



Baby Umbrella
Supporting your journey

Baby Umbrella
Annual Report and Accounts
2020-21

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Welcome from our Chair of Trustees and Founders

The UK has one of the worst breastfeeding rates in the world¹. While around 81% of mothers begin breastfeeding their babies, this figure rapidly drops to only 55% who are still breastfeeding at six weeks and 34% at six months².

The WHO recommends breastfeeding for 2 years and beyond³, and evidence shows that over 80% of mothers who stopped breastfeeding would have liked to have continued for longer, citing that more support could have helped².

For too many women, trying to breastfeed without support, or stopping before they want to, is deeply upsetting, and many of these mothers feel excluded from any support services which do exist as soon as they introduce formula. Many families feel desperate, alone and isolated, and unsure of where to turn to for help.

Baby Umbrella was formed to meet this need. Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey. We are here to listen, support and empower parents to make the decisions that feel right for them and their babies.

This year we have brought together the existing breastfeeding support groups

running in Sevenoaks, Tonbridge and Tunbridge Wells to form a cohesive support system that parents can trust. We typically support between 30-40 families every week with the transition to parenting.

Much of that support is practical and emotional support with breastfeeding and bottle-feeding. We also enable parents to make crucial social connections in their local communities, building a web of support for the parenting years ahead. We are building the capability to support parents with their mental wellbeing, which we know has suffered so much during the COVID pandemic.

The parents who walk through our doors are often desperate and tearful, their first vulnerable steps as new parents at risk. We aim to send every single family out the door feeling listened to, supported, and having made their own plan about how they would like to proceed.

In a world where parents are often left feeling frazzled and unsupported, we aim to provide an oasis where they are lifted up, allowing them to focus on the important job of raising the next generation.

¹ [Lancet Breastfeeding Series 2016](#)

² [UK Infant Feeding Survey 2010](#)

³ [WHO Recommendations](#)

“I cried with relief after my first session with this group... life as a new parent under lockdown is incredibly isolating... this group was one of the only chances I’ve had to meet other parents and get (and give) some much needed support.”

- Zoom group attendee, 2021

“During a hugely emotional and sleep deprived week, this was exactly what I needed... It made me realise the theory that we're missing out during lockdown is so very real, and this went a long way to filling a void Covid mums are experiencing. Thank you!”

- “Let’s Talk” Zoom discussion attendee, 2021

“Fantastic help and clarity on my child’s feeding, given a lovely warm welcome too... am very pleased such a charity exists otherwise I’m unsure what I could’ve done as the children’s centres for walk in breastfeeding advice are closed.”

- In person 1-1 appointment attendee, 2021

Our impact in numbers

Running full services for 4 ½ months¹

536 families made contact with us

- 374 booked for some kind of support
- 313 made an individual appointment

44% of families booked for support more than once

469 individual appointments completed

47 face to face sessions run

194 visits to a group support setting

772 individuals in our closed Facebook group

354 volunteer hours donated to support families

¹ 20 April 2021 - 31 August 2021



What we do

Our charity was formed in August 2020 to provide breastfeeding and early parenting support services across West Kent.

Our founders Jennie Yelverton, Karen McCully and Laura Shtaingos have worked in infant feeding support in West Kent for a total of 20 years. We are passionate about providing evidence-based, compassionate, empowering support for families.

Under Baby Umbrella we have brought together the breastfeeding support services formerly run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge. As Baby Umbrella, parents can now access seamless support in 3 physical locations as well as online every week.

We support families with breastfeeding, bottle feeding, expressing, introducing solids, and adjusting to parenthood. During the pandemic we have maintained

face to face support as well as Zoom, Facebook and messenger/ email support. We have moved our group and social support to Zoom when necessary to enable parents to meet during lockdowns.

The skills and expertise of our practitioners and volunteers is at the heart of what we do. We have formed a strong team of skilled practitioners with over 100 years of experience in diverse specialisms. We also train and support volunteer Breastfeeding Peer Supporters, many of whom began by visiting us as new mothers themselves.

We launched our online services on 22nd February 2021 and added face to face services on 20th April 2021. Since then we have supported families in 469 face to face appointments, 194 visits to group support and many more via social media and messages.

Vision

Our vision is for every family in West Kent to have access to skilled and compassionate support during their parenting journey

Mission

We listen, support and empower parents and babies

Values

We are compassionate, evidence based and inclusive

Our strategic aims and plan

Our strategic aims

1. Provide free-of-charge, timely access to skilled support on breastfeeding and early parenting across West Kent
2. Improve knowledge and confidence in breastfeeding and early parenting among parents, supporters and allied professionals
3. Connect the dots between services for parents in the area through signposting, collaboration and team building
4. Reach a diverse and inclusive population reflective of the community we serve

Our plan to enable our strategy

Phase 1: Charity Setup (2020-21)

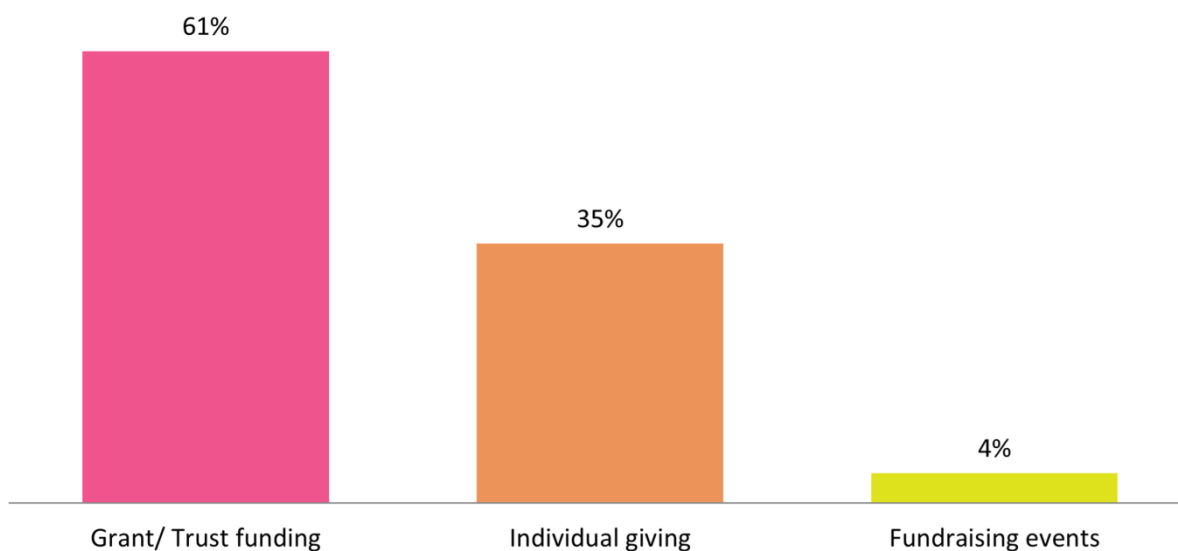
1. Register the charity, recruit a full trustee board and establish governance
2. Build an online presence: website and social media
3. Begin fundraising and build a balance to run services from
4. Bring breastfeeding support run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge under the Baby Umbrella charity and brand

Phase 2: Stabilising, optimising and deepening our offer (2021-22 onwards)

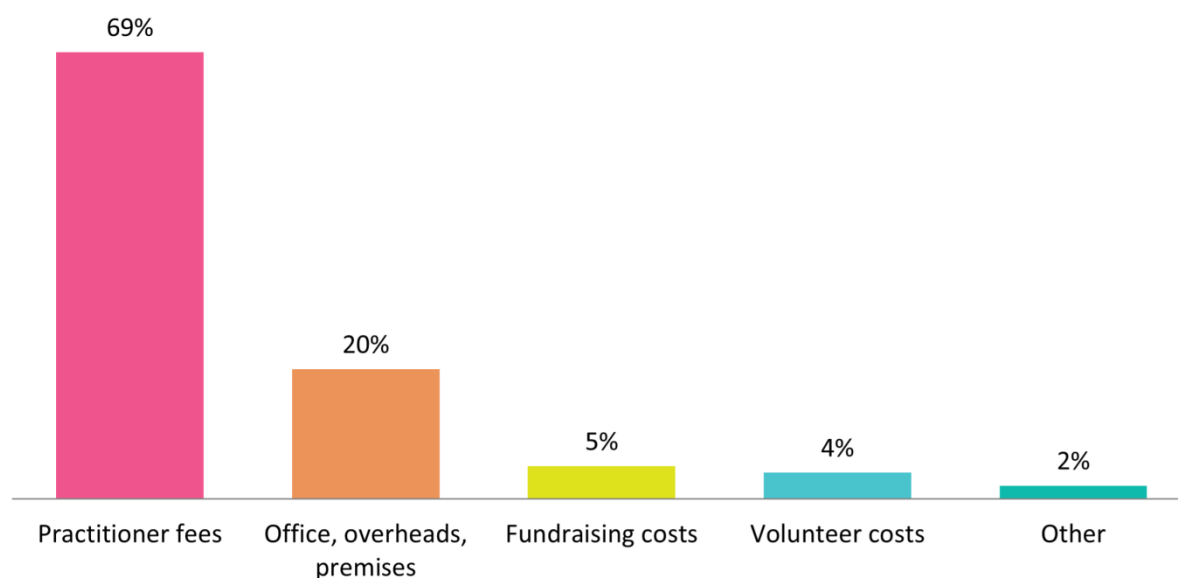
1. Diversify income stream to improve funding stability
2. Optimise current operations to most effectively meet the needs of local families
3. Broaden and deepen support to better meet client needs
4. Build links for collaboration and signposting

Our finances 2020-21: Summary

Source of income



Summary of expenditure

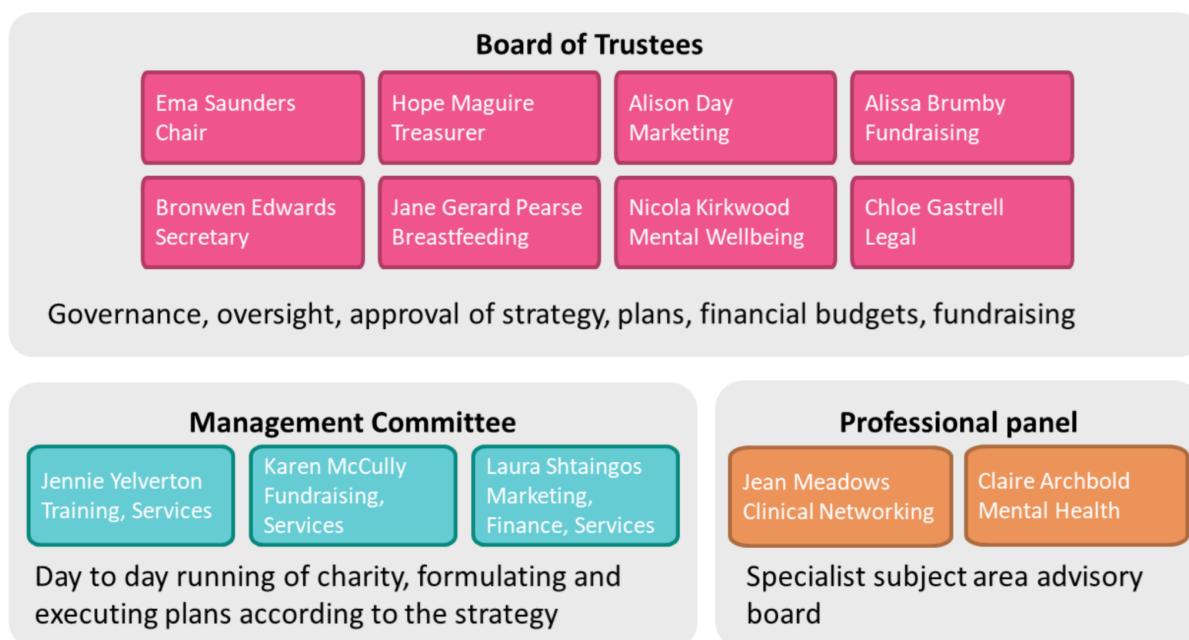


Our year in review

Phase 1: Charity Setup

In August 2020, we began the financial year with big ambitions for our newly registered charity. Autumn 2020 saw us recruit five additional trustees to join our existing three founding trustees and our board of trustees now includes experience in operations, finance, HR, legal, fundraising, marketing, lactation and midwifery, medicine and charity governance. Our board is now well established and meeting quarterly, with additional meetings as required with specific trustees and the management committee. We also recruited two individuals to join our professional panel, with expertise in NHS tongue tie provision; and mental health and counselling.

Governance and Management Structure

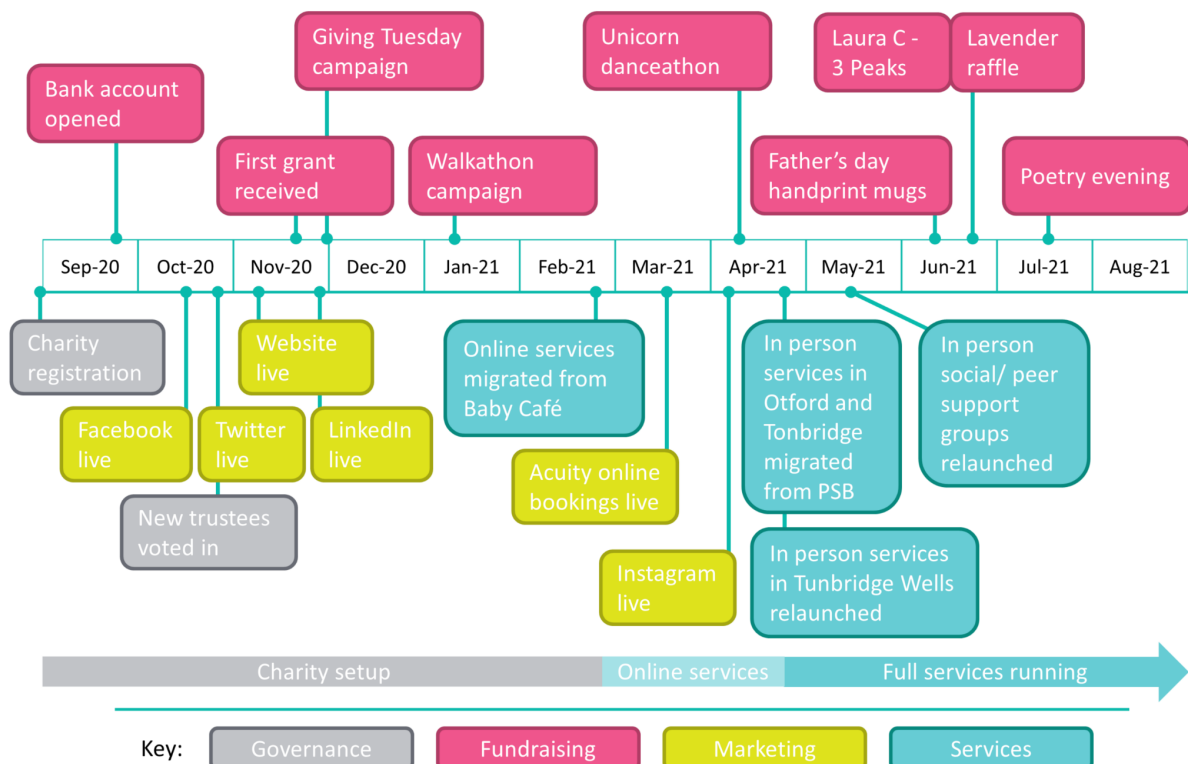


Autumn/ Winter also saw the launch of our online presence in the form of a mobile responsive website, and our social media channels including Facebook, LinkedIn, Twitter and Instagram.

We began fundraising in earnest to build a balance of funds before we transitioned the existing services run by Baby Café in Tunbridge Wells and Kent Baby Matters in Sevenoaks and Tonbridge under the Baby Umbrella charity and brand. We applied for 32 grants over the year for a total of £113,000 of funding. Of those grants already decided we have had a success rate of 46%. We have also run seven fundraising events both online and offline over the course of the year, as well as offering various ways for our clients to donate when they access our services.

In February 2021 our balances allowed us to successfully migrate services formerly running under Baby Café Tunbridge Wells (which were at that point online only) to Baby Umbrella, at the same time launching a new online booking system through Acuity. By April 2021 we were ready to migrate the Kent Baby Matters Sevenoaks and Tonbridge services under the charity. In April we also took the opportunity to re-launch face to face breastfeeding support in Tunbridge Wells. At this point, Phase 1 and our first four aims for the year were complete, and with a huge sense of achievement we could pause to take a breath as we focused on bedding in the services and processes and communicating the change to all our stakeholders.

Our first year: milestones





TUNBRIDGE WELLS Times

arts

Word up!

This Friday (July 16) local parent and baby support group Baby Umbrella is hosting a live poetry session – via Zoom to raise funds. Eileen Leahy discovers more about this virtual event aiming to support young families

DURING the past year and a half of the Covid crisis we've been forced to swap seeing friends and family in the flesh or going out to venues, to relying on all kinds of technology to keep in touch. And despite slowly rebuilding our social lives thanks to the easing of restrictions, there are some takeaways from the three lockdowns that a number of us are willing to keep going. One such thing is virtually taking part in events. Being able to still participate in something without

having to worry about babysitters or getting gassed up (although the latter is of course optional) has seen a lot of people sticking to screen-based entertainment over the past few months.

Support

One local organisation that has decided to Zoom a very special night is Baby Umbrella, a breast feeding and early-parenting support for new mums and dads of newborns all the way up to pre-schoolers across West Kent.

Having previously operated under two separate services: Kent Baby Matters West Kent and Baby Cafe Tunbridge Wells, in 2021 the two groups came together to form one new and comprehensive service for Tunbridge Wells, Tonbridge and Sevenoaks. Over the numerous lockdowns the group – which runs both appointment and group sessions – has found that keeping in touch virtually has become quite a convenient way to still be part of something. "It has been very difficult for parents to come out and meet other families during the pandemic so a Zoom event enables everyone to attend, even with a tiny baby in arms," say organisers Nicola Kirkwood (below left) and Laura Shtainos (below right). Both Nicola, who is a Baby Umbrella Trustee and Laura, its director and breastfeeding counsellor, are passionate about using creativity and writing to process their journey through motherhood. "We love writing about our own experiences and reading about those of others," they explain. "We have found this a huge source of support and comfort through what can be a rollercoaster journey, bringing a child into the world and



"We will be proud of inspiring people in our country who were inspired by me



figuring out how to be a parent." Nicola and Laura add that one of Baby Umbrella's objectives is to provide parents with opportunities to come together in groups and share their experiences together. But obviously the coronavirus put paid to all that last year. Hence the idea for Mum's Poetry Night In was born. The event, which takes place on Friday July 16 from 8pm, will showcase local wordsmith Natalie Thomas along with a number of other



to the Baby Umbrella Community

Free specialist support with breastfeeding and early parenthood

1-1 Face to face appointments Monday 7th June: Tunbridge Wells Tuesday 8th June: Tonbridge Friday 11th June: Otford

Face to face social groups Running alongside face to face appointments - book to attend!

1-1 Zoom appointments Tuesday 8th June Thursday 10th June

Facebook community Join our community for peer and specialist support



Baby Umbrella
Supporting your journey

Book online!



Our team

Our practitioners



Our team of 8 practitioners have over 100 years of combined experience supporting families with breastfeeding and early parenting. All our practitioners are trained and licenced as either "Lactation Consultants" or "Breastfeeding Counsellors" by recognised breastfeeding organisations. Many have additional training in related sectors such as Midwifery, Nutrition, Antenatal Education, Babywearing, Infant Sleep and Perinatal Mental Health.

Our Peer Supporters and Volunteers



We have 20 trained Baby Umbrella Breastfeeding Peer Supporters. These are volunteers who have breastfed their own babies and completed 12 weeks of accredited training in Breastfeeding Peer Support. Peer support is recommended by the [World Health Organization](#) and forms part of [UK NICE guidance on maternal and child nutrition](#). Our Peer Supporters have volunteered 252 hours for us during this financial year, offering breastfeeding support and information to families at our social groups.

We also have 13 additional volunteers who help us host and run our face to face sessions. These volunteers provide a crucial warm welcome when parents walk through the door, sometimes just hours or days after giving birth and at a time which

can often feel very vulnerable. They ensure everyone is looked after and offered a hot drink and slice of cake, as well as completing all our paperwork and making sure everything runs smoothly. These generous people have contributed 102 hours of their time this financial year.

Behind the scenes, there are also some special people volunteering their time to our graphic design, marketing and bookkeeping. We highly appreciate their generosity!

Our services

Individual specialist support for families

Since the end of April, we have offered individual appointments with our Breastfeeding Specialists on Zoom and in person at three locations every week, only pausing for Bank Holidays. We also answer emails and messages from families looking for information on breastfeeding and early parenting.

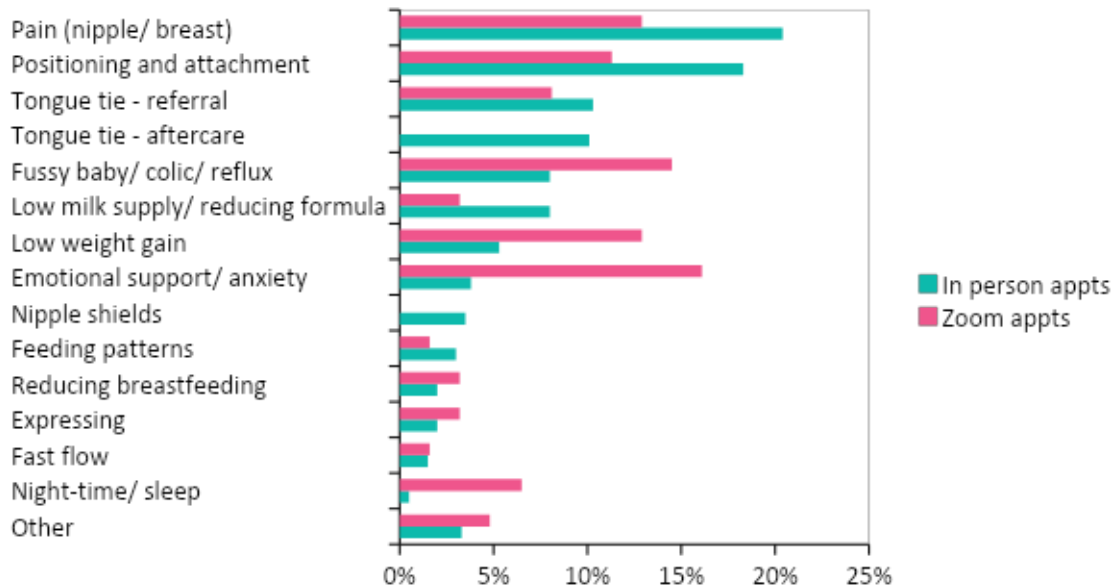
In the 20 weeks we have been offering face to face appointments this financial year, we have completed 404 individual appointments with families. We have also completed 65 individual Zoom appointments over 28 weeks, having launched these slightly earlier in late February.

Specialist support appointment - 2021



In person appointments and Zoom appointments cover a wide range of reasons parents might be having problems. There tends to be a preference for practical support with positioning in person, and emotional support or issues with unhappy babies or low weight gain on Zoom. COVID has taught us that online support successfully reaches a specific set of parents who might struggle physically or emotionally to come to an in-person session.

Reason for appointment



We are in the very early phases of evaluating the appointments we provide, and the initial results are excellent. 91% of respondents tell us that compared to before the appointment, their confidence with feeding and early parenting has improved. 100% of respondents were likely or very likely to recommend the service to others.

“So grateful for the opportunity to speak to an expert face to face. Someone who takes a look at you feeding and improves latch. Also someone who provides reassurance on what normal baby behaviour is like in the first few weeks. Really grateful for this and the wonderful ladies giving up their time to help.”

- In person 1-1 appointment attendee, 2021

“Breastfeeding counsellor was very supportive, let me go at my own pace, and made a real effort to understand my issues and where I was coming from as I was finding breastfeeding to be quite emotive. I now feed my newborn using a much more comfortable position.”

- Zoom 1-1 appointment attendee, 2021

“So happy. Andrea was amazing and definitely helped me and my son in working on a more natural position for breastfeeding. I felt so comfortable and it has certainly increased my confidence and ability to feed my son without pain or discomfort.”

- Zoom 1-1 appointment attendee, 2021

Social support for families

One of the things we were unable to provide during much of the year due to COVID has been in-person social groups. This is a huge part of what parents say they need in the early days, and so during lockdown we trialled a weekly Zoom group. The group started in October 2020 under Baby Café Tunbridge Wells and transferred to Baby Umbrella in late February 2021.

From our Zoom group participants, we heard loud and clear every week what a beacon of hope this group was amongst the isolation, anxiety and overwhelm of a winter lockdown with a young baby. 100% of our surveyed participants reported feeling less lonely and isolated, more connected to their local community, less anxious, and more confident with feeding their baby.

As lockdown eased and baby groups started to slowly return, we phased out the Zoom group and in May we launched face to face social groups in all of our locations running alongside appointments. Our trained Breastfeeding Peer Supporters attend all of these sessions and support our mums with questions on normal breastfeeding and life with a baby. It has taken time for these groups to build again but by the end of the summer it was fantastic to once again see a thriving group of mums and babies sharing anecdotes about nappies, sleep and feeding!

Social group support - April 2021



Alongside the social groups, we also run a Facebook page sharing relevant information about breastfeeding and early parenting, a closed Facebook group offering a safe place for local mothers to connect and ask questions, and a WhatsApp group for each of our locations where families can arrange to meet up during the week and ask questions of each other.

Parent education

In late February we received funding to run a pilot project called “Let’s talk”. The theme was around connecting parents through topic-led Zoom discussion groups. We aimed to reduce loneliness and isolation in the midst of a winter lockdown, as well as improve the knowledge parents had in six key topic areas. We ran six discussions as follows:

- Let’s talk about... Breastfeeding
- Let’s talk about... Life with a newborn
- Let’s talk about... Unhappy babies
- Let’s talk about... Babies and sleep
- Let’s talk about... Parenting in a pandemic
- Let’s talk about... 4-6 month babies

The 4-6 month sessions and Sleep sessions were very popular and clearly met a need for more information and support on these topics and stages. Parents told us that the groups were particularly effective for: Reducing feelings of loneliness/ isolation (100% agreed); Gaining confidence as a parent (100% agreed) and improving mood (100% agreed).

We have not run any more topic-led groups since migrating the full service breastfeeding and early parenting groups and appointments to Baby Umbrella, but we hope to return to these in due course to give parents another way to gain support and information.

“The group has been incredibly supportive for me in lockdown. It's so hard figuring out what babies are doing and the leaders and mums in the group help us navigate our way through. I get an enormous feeling of connecting with other mothers even if it is on Zoom. This group makes us all feel a bit less lonely, isolated and broken. I always come away from it feeling uplifted.”

- Zoom group at Teignmouth ndee, 2021

“This session gave me an opportunity to reflect on my breastfeeding journey and see how far my baby and I have come. It also helped me to speak to others who have had similar experiences so I don't feel so alone in the challenges that we face.”

- “Let’s Talk” Zoom discussion attendee, 2021

“Attending the Lets talk session really helped me to feel connected with other Mums, reassured and looking forward to things to come”

- “Let’s Talk” Zoom discussion attendee, 2021

Fundraising

It has been a difficult year to start a new charity, with COVID bringing challenges both for our service delivery and to our ability to fundraise. As a new charity without a track record of financial reports we have also been restricted in terms of which grants we are eligible to apply for.

Despite this, we have been successful at raising £22,256 from trusts and foundations as well as £12,731 from individual donors, and £1,624 from fundraising events which have been extremely restricted due to COVID regulations.

67% of our revenue in 2020-21 was in the form of unrestricted funds, allowing us flexibility to allocate funds to services most in need, and those that are harder to fund.

2021-22 brings an even greater challenge, as we seek to almost double the amount raised to £60,000 in order to run a full set of services for an entire 12 months, as well as explore some additional services desperately needed by parents.

If you feel you can help us meet this fundraising challenge in whatever way, large or small, please get in touch at info@babyumbrella.org.uk.

Grants

Our main source of income is from charitable trusts and foundations and we have been successful in gaining the support of various trusts over the past year.

We would like to extend our thanks to the following trusts that have generously supported us this year:

The National Lottery	Digital, Culture, Media & Sport (DCMS)	The Tunbridge Wells Soroptimists
Sevenoaks District Council	Tesco Sevenoaks	The Cole Charitable Trust
Comic Relief Community Fund	Arnold Clark	West Kent Housing Association: Linda Hogan Community fund
The National Lottery and The Department for	Involve Connect Well	

Donations

Building individual donations is a key part of our strategy for the coming year. In our first year we have made a large range of donation routes available for our clients and donors, enabling donation at booking, in person at our face to face services, via text, QR code, or online. However, this has been a difficult landscape for seeking donations, with many of our clients facing high levels of uncertainty in their daily lives and economic circumstances.

We would particularly like to thank Christ Church Tunbridge Wells who gave us a donation in kind, worth £1,160 of rent, between May to August 2021.

We run various fundraising events throughout the year and these often serve a dual purpose as a chance for families to get together or try something new while supporting us at the same time.

Fundraising events

This year has been tricky for events due to the restrictions on social gatherings, but we have still managed to run a Walkathon, a Lavender Family Photography Raffle, a Unicorn Danceathon, Father's Day Handprint Mug making, and a Zoom Poetry Evening. We look forward to organising events in 2022, however this will be entirely dependent on the development of the pandemic and governmental guidelines.

Fundraising event: Unicorn Danceathon in April 2021



Looking forward to 2021-22

Our strategic aims for 2021-22 continue to be:

1. Provide free-of-charge, timely access to skilled support on breastfeeding and early parenting across West Kent
2. Improve knowledge and confidence in breastfeeding and early parenting among parents, supporters and allied professionals
3. Connect the dots between services for parents in the area through signposting, collaboration and team building
4. Reach a diverse and inclusive population reflective of the community we serve

Year 1 has necessarily been about setting up the charity and as we now move into a more stable phase of running the operation, we are changing our focus from “build” to “optimise” in Phase 2.

Phase 2: Stabilising, optimising and deepening our offer

1. Diversify income stream to improve funding stability
2. Optimise current operations to most effectively meet the needs of families
3. Broaden and deepen support to better meet client needs
4. Build links for collaboration and signposting

For the coming year 2021-22, we will focus primarily on steps 1 and 2:

1. Diversify income stream to improve funding stability

Our highest priority for the year is to deliver a step change in our funding model leading to more stability and a higher level of reserves for the charity to weather the unpredictable funding environment. We will be committing resources to enhance our fundraising capacity: assessing and improving our processes for applying to trusts and foundations, investigating NHS and governmental funding avenues, building a clearer strategy for individual donor activation and fundraising events, as well as exploring online fundraising and support from corporates. We will also be investigating additional aligned commercial activities to supplement our income.

2. Optimise current operations to most effectively meet the needs of families

In conjunction with improving our fundraising capability, we also have some evaluation to do of our existing services. During the pandemic we have adapted many aspects of our services to work even better than pre-COVID, but there may also be things we have lost; our evaluation will address this and allow us to improve, adapt and optimise. As the charity grows, we aim to build a clearer picture of the operational structure, resources and systems we need to meet this. We are a lean operation, but we are always looking for ways to be more effective and make every penny count. We plan to improve our model of support for our Practitioners, Peer Supporters and Volunteers – we believe a supported workforce is a safer workforce and supports parents most effectively. Alongside this work, we intend to assess how well we are reaching everyone who needs support within our community and think creatively about changes we can make to improve inclusion.

As we move into 2022-23 we will begin the “broaden” and “deepen” sections of our plan. Our clients have told us they have additional needs in early parenting that are currently underserved, particularly in the areas of postnatal mental and physical wellbeing; and evidence based support with infant sleep. As we broaden and deepen the services we offer families, building collaboration and partnerships with other third sector organisations as well as commercial and governmental bodies will be crucial.

Financial Results

Summary

During our first year of operation the charity raised £36,611 and spent £18,665. After allowing for the allocation of the appropriate expenditure in the year against restricted funds, a surplus of £15,515 of reserves of which £15,219 was available as free reserves (excluding fixed assets).

Unrestricted funds

The charity raised £24,646 of general or unrestricted income. Expenditure of £9,131 was set against this, leaving a surplus of £15,515.

Restricted funds

A total of £11,965 of restricted income was received in our first year of operation. Expenditure of £9,534 was set against this leaving an amount of £2,431 to carry forward to fund restricted activities next year.

Sources of income

£22,256 was received from grants and trusts, £12,732 from individual donors and £1,624 from fundraising events.

Expenditure

Our main expenditure is on practitioner fees (see Note 5) to run our client-facing charitable activities; with additional costs in rent for in-person services (these services were only fully operational for the final 4.5 months of the reporting year,

from 20th April 2021). We also incurred costs for admin support and fundraising.

Reserves Policy

The Board of Trustees has agreed a reserves policy whereby the unrestricted funds not committed or invested in tangible fixed assets (the 'free reserves') held by the charity should provide sufficient funds to cover at least 3 months of full-scale operation. We anticipate that 3 months will give the board adequate time to come together and appeal for additional funding from both Trusts and Individual Donors. At 31 August 2021 three months of full-scale operation equates to £13,900, leaving a buffer of £1,319 out of total free reserves of £15,219.

If our buffer were to drop below this level we are able to quickly scale back appointments and staffing costs until such time as we have secured additional funding.

As a new charity we aim to manage risk appropriately in regards to our unrestricted reserve, which we hope to build upon in the coming year to provide security against the volatile funding environment.

Investment Policy

Our funds are currently held in a current account at HSBC, with a small amount at PayPal.

Fundraising Policy

We aim for best practice in fundraising to ensure our donors feel safe, valued and well supported, taking care that our fundraising activities are within the WHO Code for the Marketing of Breastmilk Substitutes as well as adhering to the Fundraising Regulator and other professional fundraising bodies.

We never buy or sell people's personal information and we work hard to respect people's wishes about how they want us to communicate with them. We have embedded the General Data Protection Regulation into the way we work.

We do not use cold calling or cold mailing to raise funds and do not employ external companies to fundraise on our behalf. We voluntarily meet the standards set by the Fundraising Regulator (we plan to register in 2022) and we have received no complaints about fundraising in 2020-21.

Donors, funders and fundraisers

The Trustees would like to thank all trusts, organisations and individuals who generously supported the work of Baby Umbrella. With your support we've been able to make a huge difference to the lives of families who come to us at one of the most vulnerable times of their lives.

Legal and Administrative Information

The Trustees present their annual report for Baby Umbrella CIO for the year ended 31 August 2021.

The financial statements comply with the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Report Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 (effective 1 January 2019).

Status

Baby Umbrella is a registered charity (CIO), charity number 1190745, registered in England and Wales.

Trustee Board

The members of the Board during the year were:

Ema Saunders - Chair
Alissa Brumby
Alison Day
Bronwen Edwards - Secretary
Chloe Gastrell
Jane Gerard-Pearse
Nicola Kirkwood
Hope Maguire - Treasurer

Management Committee

The members of the Management Committee during the year were:

Jennifer Yelverton
Karen McCully
Laura Shtaingos

Principal Office

51 The Avenue, Tunbridge Wells, TN2 3FJ

Independent Examiner

DA Coffey & Associates, 2nd Floor, 34
Cambridge Road, Hastings, East Sussex,
TN34 1DT

Objectives

The objectives of the CIO are:

The advancement of health for the public interest by providing easily accessible skilled support for postnatal physical and mental health in and around West Kent.

- 1) By providing open access community groups with skilled, non-judgemental professionals (including Lactation Consultants and Breastfeeding Counsellors) and trained volunteers in order to support breastfeeding and parenting, reduce postnatal social isolation, and improve postnatal mental health;
- 2) By providing education, training and volunteering opportunities, building expertise within the sector and supporting parents to increase confidence and return to work;
- 3) By working in partnership with NHS, Local Authority, Third Sector and Private Sector services to ensure continuity of parent-centred responsive care;
- 4) By increasing accessibility and inclusivity of support services to address inequality.

Public Benefit

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning future activities. In particular, the

Trustees have considered how planned activities will contribute to the aims and objectives they have set. Our activities are set out in more detail elsewhere in this report but in summary, we provide breastfeeding and early parenting support in three physical locations as well as online and through social media and messages every week, and have provided group social support in person and online to enable parents to meet. These are in the public interest and benefit parents and new parents in particular.

Governance and Management

Board of Trustees

Members of the Trustee Board who served during the year and up to the date of this report, are set out on the previous page. The total number of Trustees was eight.

The Trustee Board is responsible and accountable for Baby Umbrella's policies and activities to the Charity Commission, to Funders and beneficiaries, and for compliance with charity law. It is responsible for the financial and strategic affairs of the charity, for the Annual Budget and the Annual Report and Accounts.

Diversity

We are committed to ensuring our services are accessible to, and accessed by, all parents in need of them. One of our priorities for the coming year is to assess and monitor diversity of the beneficiaries of Baby Umbrella so that if the services are not being accessed equally we can put in place measures to address this.

Trustee Recruitment

Appointment to the board of Trustees continues to be via an open and formal recruitment process. Every trustee must be appointed for a term of between two and five years by a resolution passed at a properly convened meeting of the charity trustees.

Trustee Induction and Training

An induction programme is in place for new Trustees. Any training needs may be identified for both new and established Trustees in collaboration with the Chair of Trustees.

Trustee Meetings

The Trustees meet as a full Board 4 times a year. The Trustees also hold an Annual Strategic Away Day which includes the Management Committee.

Management Committee

The Management Committee is responsible for the day-to-day delivery of the activities and services of Baby Umbrella. It meets formally six times a year as well as working collaboratively on a day-to-day basis. The Management

Committee is accountable to the Board of Trustees and presents regular reports against the charity's agreed strategic aims and plan.

Risk

The Trustees reviewed the risks to which the charity could be exposed and are satisfied that the charity has taken all reasonable steps to minimise risk and that it has policies and procedures in place to manage risk effectively in all areas of the charity's work. The key risks were identified as follows:

Principal risks – Financial Solvency

Steps to mitigate:

Ensure sufficient reserves to cover orderly wind-down.

Quarterly review of Management Accounts and Forecasts.

Flexible operating model, few fixed costs
Plans in place for continued diversification of funding.

Ongoing liaison with current and potential funders.

Principal risks – Insufficient resourcing

Steps to mitigate:

Engage and support a wide bank of trained professionals.

Develop a pipeline of talent.

Add admin support resources to ensure professionals are focused on high impact work.

Principal risks - Operational risk from pandemic

Steps to mitigate:

Maintain and develop online services to switch to online at short notice if necessary.

Maintain policies in line with regulations.
Maintain up to date risk assessments regarding infection risk.

Principal risks – Inadequate safeguarding

Steps to mitigate:

All front line practitioners, Peer Supporters and Volunteers undertake safeguarding training every 2 years.
Safeguarding policy in place.

Principal risks – Failure to meet quality standards

Steps to mitigate:

Recognised qualifications and/ or training for front line staff.
Supervision and support for front line staff.
£10million Public Liability Insurance in place.
£10million Professional Indemnity Insurance in place.

The Trustees are required by charity law to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing these financial statement, the Trustees are required to:-

- (a) Select suitable accounting policies and then apply them consistently;
- (b) Make judgements and estimates that are reasonable and prudent;
- (c) Prepare the financial statements on a on going concern basis unless it is inappropriate to presume that the Charity will continue in operation;

(d) State whether the policies adopted are in accordance with the Charities Act 2011 and with applicable accounting standards and Statements of Recommended Practice, subject to any material departure disclosed and explained in the financial statements;

(e) Observe the methods and principles of the Charities SORP.

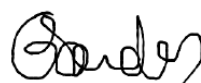
The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to ensure that the financial statements comply with the Charities Act.

The Trustees 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 confirm they have referred to the guidance contained in the Charity Commission's general guidance on the public benefit when reviewing the charity's aims and objectives and in planning future activities.

Approved by the Board of Trustees on 26th Jan 2022 and signed on its behalf by

Ema Saunders (Chair)



Hope Maguire (Treasurer)



Independent Examiner's Report to the Trustees of Baby Umbrella

I report to the charity trustees on my examination of the accounts of Baby Umbrella for the year ended 31 August 2021.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the 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. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Signed:



Date: 27 January 2022

Leonora Crawley ACIE

DA Coffey & Associates
Second Floor, 34 Cambridge Road
Hastings
East Sussex
TN35 4NN

Statement of Financial Activities

For the period ended 31 August 2021

	Notes	Unrestricted funds £	Restricted income funds £	Total funds £
Income				
Donations and legacies	3	23,022	11,965	34,987
Other trading activities		1,624	-	1,624
Total		24,646	11,965	36,611
Expenditure				
Raising funds		900	-	900
Charitable activities	5	8,231	9,534	17,764
Total		9,131	9,534	18,665
Net income/(expenditure) and net movement in funds		15,515	2,431	17,946
Reconciliation of funds:				
Total funds brought forward		-	-	-
Total funds carried forward		15,515	2,431	17,946

The charity was incorporated and commenced trading on 6 August 2020.

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

Balance Sheet

As at 31 August 2021

	Notes	Unrestricted funds £	Restricted income funds £	Total this year £
Fixed assets				
Intangible assets	7	296	-	296
Total fixed assets		296	-	296
Current assets				
Debtors - prepayments		409	314	723
Cash at bank and in hand		17,273	3,067	20,340
Total current assets		17,682	3,381	21,063
Creditors: amounts falling due within one year	8	(2,463)	(950)	(3,413)
Net current assets		15,219	2,431	17,650
Total assets less current liabilities		15,515	2,431	17,946
Total net assets		15,515	2,431	17,946
Funds of the Charity				
Restricted income funds	9	-	2,431	2,431
Unrestricted funds	10	15,515	-	15,515
Total funds		15,515	2,431	17,946

The notes on pages 34 to 40 form part of these accounts.

Approved by the Trustees on 26th January 2022 and signed on their behalf by:

Ema Saunders
(Chair)

Handwritten signature of Ema Saunders in black ink.

Hope Maguire
(Treasurer)

Handwritten signature of Hope Maguire in black ink.

Notes to the accounts

1 Accounting policies

The principal accounting policies adopted in the preparation of the accounts are as follows:

Basis of preparation and assessment of going concern

The accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

The trust constitutes a public benefit entity as defined by FRS 102.

Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects. Unrestricted funds include designated funds where the trustees, at their discretion, have created a fund for a specific purpose.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed.

Further details of each fund are disclosed in note 9.

Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

Other trading activities comprise income from non-primary purpose activities to raise funds for the charity.

Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation

committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis. All expenses including support costs and governance costs are allocated or apportioned to the applicable expenditure headings.

Support costs have been allocated 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 the independent examination and legal fees together with an apportionment of overhead and support costs.

Cost of raising funds

The cost of raising funds comprises costs incurred in generating grant funding.

Expenditure on charitable activities

Expenditure on charitable activities include direct costs of provision of breastfeeding support; governance costs and support costs.

Intangible fixed assets and amortisation

Intangible fixed assets comprise the cost of trademarking the name of the charity and is amortised over 10 years, being its expected useful life.

2 Related parties and Trustees' expenses

The trustees give their time and expertise freely, and without any remuneration; benefit in cash or in kind; and the trustees do not claim expenses for personal costs incurred for the charity.

The charity is run by volunteers and non-employee professionals on a non-formal basis, as such there is no remuneration and thus no key management personnel.

3 Income

The charity offers free breastfeeding support as well as paid for private sessions as its primary activities. The free provision is supported by voluntary donations from individuals that use the service; trading activities from events and fundraisers and charitable grants from government and other charities.

		Unrestricted funds	Restricted income funds	Total funds
	Notes	£	£	£
Donations and gifts		11,019	1,205	12,224
Gift Aid		507	-	507
General grants provided by government/other charities	4	11,496	10,760	22,256
Total		23,022	11,965	34,987

4 Government and grants from other charities

Unrestricted grants from other charities include £9,996 received from National Lottery; £1,000 received from Arnold Clark and £500 received from Cole Charitable Trust.

Restricted grants from government comprise £4,307 from Sevenoaks District Council.

Restricted grants from other charities comprise:

West Kent Extra	495
Involve Kent	917
Local Connections	1,541
Soroptimists	500
Comic Relief	2,000
Tesco Sevenoaks	1,000

5 Charitable activities – costs

The charity undertakes its charitable activities through use of Lactation Consultants, Breastfeeding Counsellors, qualified volunteer Peer Supporters and volunteers.

		Unrestricted funds	Restricted income funds	Total funds
Expenditure on charitable activities:	Notes	£	£	£
Direct costs - practitioners		4,993	7,127	12,120
Direct costs - rent		580	1,615	2,195
Governance and support costs	6	2,658	791	3,449
Total expenditure on charitable activities		8,231	9,533	17,764

6 Governance and support costs

Governance and support costs are allocated across restricted and unrestricted funds on a usage basis. No general apportionment is made across the two funds.

	Unrestricted funds	Restricted income funds	Total funds
	£	£	£
Bank charges	128	-	128
IT costs	298	11	309
Printing and stationery	364	-	364
Depreciation	24	-	24
Insurance	165	-	165
Office administration	1,189	285	1,474
Accountancy and independent examiner	430	-	430
Legal and professional fees	60	50	110
Training	-	445	445
Total expenditure on governance and support costs	2,658	791	3,449

7 Intangible fixed assets

	Patents and trademarks
Cost	£
At beginning of the year	-
Additions	320
At end of the year	<u>320</u>
Amortisation	
At beginning of the year	-
Amortisation	24
At end of year	<u>24</u>
Net book value at the beginning of the year	<u>-</u>
Net book value at the end of the year	<u>296</u>

8 Creditors

	Unrestricted funds	Restricted income funds	Total funds
	£	£	£
Trade creditors	2,283	950	3,233
Accruals	180	-	180
Creditors: due within one year	<u>2,463</u>	<u>950</u>	<u>3,413</u>

9 Analysis of restricted funds

	Purpose and Restrictions	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
West Kent Housing Association	Online support	-	495	495	-	-	-
Involve Connect Well	Individual support services	-	500	500	-	-	-
National Lottery Local Connections	Online services, peer supporter training	-	1,541	1,541	-	-	-
Soroptimists Tunbridge Wells	Listening service project	-	500	-	-	-	500
Involve Small Community Group	Tunbridge Wells face to face services	-	417	417	-	-	-
Sevenoaks District Council	Sevenoaks face to face services	-	4,307	3,382	-	-	925
Comic Relief Community Fund	Support services, Training ⁴	-	2,000	1,994	-	-	6
Tesco Sevenoaks	Sevenoaks face to face services	-	1,000	-	-	-	1,000
Christ Church Tunbridge Wells	Donation in kind of rent	-	1,160	1,160	-	-	-
Hope Maguire	Donation in kind of admin support	-	45	45	-	-	-
Total Funds as per balance sheet		-	11,965	9,534	-	-	2,431

⁴ Face to Face groups and appointments, Zoom groups and appointments, Facebook support, Peer Support Training

10 Analysis of unrestricted funds

	Fund balances brought forward £	Income £	Expenditure £	Transfers £	Gains and losses £	Fund balances carried forward £
Unrestricted funds	-	24,646	9,131	-	-	15,515
Total Funds as per balance sheet	-	24,646	9,131	-	-	15,515

Thank you to everyone who has supported the work of Baby Umbrella this year. With your support we've been able to make a huge difference to hundreds of families in West Kent at a time when they have been at their most vulnerable.



Baby Umbrella
Supporting your journey

www.babyumbrella.org.uk

Baby Umbrella
51 The Avenue
Tunbridge Wells
TN2 3FJ

Baby Umbrella Annual Report and Accounts 2020-21 covers the period 6 August 2020 to 31 August 2021.

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