

**Charity Number: 1190761**

**Cradle Charity**  
**Unaudited Financial Statements**  
**for the period ended 31 March 2023**

Williams & Co Accountants

Pelican House  
119c Eastbank Street  
Southport  
Merseyside  
PR8 1DQ

**Cradle Charity**  
**Trustees Report**  
**for the period ended 31 March 2023**

The trustees present their annual report together with the financial statements of the charity for the period from 1 April 2022 to 31 March 2023. The trustees confirm that the annual report and financial statements of the charity comply with the current statutory requirements, the requirements of the charity's governing document and the provisions of the Statement of Recommended Practice "Accounting and Reporting by Charities".

**Objectives and Activities**

● **Objectives**

The principle objective of the charity is to provide all levels of support for any individual or family affected by the death of a baby during pregnancy, alongside providing support to any Healthcare Professional that may provide pregnancy loss care as part of their role.

● **Activities for achieving objectives include**

Recruit BACP Counsellors to deliver the counselling service, as requested by the NHS into the CRADLE therapy Team, to deliver the existing ringfenced funds that are allocated to bereavement counselling delivery.

Continue to facilitate the opportunity for existing Volunteer CRADLE Ambassadors prepare comfort bags that can be delivered to the NHS.

To support the NHS to set up and run their own CRADLE Services in clinical settings.

To continue strengthening the relationships with retailers to maintain the levels of donations of toiletries required for the Comfort Bag Projects.

To Maintain the social prescribing peer support service for anyone affected by pregnancy loss – CONNECTED and to recruit BACP Counsellors to facilitate the Connected Peer Support Service.

Increase the presence of CRADLE in the NHS with leaflets and resources.

Fund the CRADLE community web based platform and to maintain this for those who are not using social media.

**Volunteer CRADLE Ambassadors**

The charity is grateful for the invaluable efforts of its volunteers who are involved in service provision, Comfort Bag project delivery and fundraising. It is estimated that over 1,200 volunteer hours were provided during the year ended 31st March 2023. If this is conservatively valued at £8.91 an hour, the volunteer effort amounts to over £10,692 – this is the same as the previous year as we held the same number of sites and volunteers.

**CRADLE – Strategy 2022-2023**

**Our Vision**

To provide information and guidance to any healthcare professional, who provides clinical care to patients and bereaved families who have experienced the death of a baby during pregnancy. We will continue to raise income to fund the CRADLE CONNECTED Social Prescribing service, taking this from a one day per week service to seven days per week.

**Our Mission**

To make sure that anybody affected the death of a baby during pregnancy, feels fully supported in the right way, at the right time, in the most appropriate environment.

**Our Values**

BE BRAVE - we won't be afraid to ask difficult questions, to challenge or to explore themes from our research in order to make positive change across the community.

BE BOLD - we'll step away from the crowd to raise awareness of the different types of pregnancy loss. We will provide the opportunity for others to educate themselves and encourage others to get involved with our work, and collaboratively achieve impact across the sector.

BE HONEST - we believe in honesty and transparency at all times.

**Cradle Charity**  
**Trustees Report**  
**for the period ended 31 March 2023 (continued)**

**Focus of Strategy**

The focus of our strategy is to:

Continue to explore sources of income outside of individual giving

Continue to provide leaflets and support cards to the 42 NHS Hospitals that promote CRADLE to patients

Employ the services of a Bid Manager on a contract agreement to apply to Grants and Trusts

Recruit BACP Counsellors

**Strategic report**

Achievements and performance

- **Key financial performance indicators**

The charity has met all its responsibilities for the second year. Financially the charity is in a good state and continues to progress and grow. Please refer to the Financial Accounts April 2022-March 2023

- **Review of activities**

The Trustees continued with their activities during the year, as well as continuing to work on the internal policies, controls and overall governance of the charity.

CRADLE have created relationships and set up CRADLE services with 42 NHS Trusts across UK working with Healthcare Professionals across the Hospital Trusts.

CRADLE now have over 17 National Ambassador Volunteers who work on various projects including Comfort Bags donated to the NHS to be given to women admitted into hospital. Since we were established Comfort Bags have been donated to the NHS by our volunteers. Outpatient and Sonography Tissue Packs to be given when difficult news is delivered. We introduced our new CRADLE Hearts as part of the Little Things Campaign.

CRADLE have grown the Peer Support network available immediately from the point of signposting, hosted in Facebook which serves over 2100 members and is moderated by admins.

CRADLE has been invited to present at NHS Study Days and regularly provide training to healthcare settings, places of Education and workplace settings.

**FINANCIAL REVIEW**

CRADLE continues to operate with the support of public fundraising initiatives, donations, and charitable grants.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing Document**

CRADLE Charity is a Charitable Incorporated Organisation (CIO) registered with the Charities Commission in England and Wales, No 1190761. The charity is governed under its Articles of Association. In the event of the charity being wound up its trustees are required to contribute an amount not exceeding £7 (£1 per Trustee).

**Appointment of trustees**

With the exception of the first trustees of the charity all trustees will be appointed for a term of three years by resolution passed by a properly convened meeting of the charity's trustees.

## **Cradle Charity**

### **Trustees Report**

**for the period ended 31 March 2023 (continued)**

#### **TRUSTEES**

##### **Current**

Louise Jackson (Zeniou) Chair	In office at incorporation
Annmarie Jackson	In office at incorporation
Kay Crewdson	In office at incorporation
Martin Abrams	Appointed 2022
Leanne Brace	Appointed 2022
Jules Lindop	Appointed 2023
Anne King	Appointed 2023
Beth Santegeli	Appointed 2023
Lynne Barnes	Appointed 2023
Belinda Champion	Appointed 2023
Stacey Permaul	Appointed 2023

##### **Resignations**

Dawn Brown	In office at incorporation - resigned 2023
Jon Chapman	In office at incorporation - resigned 2021
Adam Jackson	In office at incorporation - resigned 2021
Maureen Binstead	Appointed 2021 - resigned 2023
Wendy Hicks	Appointed 2022 - asked to resign 2023 for non-attendance

All trustees give their time voluntarily in their capacity as Trustee.

Any expenses reclaimed from the charity are set out in note 6 to the accounts.

#### **Management**

The direction, delivery and management of the charity is the responsibility of three of the seven trustees who hold a wide range of relevant commercial skills as well as lived experience of pregnancy loss, providing a strong foundation for the charity.

Trustees who hold responsibility for day-to-day running of the charity meet weekly to discuss budgeting, future direction of the charity, events, fundraising and any other business to take the charity forward and assess any risks posed to the charity in particular those relating to volunteers, operations and finance and are satisfied that systems and procedures are in place to mitigate exposure to major risks.

#### **Plans for future periods**

##### **● Future developments**

The charity is growing and evolving with new services always being offered. We aim to recruit volunteers in the form of Trustees and Ambassadors plus look to employ Admin, Finance, Marketing and Fundraising staff to enable the significant growth required.

As we have relied mainly on donations from the general public we are now looking at applying for more grants and funding from various local authorities, retail grants, National Lottery Funds and partnering with private ultrasound clinics.

#### **Information on fundraising practices**

CRADLE are committed to the rules and principles The Fundraising Regulator sets and treat all donors and members of the public with respect, honesty, clarity and fairness in all of our fundraising activities.

#### **Public benefit statement**

The charity's trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have regard to the Charity Commission's general guidance on public benefit. The charitable purposes of the company are set out in its constitution.

**Cradle Charity**

**Trustees Report**

**for the period ended 31 March 2023 (continued)**

**Trustees' Responsibilities statement**

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. (UK Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for the year. In preparing these financial statements the trustees are required to

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations. 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.

This report was approved by the Board of Trustees on 29th January 2024 and signed on its behalf by

.....  
Maria Louise Zeniou  
Trustee

**Cradle Charity**  
**Independent examiners report to the members**  
**of Cradle Charity**

I report to the trustees on my examination of the accounts of the charity for the year ended 31 March 2023.

**Responsibilities and basis of report**

As the charity trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 2011 Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiners statement**

I have completed my examination and confirm that no matters have come to my attention in connection with the examination that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with these records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2002 other than any requirements that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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

*Williams & Co*

Williams & Co (Corporate) Limited  
Pelican House  
119c Eastbank Street  
Southport  
PR8 1 DQ

Date: 29th January 2024

**Cradle Charity**  
**Statement of Financial Activities**  
**for the year ended 31 March 2023**

	Unrestricted funds £	Restricted funds £	Endowment funds £	Total £	2022
<b>Income</b>					
Donations and legacies	120,079	61,728	-	181,807	184,408
Charitable activities	-	-	-	-	200
Separate material item of income	-	-	-	-	-
<b>Total income</b>	<b>120,079</b>	<b>61,728</b>	<b>-</b>	<b>181,807</b>	<b>184,608</b>
<b>Expenditure</b>					
Charitable activities	95,625	25,958	-	121,583	82,112
Other	28,385	53,329	-	81,714	63,413
<b>Total expenditure</b>	<b>124,010</b>	<b>79,287</b>	<b>-</b>	<b>203,297</b>	<b>145,525</b>
Net income (expenditure) for the reporting period	(3,931)	(17,559)	-	(21,490)	39,083
Total funds brought forward	37,623	28,499	-	66,122	27,039
Total funds carried forward	<b>33,692</b>	<b>10,940</b>	<b>-</b>	<b>44,632</b>	<b>66,122</b>

**Cradle Charity**  
**Balance Sheet at 31 March 2023**

	2023	2022
	£	£
<b>Fixed assets</b>	-	-
<b>Current assets</b>		
Stock	20,000	24,765
Cash at bank	24,632	41,357
	<u>44,632</u>	<u>66,122</u>
<b>Creditors: amounts due within 1 year</b>	<u>-</u>	<u>-</u>
<b>Net current assets</b>	44,632	66,122
<b>Total assets less current liabilities</b>	<u>44,632</u>	<u>66,122</u>
<b>Provisions for liabilities and charges</b>	-	-
<b>Total net assets</b>	<u>44,632</u>	<u>66,122</u>
<b>Charity funds</b>		
Unrestricted funds	33,692	37,623
Restricted funds	10,940	28,499
Endowment funds	-	-
	<u>44,632</u>	<u>66,122</u>

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to small companies subject to the small companies regime in accordance with FRS102 SORP.

Signed: .....  ..... Trustee  
 Maria Louise Zeniou

Date: 29th January 2024



# Cradle Charity

## Notes to the financial statements

for the year ended 31 March 2023

### 1 ACCOUNTING POLICIES

#### Basis of preparation of the financial statements

These financial statements have been prepared under the historical cost convention. The charity is a public benefit entity for the purposes of FRS 102 and therefore has also prepared financial statements in accordance with the 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 (The FRS 102 Charities SORP) and the Charities Act 2011.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees therefore have adopted the going concern basis in preparing these financial statements.

#### Fund accounting

Unrestricted funds are those funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds comprise funds donated or otherwise given to the charity for a specific purpose or objective and may only be applied to the furtherance of that purpose or objective.

#### Reserves

Prior to its incorporation the charity operated as an unincorporated entity. At the date of its incorporation the funds held by the charity were split between restricted and unrestricted funds. These are shown as a separate material item if income in the Statement of Financial Activities.

#### Income and expenditure

All income and expenditure is included in the Statement of Financial Activities when it is received or paid.

### 2. INCOME

The charity's income comprises:

	2023	2022
Donations and gifts	39,541	87,316
Donations of goods, facilities and services	88,640	75,492
Grants	53,626	21,800
	<u>181,807</u>	<u>184,608</u>

### 3. EXPENDITURE

The charity's expenditure comprises:

	2023	2022
Counselling services and other charitable activities	89,956	73,107
Donations of goods and services	93,405	60,842
Administrative costs	19,936	11,576
	<u>203,297</u>	<u>145,525</u>

### 4. STOCK

The charity holds the following stock at the period end:

	2023	2022
Purchased goods awaiting distribution	-	6,315
Donated goods awaiting distribution	20,000	18,450
	<u>20,000</u>	<u>24,765</u>

### 5. GUARANTEES

Each of the charity's trustees is liable to contribute an amount not exceeding £1 towards any shortfall of assets on the winding up of the company

**Cradle Charity**  
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**for the year ended 31 March 2023**

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