO at the beginning of the year, uncertainties over future COVID19 restrictions meant that we decided to hold all of the event online again. The virtual BMM event, co-ordinated via a dedicated public Facebook page, recorded 16 "latches", and also featured popular breastfeeding-related "giveaways", together with videos and messages of support from other organisations with which we have links (see above). Our BLO fundraising raffle raised £570 for Charity funds.
Stall at the Norfolk "Bump & Beyond Baby & Toddler Fair", March 2022	BMM used Charity funds to hire a stall at the "Bump & Beyond Baby & Toddler Fair", held at the Norfolk Showground on 20th March 2022. The Fair attracted hundreds of new and expectant parents from the region, enabling our volunteers to promote breastfeeding and showcase BMM's services to a wide audience.
Breastfeeding Peer Support training course	Having been launched in January 2021, we continued to offer our free online Breastfeeding Peer Support course to our volunteers, to enable them to develop their knowledge and skills, and to provide the best possible support to those who use our services. At 31st March

	2022, four volunteers had completed the course, with four others enrolled.
Website: breastfeedingmummeets.co.uk	Launched in May 2020, our website continues to provide 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).
Collaboration with Isabel Necessary on embroidered badge collection	In early 2022, BMM collaborated with local small business Isabel Necessary (isabelnecessary.co.uk) to develop a collection of embroidered badges. Each badge represents a particular “milestone” for a breastfeeding parent, for example breastfeeding for a certain amount of time, allowing them to celebrate their achievement. For each badge sold, BMM receives a £1.50 donation. The arrangement is governed by a Commercial Participation Agreement, in accordance with fundraising legislation and guidelines.

Performance and impact

As discussed above, the pandemic continued to impact BMM's ability to hold physical meets; even during restriction-free periods, COVID19 was still very much present, and resulted in the cancellation of several of our planned meets. In addition, some of our volunteers were not comfortable running groups whilst the infection rates remained high. However, between May 2021 (when selected meets restarted) and the end of March 2022, 46 meets were held across Norfolk, attended by 90 parents in total.

Our online peer support offering, via our private Facebook group, continued to be a popular way for people to access breastfeeding help and information. On 31st March 2022 (the last day of this reporting period), the BMM private Facebook group had 2,882 members.

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 2021 and 31st March 2022 was 10,700. The reach of the BMM Instagram account was 2,500.

There were 16 participants in the "latch on" part of our Virtual Big Latch On event, held online on 7th August 2021. More detail on this is given in the table above.

Human resources

During the time period covered by this report, BMM had approximately 25-30 volunteers in total (with some fluctuation due to new starters and resignations).

Changes to the Trustee Board and organisational structure in 2021-22

In May 2021, Aurélie Geldof-Eke joined the Trustee Board.

In August 2021, Katie Makepeace resigned from the Trustee Board.

In September 2021, an Executive Committee was formed to support the Trustees by overseeing the day-to-day management of BMM, including autonomous decision-making in certain situations (under the Delegated Authority powers outlined in the BMM Executive Committee Terms of Reference document), and making recommendations to the Trustee Board on other key decisions. Aurélie Geldof-Eke, Natalie Marczewski, Elleanor Crouch, Courtney Masterson and Catherine Forsyth resigned from the Trustee Board. Aurélie Geldof-Eke, Courtney Masterson and Catherine Forsyth were appointed to the new Executive Committee. The three remaining Trustees (Jemma Jermy, Lara Morris-Hatch and Emily Hesketh) automatically became members of the Executive Committee, in addition to their Trustee role, in accordance with the Terms of Reference.

Executive Committee recruitment

BMM Executive Committee members are generally longstanding BMM volunteers who are interested in becoming more involved with the management of the Charity, although the role is also open to external candidates. Executive Committee members must sign a Code of Conduct upon joining the Committee.

Trustee recruitment

BMM Trustees also tend to be recruited from among existing BMM volunteers, and must also sign up to a Code of Conduct. 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 31/03/2022 was £1051.82. 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 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.

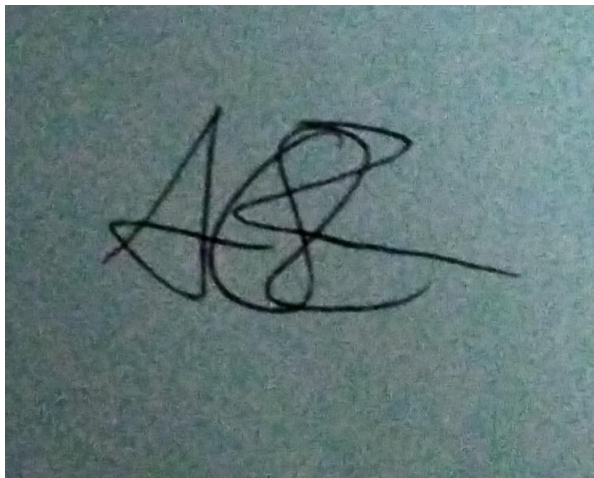
Income	April	May	June	July	August	September	October	November	December	January	February	March	Department totals
Donations	£ 25.00	£ 74.62	£ -	£ -	£ 43.78	£ 279.90	£ -	£ -	£ 314.73	£ -	£ 93.58	£ -	£ 831.61
Grants	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Fund Raisers	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Merchandise	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 17.69	£ 17.69
Refunds	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Total	£ 25.00	£ 74.62	£ -	£ -	£ 43.78	£ 279.90	£ -	£ -	£ 314.73	£ -	£ 93.58	£ 17.69	£ 849.30
Expenditure													
Advertising	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Travel Expenses	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Craft Costs	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Insurance	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 247.04	£ 247.04
Training	£ -	£ -	£ -	£ -	£ -	£ -	£ 31.98	£ -	£ -	£ -	£ -	£ -	£ 31.98
Locality Tea Station	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 38.40	£ -	£ -	£ -	£ 8.25	£ 46.65
Postage	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ 29.07	£ -	£ -	£ 29.07
Host Packs	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Website	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Gifts	£ -	£ -	£ -	£ -	£ 91.95	£ -	£ -	£ 33.50	£ -	£ 21.59	£ -	£ -	£ 147.04
Event Supplies	£ -	£ -	£ -	£ -	£ 95.00	£ -	£ 14.39	£ -	£ -	£ -	£ 145.00	£ 361.07	£ 615.46
Trustee meeting	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Raffle Prizes	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Total	£ -	£ -	£ -	£ -	£ 186.95	£ -	£ 14.39	£ 65.48	£ 38.40	£ -	£ 50.66	£ 145.00	£ 616.36

Declarations

This Annual Report was prepared by Aurélie Geldof-Eke, Emily Hesketh and Lara Morris-Hatch.

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 on a light blue background. The signature is stylized, starting with a large 'A' and ending with a long horizontal stroke.

Mrs Aurélie Geldof-Eke
Co-chair