

The Mariposa Trust

Financial Statements

For the year to

31 October 2018

Gary Brookes

Chartered Accountant
& Independent Examiner

Wombourne

The Mariposa Trust

Report of the Trustees/Directors For the year to 31 October 2018

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The Mariposa Trust

Directorate and Administration For the year to 31 October 2018

Directors/Trustees of Charity	Andrew Clark-Coates Zoe Clark-Coates Julie Watts Jason Evans Andrew Sparke
Registered Office	20-22 Wenlock Rd London N1 7GU
Independent Examiner	Gary P Brookes FCA FCIE BSc Chartered Accountant 130 Wombourne Park Wombourne WV5 0LY
Bankers	Lloyds Bank plc Tamworth
Company Number	08241785
Company incorporated	5 th October 2012
Charity Number	1151108
Charity registered	6 th March 2013

The Mariposa Trust

Report of the Trustees 2017/2018

The directors present their report and the independently examined financial statements for the year to 31 October 2018. The Mariposa Trust is a company limited by guarantee, incorporated on 5th October 2012, amended by a special resolution 5th March 2013 not having a share capital and registered with the Charity Commission on 6th March 2013. The company is governed by a board of trustees operating under the Trust's Memorandum and Articles of Association dated 5th October 2012. The trust has the working name of 'Saying Goodbye.'

The Key People Involved:

Zoe Clark-Coates BCAh: Founder, Trustee and Director

Andrew Clark-Coates BCAh: Founder, Trustee and Director

Helen Fosberry: Events Manager (PT Volunteer) (Project Manager)

Jody Jones: Head of UK Fundraising (PT Volunteer) (Local Authority worker)

Chele Nicholson: EA to Directors / Mariposa Ball

Lauren Burton: Asst. Head of UK Fundraising (PT Volunteer)

Emilie De Bruijn: Services Marketing Manager (PT Volunteer)

Sue & Richard Clark: SG Service Asst. Managers (PT Volunteers) (Therapists)

We have a team of over 200 volunteers who assist with Fundraising, PR, IT, Support and at the services.

Induction and Training of Directors

Selection of new trustees is the responsibility of the board of trustees alone, and appointment for a three-year term is by a resolution of the trustees. During 2017/2018 there were no changes to the trustees with all 5 trustees remaining in post. No plans exist to expand the number of trustees.

An induction process for new directors/trustees has been defined as part of the board's policies and will be effective from the next additions to the board. All directors are apprised of their roles and responsibilities as directors of a company and trustees of a trust and are provided with copies of the key documents governing The Mariposa Trust including the board's policies. In the induction, process trustees are also directed towards the Charity Commission's range of online publications, including 'The Essential Trustee.'

Objects

The objects of the charity are the protection and preservation of good health of parents and their families affected by gestational loss, stillbirth or death of a baby, in particular but not exclusively by the holding of commemorative services and the provision of a variety of support services including a national telephone helpline, befriending groups, counselling and therapy.

UK Issue: Baby loss has been an issue for thousands of years, however over recent years, earlier pregnancy testing has led to people finding out from as early as 4-weeks that they are pregnant. This, however, means that they are also then aware from an earlier stage if they suffer a loss. In the UK, miscarriage continues to affect around 1-in-4 pregnancies or around 250,000 each year, with around 3,800 Stillbirths, and a similar number of Neonatal and Early Years losses. Even though there have been reductions, the UK continues to fall well short of many Western Developed nations in levels of Stillbirths.

International: Baby loss is a global issue with an estimated 30 million miscarriages, 2.6 million stillbirths [Lancet Report 2016] and 5.495 million neonatal and early year's losses [WHO and other sources].

The aims of the trust are fulfilled in 4 main ways:

Saying Goodbye Services: These are the first national set of remembrance services for people who have suffered baby loss. Held at Cathedrals, Minsters and Abbey's across the UK and internationally, the services are open to all people regardless of faith or no faith and look to celebrate, acknowledge and remember the lives unlived or cut short. During 2017-2018, 19 services took place.

Saying Goodbye Support: A support service, which now provides support to tens of thousands of people every week, via befrienders, social media (Twitter/Facebook/Pinterest) forums, counsellors and more. Saying Goodbye primarily supports people who have suffered baby loss at any stage of pregnancy, at birth or during infancy. The charity currently does not have the resources to provide a national helpline, however it currently provides 'Telephone Support' to people who request it.

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Additional Support: The trust also has five additional support divisions.

- 'GrowingYou' is a specialist division working with people who are pregnant following losing a baby, as the trauma of loss can cause significant fear for people.
- 'Waiting for you' supports people through the adoption process.
- 'Holding Hope' supports parents (many of whom have gone through baby loss) through fertility treatment.
- 'Love in Every Tear' supports people who are supporting others through loss
- 'So Cherished' supports parents who have received a terminal diagnosis over their baby

Campaigning: Saying Goodbye works with various agencies including NHS England and others to encourage best practice, and to actively campaign for improvements in pre and post loss care. In May 2016, the charity was awarded 'Stakeholder' status with the Department of Health and is actively working with this department, as well as members of Parliament and members of the House of Lords, to bring about improvements in care. Though the standard of care has seen improvements, such as the introduction of bereavement suites in some hospitals, there are still vast chasms of inequality in the standard of care, and the charity is committed to helping bring about change. In July 2017, the charity saw the 'National Loss Certificate' Bill introduced into the House of Lords, which it has campaigned for with the help of Baroness Benjamin. This looks to see a voluntary certificate introduced allowing babies lost before 24-weeks gestation, the chance to be formally recognised and registered.

In February 2018 the Secretary of State for Health (The Rt Hon Jeremy Hunt) announced the first National Review into baby loss pre-24-weeks gestation, including looking at the support systems in place for parents, certification and more. Zoe Clark-Coates, the trustee and director of the Mariposa Trust was appointed by the DOH and No 10 to co-chair the review which is still underway.

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The issue of loss:

Baby loss has always been a taboo subject with a stigma often attached to people that suffer it, meaning that it is often never addressed or openly discussed. The 'Don't tell anyone until you are 12-weeks' message means that people suffer in silence, not wanting to share their pain. Furthermore as friends and family often struggle knowing what to say about someone's loss, they will often choose to not say anything and hope that the person gets over it, which again makes the person going through the loss feel unable to share or ask for help and support.

Grief over baby loss can be extreme and must be dealt with for people to move forward positively with their lives, as all too often they can become caught in a cycle of grief. The outworking of unresolved grief can often lead to physical, emotional and mental illness, which can directly impair and hinder a person's life. This can often have implications and adverse effects on relationships, employment and many other areas of life. The 'need' to have an avenue for acknowledging and remembering a loss is key to working through and overcoming grief, which is why the services are vital.

Performance against Objects and Future Plans

In the year November 2017 to October 2018, the charity ran 19 of its 'Saying Goodbye' services across England, Northern Ireland, Scotland and Wales. These included services at Exeter Cathedral, St Anne's Cathedral (Belfast), St Andrew's Cathedral in Inverness, and many more. The charity does not count the number of attendees at any service, as the foundation of its work is to help each individual who has suffered loss, or been affected by the loss of a child.

Over the 2017/2018 period, the charity has continued to gain significant media coverage and has featured in numerous newspaper and magazine articles across the UK. In addition to the print media coverage, there has been significant TV exposure with BBC Breakfast appearances talking about issues relating to baby loss. Also, there have been around 50 other radio and TV interviews for stations including Global Radio (Heart, Capital and LBC), BBC Radio, Bauer Media, Celador Radio, the BBC and ITV. The standing of the Mariposa Trust as being one of the (if not the) leading baby loss support charity, now means that the charity and CEO's are called on a regular basis by the BBC and other radio stations across the UK to comment on baby loss related stories. In addition to this, the launch of a support book by the charity CEO, has gained significant press attention for the work of the charity, as well as increasing the number of people using the services of the charity. Furthermore the charity CEO launched a TV show called Soul Tears, which has provided a huge amount of coverage for the charity.

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The charity continues to oversee the work of the US division of the charity 'Friends of Mariposa International Inc.' or 'Mariposa International', which is a 501(c)3 organisation, and it continues to raise the profile of the charity and support across North America.

The befriending and support service that is offered by the charity continues to evolve and grow and is used by tens of thousands of people every week. The charity has pioneered the use of Social media and has harnessed it as a key way of reaching people and providing support globally. Facebook continues to have the largest reach and saw significant growth from over 80,000 followers at the start of November 2017 to over 100,000 followers at the end of October 2018. Twitter sees steady growth and has around 12,600 followers, and Pinterest has grown to around 46,000 followers.

The effectiveness of the charities work can be seen on many levels.

- Feedback via letters, emails, calls, befriending, and social media, about the benefits, short and long-term in people's lives, and in the lives of their families and friends.
- Attendance at the Saying Goodbye services
- Increased numbers using the support services provided by the charity on a daily basis.
- Increased numbers attending charity fundraising events.
- Increased numbers of people using the charities resources.

Fundraising & Income

During the 2017-2018 year, the charity held one fundraising ball, The Mariposa Ball, at the Savoy Hotel, London. This event raised significant income for the charity via ticket sales, advertising and auctions/raffles on the night, and will form part of the ongoing fundraising strategy of the charity in 2017-2018 and beyond. Jump for Love, Snowballs and other fundraiser and volunteer-based activities are continuing to raise funds for the charity, and continue to be the main income stream. In addition, Kym Marsh, one of the charities Ambassadors held a fundraising ball.

The charity received a large corporate donation during this financial year, however monthly giving falls massively below other fundraising streams, and currently brings in around 1.00% of the charities income. The charity is looking at various ways of increasing these levels.

The charity is looking at other forms of income generation including Corporate Support, Monthly Donations, Restricted and Un-Restricted Grants, Fundraising Events and more, as it seeks to create a consistent income stream, so as to better plan the charities activities and growth.

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Current/Future Plans

- The charity has developed the 'Baby Loss and You' baby loss booklet as a free resource for all NHS hospitals and GP's, to give to anyone experiencing baby loss. Distribution is ongoing across the NHS, and on a local and regional level.
- The charity will continue to build on its position at a stakeholder with the DOH and will explore other opportunities to campaign for change.
- Increase the reach and effectiveness of the support offered
- The charity will continue its Jump For Love, Snowball and other fundraising projects, plus will explore other long-term fundraising opportunities.
- Expansion of the Saying Goodbye services and the charity in the USA & Canada.
- Expansion of the Saying Goodbye services into Mainland Europe

Further Expansion:

- Priority - Establishment of National Baby Loss Helpline
- Expansion of North American Services
- Expansion of Global services, support and fundraising team
- Further growth and development of National Befriending Service & local Hospital Liaison Service
- Redevelopment of the Mariposa Trust websites, plus the launch of the divisional websites
- Expansion of Mariposa Balls

Risk Review

This important requirement has been recognised by the board as a priority for development within the forthcoming period.

Reserves Policy

Reserves are defined as totally unrestricted funds. At all times, the Acceptable level of cash reserves held by the Trust will be equivalent to three months of budgeted annual unrestricted expenditure. The Minimum level of cash reserves held by the Trust will be equivalent to two months of budgeted annual unrestricted expenditure. If possible, cash reserves will be held at six to nine months of budgeted annual unrestricted expenditure.

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Report of the Trustees 2017/2018

Directors' Responsibilities

Company law requires the directors to prepare financial statements for each financial period which give a true and fair view of the financial activities for that period together with the assets and liabilities at the end of the period and which adequately distinguish any material special trust or other restricted fund of the company. In preparing those financial statements, the directors are required to:

- a) select suitable accounting policies and then apply them consistently;
- b) make judgments and estimates that are reasonable and prudent;
- c) state whether the policies adopted are in accordance with SORP 2015 on Accounting by Charities and the Accounting Regulations and with applicable accounting standards subject to any material departures disclosed and explained in the financial statements; and
- d) prepare financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in its activities.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006 and Statements of Recommended Practice and the regulations made under section 130 of the Charities Act 2011.

They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and irregularities.

Signed.....

Directors name Andrew Clark-Coates

Date 28 August 2019

The Mariposa Trust
Statement of Financial Activities
for the year to 31st October 2018

	Notes	Unrestricted Funds	Total Funds	Total Funds All unrestricted
		Oct 2018 £	Oct 2018 £	Oct 2017 £
Income				
Donations & Other Income		114,798	114,798	108,256
Grants		80,522	80,522	-
Investment		1	1	3
Charitable Activities		66,615	66,615	68,511
Total Income		<u>261,936</u>	<u>261,936</u>	<u>176,770</u>
Expenditure				
Charitable Activities	2	160,636	160,636	145,584
Total Expenditure		<u>160,636</u>	<u>160,636</u>	<u>145,584</u>
Total Net Income		101,300	101,300	31,186
Reconciliation of funds:				
Total funds brought forward		34,897	34,897	3,711
Total funds carried forward		<u>136,197</u>	<u>136,197</u>	<u>34,897</u>

There were no recognized gains or losses for the year ended 31st October 2018 and 31st October 2017 other than those included in the Statement of Financial Activities.

The Mariposa Trust
Balance Sheet
as at 31st October 2018

	Notes	31 Oct 2018		31 Oct 2017	
		£	£	£	£
Current Assets					
Debtors	6	2,960		7,039	
Cash at Bank and in Hand		134,987		53,156	
		<u>137,947</u>		<u>60,195</u>	
Creditors : Amounts falling due within one year	7	(1,750)		(25,298)	
Net Current Assets			136,197		34,897
Net Assets			<u>136,197</u>		<u>34,897</u>
Capital Funds					
Unrestricted			136,197		34,897
Total Charity Funds			<u>136,197</u>		<u>34,897</u>

The directors have taken advantage of the Companies Act 2006 in not having these accounts audited under Section 477 (1). No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The Directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with s386 and s387 of the Companies Act 2006 and for preparing accounts which give a true and fair view of the state of affairs of the company at 31 October 2018 and of its profit for the year then ended in accordance with the requirements of s396 and which comply with the requirements of the Act relating to the accounts so far as applicable to the company.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Signed and approved on the behalf of the Board on 28 August 2019



Director Andrew Clark-Coates

Company no: 08241785

The Mariposa Trust

Notes to the Financial Statements

for the year ended 31 October 2018

1. Accounting Policies

Basis of Accounts Preparation

The charity constitutes a public benefit entity as defined by FRS 102. 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 United Kingdom and Republic of Ireland (FRS 102) (effective 1 January 2015) and the Charities Act 2011. The Financial statements are prepared on a going concern basis under the historic cost convention modified to include certain items at fair value when applicable. The financial statements are prepared in sterling which is the functional currency of the charity. Significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Income recognition

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102). Further detail is given in the Trustees' Annual Report.

Expenditure recognition

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Allocation of support and governance costs

Support costs have been differentiated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice . These costs include costs related to statutory independent examination and any legal fees together with an apportionment of overhead and support costs relating to trustees meetings .

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Notes to the Financial Statements

for the year ended 31 October 2018

Value Added Tax

The charity is not registered for VAT. In common with many other similar charities expenses are inflated by VAT, which cannot be recovered.

Estimation uncertainty

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

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 in hand includes two bank accounts and small amounts of cash.

Creditors and provisions

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.

Tangible fixed assets for use by charity

These are capitalised if they can be used for more than one year, and cost at least £1,000. They are valued at cost.

Depreciation would be provided at rates calculated to write off the cost less estimated

Going Concern

The Directors consider that the charity remains viable for the year ahead

The Mariposa Trust
Notes to the Financial Statements (cont)
for the year ended 31 October 2018

	Oct 2018 £	Oct 2017 £
2 Charitable activities		
Costs of fundraising and awareness events	49,383	55,881
Travel	21,204	3,791
Advertising and Promotion	1,903	6,500
Bank Charges	708	1,112
Directors Services	72,000	72,000
Equipment	5,914	770
Insurance	1,210	978
Books	561	-
Storage	300	300
Admin costs	164	100
Professional costs	72	347
Sundry	100	-
Admin salary support	5,354	2,042
Governance costs (as below)	1,763	1,763
	<u>160,636</u>	<u>145,584</u>

3 Governance Costs

	Oct 2018 £	Oct 2017 £
Independent Examiner's Fees	1,750	1,750
Companies House Fee	13	13
	<u>1,763</u>	<u>1,763</u>

4 Net Incoming Resources for the Year

	Oct 2018 £	Oct 2017 £
This is stated after charging:		
Independent Examination & Statutory Accounts preparation	1,750	1,750

5 Taxation

As a charity, The Mariposa Trust is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or s256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the Charity.

6 Debtors

	Oct 2018 £	Oct 2017 £
Prepayments and accrued income	2,800	1,400
Credit card	160	5,639
	<u>2,960</u>	<u>7,039</u>

7 Creditors: amounts falling due within one year

	Oct 2018 £	Oct 2017 £
Trade Creditors	-	19,548
Accruals and receipts in advance	1,750	5,750
	<u>1,750</u>	<u>25,298</u>

The Mariposa Trust
Notes to the Financial Statements (cont)
for the year ended 31 October 2018

8 Related Party Transactions

In the year, £72,000 was paid in Professional Fees to CCEM, (Compared with last year (2017) £72,000) which Administrates the charity, Plans, Facilitates and Manages all of the 'Saying Goodbye Services' and other events, plus much more. This is less than 25% of the true market value of the services provided. Andy & Zoe Clark-Coates are Directors of CCEM.'

£250,000 remains payable as and when the charity has funds to be able to repay. A monthly fee is included to pay for the on-going services of CCEM to look after the operational side of the charity.

Julie Watts also a director was reimbursed an amount of £300 per annum for storage costs. These were the required storage costs of the charity's equipment, stock, leaflets etc, and was assessed to be less than half the charge payable for a storage unit.

9 Total Fund Balances

	As at 31 Oct 2017 £	Income £	Expenditure £	As at 31 Oct 2018 £
FUND BALANCES				
Unrestricted Funds	34,897	261,936	160,636	136,197
TOTAL	<u>3,711</u>	<u>261,936</u>	<u>160,636</u>	<u>136,197</u>

The Mariposa Trust

Independent Examiners Report

For the year ended 31 October 2018

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 October 2018 which are set out on the following pages

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

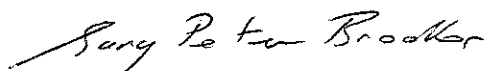
Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent Examiner's Statement

I have completed my examination . I confirm that no 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 respect of the company as required by section 386 of the 2006 Act or
- (2) the accounts do not accord with those records
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view ' which is not a matter considered as part of an independent examination ;or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

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 of the accounts to be reached.



Name	Gary Peter Brookes
Relevant Professional Qualifications	FCA FCIE BSc
Address	130 Wombourne Park Wolverhampton South Staffs WV5 0LY

Date : 28th August 2019