

Charity Number: 1152808, SC046449 & 20106812

Company Number: 8548961



CANCER SUPPORT IN & AROUND
PREGNANCY | BIRTH | LOSS | BEYOND

Mummy's Star

(a company limited by guarantee)

31 March 2021

Contents

- 1. Executive summary**
 - 1.1 Rationale**
 - 1.2 Structure**
 - 1.3 2020-2021**
 - 1.4 2021-2025**
- 2. Organisation Details**
 - 2.1 Charity Name**
 - 2.2 Registered Address**
 - 2.3 Postal Address**
 - 2.4 Telephone Number**
 - 2.5 Email**
 - 2.6 Website**
 - 2.7 Legal Status**
 - 2.8 Objects**
- 3. Mummy's Star**
 - 3.1 Our Vision**
 - 3.2 Our Mission Statement**
 - 3.3 Our Values**
 - 3.4 Our Activities**
- 4. Background and Achievements to Date**
 - 4.1 Background**
 - 4.2 Support**
 - 4.3 Partner Organisations**
 - 4.4 Universities**
 - 4.5 Profile**
- 5. Our Goals**
 - 5.1 2015-2021**
 - 5.2 12-month objectives**
 - 5.3. 5-year business plan**
- 6. The Public Benefit Need**
 - 6.1 What is the Public Benefit Need?**
 - 6.2 Who will benefit from the organisations activities?**
 - 6.3 How will they benefit**
 - 6.4 What similar Services are currently available?**
 - 6.5 What is the unfulfilled need?**
 - 6.6 How the organisation will integrate will other activities/providers**
- 7. Performance Monitoring**
 - 7.1 Key Performance Indicators**

1: Executive Summary

Mummy's Star (the "Charity") is a registered charity in England and Wales (1152808), Scotland (SC046449) and Ireland (20106812). It is also a company limited by guarantee (No.8548961). It was established in June 2013 and operates throughout the UK and Ireland. Mummy's Star was founded in Hadfield, Glossop in Derbyshire, which is where the Headquarters are located.

1.1: Rationale

The project was developed in response to a perceived lack of support and resources in the area of cancer and pregnancy. The founding members all have experience of cancer during pregnancy or within a year of a birth either personally or within a directly supportive role. Their collective experiences generated the need for a 'one-stop shop' to provide support to women and their families in this difficult and complicated situation.

The Charity's mission statement is:

Cancer Support In and Around: Pregnancy, Birth, Loss or Beyond

and supports families where the mother:

- (a) receives a diagnosis of cancer during her pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically) or;
- (b) receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old or;
- (c) loses her life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above.

The Charity's vision is:

For every woman who is diagnosed with cancer in and around her pregnancy to be able to access the support Mummy's Star offers in a timely manner

1.2: Structure

Mummy's Star has a strong staff and management committee, drawn from a variety of sectors with a wide range of skills and expertise in addition to personal experience of cancer. The current staff team consists of CEO, Fundraising Manager, Development and Engagement Co-ordinator and two Information & Support Workers.

All board members and Charity advisors provide their time in a voluntary capacity.

1.3: April 2020 - March 2021

Mummy's Star is in its eighth year and is still the only Charity in the UK and Ireland supporting women in this specific area of the cancer sector. The support work provided by the Charity is funded entirely thanks to donations and the generosity of others. All support services are provided free of charge to mums and families,

The funds raised by Mummy's Star include grants from Charitable Trusts, donations and fundraising from individuals, corporates and community groups as well as income generated through Charity-led fundraising activities and the sale of branded merchandise.

Funds have been used effectively to support the four key activities of medical advice, advocacy, peer support and a Small Grants scheme to support families in need.

The profile of the Charity and awareness about the support it provides, has increased significantly amongst both the medical/health sector and members of the public. (This is primarily as a result of a longer operational time period allowing for a focus upon current activities, as opposed to only future aspirations.) Or This is predominantly as a result of the Training and Education programme helping to raise awareness about cancer and pregnancy to student midwives in University as well as health care professionals in hospitals and the community. Families being supported by Mummy's Star are also

important ambassadors who help promote the work of the Charity to the public across the UK and Ireland.

Like all organisations, Mummy's Star had to respond to the C19 pandemic during this last 12 months. Operationally, the Support Team were quick to respond to a significant increase in demand for support from mums and were able to adapt the way they provided support to ensure it was still accessible to everyone who needed it. The team also expanded the hours of support to further help increase support provision for families.

The Charity has also focused on diversifying its income streams to ensure it is not reliant on any one source of income, making it more sustainable for the future. Despite the impact of C19 and an initial drop in income, diversifying its funding streams proved effective in maintaining income at a consistent level throughout the year and raising over £246,000.

Since all staff members are permanently home-based, the team were not impacted by the Government announcement that everyone should work from home. The team were already set up to effectively provide support and work from home so there was no disruption to service provision. The lack of office rental costs, the fact everyone was already set up to work at home and a close control on other costs has ensured the Charity remained in a strong financial position throughout the year, despite the ongoing lockdowns and uncertainty.

1.4: 2021-2025

As Mummy's Star looks forward into its ninth year and beyond, much of the work will be around increasing the number of women the Charity can support while ensuring it can continue to provide personalised support in a sensitive way. The strategy was largely emergent during the initial years; however, the Charity is now embarking on a more strategic approach with the following strategic aims:

- To continue to support women through our support services
- To continue to offer women 'peer to peer' support through private, online forums.
- To continue to support women needing financial assistance with our small grants programme.
- To ensure women receive consistent and accurate advice regarding cancer treatment and care options in pregnancy regardless of where they are based in the UK and Ireland.
- To increase the number of staff in order to meet our increasing demand and geographical spread.
- To continue to raise awareness about cancer and pregnancy with healthcare professionals through an ambitious Training and Education Programme
- To create and manage a volunteer structure and corresponding policy.
- To commission and fund research into aspects of cancer and pregnancy.

Specific goals for the next four years are set out in section 5 and resulted from a business planning session carried out by the Board of Trustees.

Individualised, consistent and sensitive support, including face-to-face meetings where possible, is a key priority for Mummy's Star. A structure will be put in place in order to maintain this personalised approach as the Charity continues to grow. The plan sets out in detail how this strategy can be achieved with backing from present and future partners and self-generated/fundraised income.

Pete Wallroth
CEO/Founder

2: Organisation Details

2.1: Charity Name

Mummy's Star

2.2: Registered Address

Suite 4, St Michaels Court, St Michaels Square, Stamford St Central, Ashton, OL6 6XN

2.3: Postal Address

PO Box 428, Hadfield, Glossop, SK14 9EA

2.4: Telephone Number

07939 154217

2.5: Email

info@mummysstar.org

2.6: Website

www.mummysstar.org

2.7: Legal Status

Registered Charity in England and Wales No: 1152808

Registered Charity in Scotland No: SC046449.

Registered Charity in Ireland No: 20106812

Company No: 8548961.

HMRC Charities Ref. No: EW03536

2.8: Objects

The Charity's objects (as listed on the Charity Commission) are specifically restricted to the following:

The relief of sickness and need, and the preservation of health for those families who have a mother:

(a) who receives a diagnosis of cancer during her pregnancy (which is defined from being 1 week pregnant up to and including delivery, or if the pregnancy ends naturally or medically); or

(b) who receives a diagnosis of cancer at any time postnatally up to the youngest child turning 12 months old; or

(c) who loses her life to cancer, following a diagnosis in either of the time periods specified in (a) or (b) above.

by (but not limited to) the provision of financial assistance, support and practical advice.

3: Mummy's Star

3.1: Our Vision

For every woman who is diagnosed with cancer in and around her pregnancy to be able to access the support Mummy's Star offers in a timely manner.

3.2: Our Mission Statement

Cancer Support In and Around: Pregnancy, Birth, Loss or Beyond

In order to achieve this as a charity we aim to reduce isolation, support informed choice for all and raise awareness of the challenges (financial, logistical and psychological) of being diagnosed or treated for cancer in pregnancy or within 12 months post-partum.

3.3: Our Values

The work of Mummy's Star reflects the key principles and values of the Charity, upheld by its Board of Trustees: confidentiality, transparency, equal opportunities for all and the individuality of each person or family supported.

3.4: Our Activities

Charitable activities are provided through seven main priorities:

1. Offering personalised one to one support for every mum through video calls, emails, texts, and face to face meetings by trained Information and Support Workers.
2. Facilitating online forums for mums where they feel safe to ask questions, share their anxieties and offer 'peer to peer' support to one another. These forums are carefully monitored by our two support workers and the forums also help them identify mums who may need additional support.
3. Providing a 'one stop shop' for advice and information about a cancer diagnosis in pregnancy including links to localised services and signposting to other organisations who can help.
4. Advocacy on behalf of the families to ensure informed choice throughout pregnancy/post-partum. This can be working directly with their health professionals, sourcing further family support by working with other organisations, benefits advice through to employment rights advice.
5. Education and Training Programme; providing awareness sessions to health care professionals and study days at universities about cancer and pregnancy to expand on and compliment current training and curriculum provision.
6. Small Grants Programme to help families pay for unexpected costs that arise after their cancer diagnosis, to pay for things such as hospital travel expenses, lightweight baby equipment for after surgery or iPads so mums in hospital can keep in touch with their children. In the case of a terminal diagnosis we also support memory making activities or a family holiday. Every grant is reviewed and authorised by the Trustees and CEO.
7. When a mum sadly dies, the CEO continues to support the surviving partner, through the widowers' networks, and can arrange counselling for the children.

4: Background and Achievements to Date

4.1: Background

Mummy's Star was founded in memory of Mair Wallroth who passed away two months after the birth of her second child at the age of 41 in December 2012.

When Mair was 22 weeks pregnant with her second child she discovered a lump in her left breast, thought at the time to possibly be a blocked milk duct as part of the pregnancy. Following medical examination, the lump was discovered to be a 6.5cm cancerous tumour in her left breast on 18 June 2012

She immediately began a course of chemotherapy at Tameside General Hospital on 28 June. The chemotherapy was known as FEC (Fluorouracil (5FU), epirubicin and cyclophosphamide) and this continued up to the healthy birth of Merlin Ray in September 2012. Her progress was very good and the lump in her breast was described as barely palpable at a routine examination.

Due to her treatment she was unable to breastfeed Merlin as she had done with her first child Martha but thanks to the great work of Tameside General Hospital; donor breast milk was secured from the Countess of Chester Milk Bank and couriered to their house each week by the North-West Blood Bikes Manchester.

After Merlin's birth Mair began chemotherapy again, this time a single drug called Docetaxel (or Taxotere®) at The Christie, Manchester. The medication left her incredibly tired, nauseous and requiring long periods of bed rest despite having a newborn baby. A lot of help was needed and family, friends and their community rallied around them to offer practical help. During this time Mair had begun to suffer from migraines for the first time.

Following her seventh chemotherapy session, Mair became very unwell and was admitted to hospital in November with severe migraines, dehydration, sickness and blurred vision. Upon investigation it was discovered that the cancer had spread to the meninges lining of the brain and was untreatable given its accelerated growth and her poor state of health. She had metastatic breast cancer.

She was transferred to Willow Wood Hospice, Ashton and after three days she passed away peacefully surrounded by her family on 6 December 2012. At the time Merlin was just 2 months old and her daughter Martha three. Mair was just 41.

Throughout this terrible ordeal that Mair and her family went through, they received excellent care from the staff at Tameside General Hospital and from several amazing charities including North West Blood Bikes Manchester, Countess of Chester Human Milk Bank, Macmillan, The Christie, Blyth House and Willow Wood Hospice.

4.2: Mummy's Star Volunteers and Supporters

Mummy's Star has established a dedicated volunteer support network of Trustees, professional advisors, ambassadors and fundraisers without whom our charitable activities could not be carried out. These individuals give their time freely to help sustain the work of the Charity.

4.3: Partner Organisations

Strong relationships have been developed with both hospitals and cancer related charities in the UK and Ireland in the sector namely:

- Macmillan Cancer Support
- Bowel Cancer UK
- Breast Cancer Now
- Blood Cancer UK
- Teenage Cancer Trust (TCT)
- Clic Sargent
- Jo's Trust
- Bone Cancer Research Trust (BCRT)

- Tenovus Cancer Care
- Younger Breast Cancer Network (YBCN)
- Cancer 52
- Maggie's Centres
- Cancer Care West
- Irish Cancer Charity

We have received many referrals from these organisations and have also had the opportunity to speak to their teams to better inform them about what we do. This has helped establish how we can work together to bring the most benefit to the women we are working with.

We continue to present to hospital Multi-Disciplinary Team meetings wherever we have the opportunity. Referrals usually follow as a result of this information sharing.

We have also developed a strong working relationship with HomeStart and therefore have been able to secure further home support for some of women.

Over the past year, we have also been invited to several university midwifery societies and midwifery organisations to speak to groups of midwives and student midwives about our work and how midwives can provide better care to women diagnosed with cancer in pregnancy.

4.4: Universities

Our work with universities grew significantly in this period with us delivering both virtual shorter educational sessions and longer virtual study events at over 25 locations nationwide. This has built successful relationships with students and tutors alike and will in the future see repeated annual training and education sessions.

The ultimate aim is for these sessions to be incorporated into the core curriculum which would allow us to raise awareness among the front line of healthcare professionals who will have the greatest impact on diagnosis and care for women. It would also enable us to secure a regular fee for provision.

4.5: Profile

Growth in the profile and awareness of the Charity has been very positive thanks to a wealth of support and media coverage. This is in part thanks to the strong branding of Mummy's Star becoming well-recognised and also as the work of the Charity has increased nationally, over a very short space of time.

We have received major boosts to our profile over the past three years and this has been helped hugely by working in partnership with the organisations listed above.

We have also been privileged to work with the Coronation Street team to advise them on a cancer in pregnancy related storyline. This national exposure in a very popular soap has helped raise awareness about cancer in pregnancy as well as the the profile for Mummy's Star.

The team support any mums or families who want to help raise awareness about the Charity, our work or cancer in and around pregnancy by sharing their story with the media. There has been a variety of stories published throughout the year across the UK and some national media coverage.

5: Our Goals

5.1: 2015-2021

Such has been our growth as a charity that we have needed to reflect upon what has been achieved in order to plan accordingly. It is clear at this stage that the peer support/ forums and the grants programme are working very well and require little intervention or development. Further promotion, in addition to what we already do, is not currently required. Regular review of the grant process is undertaken by the trustees and will continue in the same manner.

5.2: 12-month objectives

- To continue to provide small grants as appropriate.
- To maintain the current level of activity on the forum both in terms of mums joining them and staff monitoring them.
- To participate in establishing a National Registry of cancer in pregnancy by lobbying the NHS.
- To increase the number of healthcare professionals who have an understanding of the issues around cancer and pregnancy by 200.
- Explore commissioning and funding of small research projects into aspects of cancer and pregnancy. Identify appropriate researchers to undertake this.
- Representation through relevant bodies including: the Royal College of Oncology (RCO); the Royal College of Midwives (RCM); and the Royal College of Obstetricians and Gynaecology (RCOG).
- Continue to diversify the sources of income to ensure long term sustainability for the Charity.
- Create a volunteer structure and policy which clearly outlines opportunities we offer and the reward of volunteering with us.
- Maintain existing relationships and build new relationships with other charities.

5.3. 5-year business plan

Following a business planning exercise recently carried out by the Board of Trustees, Mummy's Star has established the following as objectives for the next 5 years:

- **Reach:** Reach over 50% of addressable diagnoses by end of March 2024. Based on PHE data and Mummy's Star research addressable diagnoses are estimated to be c.850 per annum in the UK and Ireland.
- **Financial support:** Extend over 150 grants per annum, and have extended over 1,000 grants in total by March 2024, and extend a cumulative total of over £0.5m in grants by March 2022
- **Income:** Achieve £2m of cumulative income by March 2024 (with a plan for at least £250,000 per annum)
- **Productivity:** Maintain a ratio of max 2 FTE for every £100,000 of funds raised
- **Prudency:** Hold a liquidity buffer equal to at least 6 months of operational expenses in case of having to wind the Charity down

6. The Public Benefit Need

6.1: What is the Public Benefit Need?

Reduction in isolation and anxiety for women diagnosed, enabled to make informed choices about treatment and pregnancy care and preservation of mental and physical health.

6.2: Who will benefit from the organisations activities?

The Charity focuses on supporting women and families where the:

- Mother is diagnosed with cancer during her pregnancy;
- Mother is diagnosed with cancer within a year of her giving birth; and
- Mother loses her life to cancer diagnosed in wither of the time periods above.

6.3: How will they benefit

The charity seeks to reduce the additional practical, financial and physical issues and pressures that can be incurred by families following a diagnosis of cancer during pregnancy by:

- Offering a secure environment for women to help reduce their isolation;
- Relieving some of the immediate financial burdens incurred as the result of a cancer diagnosis;
- Advise and support women to help look after their physical and mental health and wellbeing; and
- Advise, support and share knowledge to enable women to make informed choices.

6.4: What similar services are currently available?

No other cancer Charity in the UK or Ireland supports women diagnosed with cancer in and around pregnancy.

Some forums are available via other cancer charities, but nothing specific to cancer in or around pregnancy.

6.5: What is the unfulfilled need?

There is no other charity in the UK or Ireland that supports and helps families dealing with a cancer diagnosis in or around pregnancy. These are unique circumstances that specifically relate to cancer and pregnancy that other charities are not able to address or provide specific help or solutions to.

The principal needs are:

- The alleviation of isolation for women and their families in this situation; and
- Small, easily accessible grants which can be distributed quickly to ease short term hardship.

6.6: How the organisation will integrate with other activities/providers

Referral systems are in place for other organisations to refer women to us which in turn will help those charities to provide a next step support via the services we offer.

We are already working with several other charities – see Section 4.3

7. Performance Monitoring

7.1: Key Performance Indicators

- Number of grants distributed to women who meet our specific criteria.
- Number of individuals actively using the Mummy's Star forums.
- Sufficient funds to meet regular grant requests are raised.
- Number of women receiving advice and support.
- Amount of significant publicity pieces, articles and adverts.
- Number of healthcare professionals presented to about cancer and pregnancy.
- The number of new charities worked with.

7.2: Measurement of KPI's

- Grants agreed by trustees and given are documented; evidenced and agreed criteria adhered to.
- Administrators observe, moderate and facilitate of forum.
- Funds are available and accessible to CEO and treasurer.
- Documentation is available and clear/can be explained.
- Requests are responded to within 7 days. Continuity of responder ideally where possible.
- More referrals from other medical professionals. More 'likes' Facebook. More requests for support received.
- Named contact advocating on behalf of Mummy's Star and the women and families we support.

7.3: Reporting of KPI's

- Documentation and CEO reporting to Chair and trustees.
- Administrators report back to bi-monthly trustee meetings.
- Treasurer's report to the trustees and CEO update on fundraising activities.
- Treasurer's paperwork complete. CEO reports to Chair.
- Evidence trail on Facebook/emails. CEO/relevant trustees to report as appropriate to trustee meetings.
- CEO to report to Chair and to trustees meeting where appropriate.

8. Promotion and advertising

8.1: How and where we will promote our activities

See Communications Plan

We also recognise the need to formalise links with businesses in the UK. The potential benefit of this in brief will be three-fold:

1. Financial contributions and in kind to the Charity
2. Goods and services
3. Advertising and promotion on packaging or corporate publications

8.2: Current activity

To date our promotion and advertising has worked very well but has lacked strategy. We have benefitted from links with established charities in terms of national press coverage. A variety of TV appearances since our inception have provided a huge boost to the Charity on a national level.

A communications plan is in place but seldom utilised so this needs to be reviewed. Efficient use of this will provide the Charity with the focus on activity of this nature over the coming 12 months and preparation for future years.

8.3 Website

Our website was refreshed and relaunched in November 2020.

9: Running the organisation

9.1: Board of trustees

The following trustees were active during the year ended 31 March 2021:

Name	Position	Appointed	Resigned
Gillian Smith	Chair, Trustee	1 Apr 2018	NA
Peter Wallroth	CEO, Trustee	30 Mar 2013	NA
Jacquelyn Sheldon	Secretary, Trustee	1 May 2018	NA
Salima Jones	Trustee	1 Mar 2019	NA
Cathy Wentworth	Trustee	1 Apr 2017	NA
David Wright	Trustee	6 Nov 2018	NA
Thomas Groom	Treasurer, Trustee	12 Dec 2018	NA
Fiona Mann	Trustee	10 Mar 2021	NA

9.2: Staff

Pete Wallroth – CEO/Founder

Louise Harlow – Engagement and Fundraising Co-ordinator

Tracey Derbyshire – Information and Support Worker

Rebecca Brazier – Information and Support Worker

Sarah Flain – Fundraising Manager

9.3: Advisors

Dr Richard Simcock – Oncology

Jude Jones – Midwifery

Joanne Mills – HR

Dr Jenny Rattray – General Practice

9.4: Volunteers

Due to the nature of the work of Mummy's Star and a large proportion of it being virtual, our volunteer offer is somewhat different to many organisations.

Volunteering can often be through our Mums Hub where volunteering offers are made as a service in kind such as exercise classes or retreats.

9.5: Work areas

The work areas of the Charity are divided into the following sub-groups which feed into the full Board of Trustee meetings:

1. Finance and regulation
2. Fundraising
3. Communications and Merchandising
4. Medical review

9.6: Accommodation

The Charity presently has no accommodation assets.

9.7: New Equipment and Consumables

New equipment and consumables to enable the Charity to carry out its work will be purchased as necessary but will always seek to attain value for money.

Consumables to enable the Charity to carry out its work will be purchased as necessary but will always seek to attain value for money.

9.8: Policies and Procedures

The Charity has active policies covering the following:

- Financial
- Volunteer
- Risk Management Register
- Staff/Trustee Training
- Lone Working
- Media Approaches
- Confidentiality, Data Protection and Governance

Furthermore, a Code of Conduct for Staff, Trustees and Volunteers is required to ensure a consistent approach is taken from all when representing the Charity in any medium whether it be in meetings, at events and on social or other media platforms.

In the next year we will be writing a Fundraising Policy.

9.9: Risk

Over the next 12 months we will develop a risk management policy for all aspects of the Charity's work.

9.10: Trustee Recruitment/Officer Appointment

Where vacancies arise on the board of trustees or an expansion of the board is required, a public advert will be made outlining the role, the time and skills required and the nature of what being a trustee means in full, in line with that guidance provided by both the Charities Commission and NCVO

The officer roles of the board are elected at the AGM.

10. Fundraising Strategy

10.1: General Funds

The Charity will seek to maintain the current fundraising levels during 2021-2022 and will continue to develop the fundraising strategy to provide greater structure and long-term security.

A key part of developing fundraising and ensuring Mummy's Star is sustainable in the future is to diversify where our voluntary income comes from. In previous years, the Charity relied heavily on income from sponsored events, mass participant events and individual donors. However, as COVID reinforced, the best way to become more sustainable is to generate income from numerous different groups.

10.2: Trading

The Charity trades on pre-purchased, branded goods namely t-shirts, hooded tops for adults and children, silicon wristbands for adults and children, running vests, training tops and cycling tops. These items are traded via our website www.mummystar.org. Some branded merchandise is given to fundraisers free of charge to help raise awareness about Mummy's Star.

Mummy's Star

Registered number: 08548961

11. Trustees' Report

Trustees' responsibilities in relation to the financial statements

The trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (Financial Reporting Standard 102 and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- observe the methods and principles in the Charities SORP;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and 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 Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to independent examiners

Each person who was a director at the time this report was approved confirms that:

- so far as he is aware, there is no relevant information of which the Charity's independent examiner is unaware; and
- he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant information and to establish that the Charity's independent examiner is aware of that information.

This report was approved by the board on 13 July 2021 and signed on its behalf.

Peter Wallroth

Director

Mummy's Star

12. Charity Information

Trustees

Name	Position	Appointed	Resigned
Gillian Smith	Chair, Trustee	1 Apr 2018	NA
Peter Wallroth	CEO, Trustee	30 May 2013	NA
Jacquelyn Sheldon	Secretary, Trustee	1 May 2018	NA
Salima Jones	Trustee	1 Mar 2019	NA
Cathy Wentworth	Trustee	1 Apr 2017	NA
David Wright	Trustee	6 Nov 2018	NA
Thomas Groom	Treasurer, Trustee	12 Dec 2018	NA
Fiona Mann	Trustee	10 Mar 2021	NA

Independent Examiner

Stephanie Stevens

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ

Registered office

St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Registered number

08548961

Charity number

1152808 & SC046449

Mummy's Star

13. Independent Examiners Report

to the Members of Mummy's Star

I report on the unaudited accounts of Mummy's Star for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Respective responsibilities of trustees' and independent examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

I am qualified to undertake the examination, being a qualified member of the Institute of Chartered Accountants in England and Wales (ICAEW).

Having satisfied myself that the Charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirement of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Stephanie Stevens
(Independent Examiner)

Shaw House
1 Shaw Street
Ashton-under-Lyne
OL6 6QJ
13th July 2021

Mummy's Star

14.1. Statement of Financial Activities

for the year ended 31 March 2021

	Notes	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Income and endowments from:					
Donations and legacies	3	246,338	-	246,338	241,285
Other trading activities		-	-	-	-
Investments	4	11	-	11	32
Other		-	-	-	-
Total		246,349	-	246,349	241,317
Expenditure on:					
Raising funds	5	63,729	-	63,729	61,630
Charitable activities	6	113,422	-	113,422	141,618
Other	7, 8	12,937	-	12,937	13,261
Total		190,088	-	190,088	216,510
(Net expenditure) / Net income		56,261	-	56,261	24,808
Net movement in funds		56,261	-	56,261	24,808
Reconciliation of funds:					
Total funds brought forward	14	141,387	-	141,387	116,579
Total funds carried forward		197,648	-	197,648	141,387

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Mummy's Star

14.2. Balance Sheet

as at 31 March 2020

	Notes	Unrestricted, £	Restricted, £	Mar21	31Mar20
Fixed assets					
Tangible assets	10	-	-	-	-
Current assets					
Stocks	11	-	-	-	-
Debtors	12	1,985	-	1,985	3,200
Cash at bank and in hand		197,434	-	197,434	141,756
Total current assets		199,419	-	199,419	144,956
Liabilities					
Creditors: amounts falling due within one year	13	(1,771)	-	(1,771)	(3,569)
Net current assets		197,648	-	197,648	141,387
Total assets less current liabilities		197,648	-	197,648	141,387
Net assets		197,648	-	197,648	141,387
The funds of the charity					
Unrestricted income funds	14	197,648	-	197,648	141,387
Restricted income funds	14	-	-	-	-
Total charity funds		197,648	-	197,648	141,387

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

The trustees are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

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

The trustees have acknowledged on the balance sheet as at 31 March 2020 their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

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.

Peter Wallroth

Director

Approved by the board on 13 July 2021

Mummy's Star

14.3. Notes to the Accounts

for the year ended 31 March 2021

1 Summary of significant accounting policies

Basis of preparation

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 UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Income

Income is recognised when the Charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the Charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the Charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably, and the Charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the Charity, or the Charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of specified services it is deferred until the criteria for income recognition is met.

Donates services and facilities

Donated professional services and donated facilities are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the Bank.

Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of Charity. Designated funds are unrestricted funds of the Charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the Charity's work or for specific projects being undertaken by the Charity.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses.

Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

- Fixtures, fittings and equipment over 3 years

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 cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

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.

2. Legal status of the Charity

The Charity is a company limited by guarantee and has no share capital. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per Trustee of the Charity.

3. Income from donations and legacies

Note 3	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Income and endowments from:				
Donations and legacies	246,338	-	246,338	241,285
	246,338	-	246,338	241,285

4. Investment income

Note 4	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Investment income				
Bank interest	11	-	11	32
	11	-	11	32

5. Expenditure on raising funds

Note 5	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Expenditure on raising funds				
Staff costs (salaries, pensions and NI)	41,118	-	41,118	19,918
Advertising and marketing (contractor)	20,077	-	20,077	22,363
Merchandise	552	-	552	10,154
Movement in merchandise stock	-	-	-	-
Fundraising events	1,982	-	1,982	9,196
	63,729	-	63,729	61,630

6. Expenditure on charitable activities

Note 6	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Expenditure on charitable activities				
Staff costs (salaries, pensions and NI)	60,654	-	60,654	60,155
<i>Of which support</i>	<i>51,448</i>	<i>-</i>	<i>51,448</i>	<i>51,189</i>
<i>Of which education and training</i>	<i>9,206</i>	<i>-</i>	<i>9,206</i>	<i>8,966</i>
Small grants programme	50,798	-	50,798	72,280
Travel and subsistence	1,969	-	1,969	9,184
	113,422	-	113,422	141,618

7. Other expenditure

Note 7	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Other expenditure				
Fees, professional, subscriptions and other	1,253	-	1,253	1,512
IT	7,674	-	7,674	7,992
Postage	1,604	-	1,604	931
Training	-	-	-	(64)
Stationery	16	-	16	141
Bank Charges	171	-	171	-
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-
Other	1,618	-	1,618	2,149
	12,937	-	12,937	13,261

8. Net income / (expenditure) is after charging

Note 8	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Net income / (expenditure) for the year is stated after charging				
Accountancy fees	600	-	600	600
Fixed asset depreciation	-	-	-	-

9. Staff costs

Note 9	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Staff costs				
Wages, salaries and social security costs	98,795	-	98,795	76,796
Of which				
Gross pay	95,097		95,097	
Employers NI	3,472		3,472	
Other pension costs	2,977	-	2,977	3,276
	101,546	-	101,546	80,072

Average number of employees during the year, number				
Staff			5	4

No employees had employee benefits in excess of £60,000.

With the exception of Peter Wallroth, the Charity trustees were not paid, nor received any other benefits from employment with the Charity in the year.

Peter Wallroth received salary for his duties as Chief Executive Officer, at a market rate as agreed by the Board of Trustees. Any conflict of interest is managed internally and documented, to ensure that independence in any decision making is maintained.

10. Tangible fixed assets

Note 10	Total
Tangible fixed assets	
Cost or valuation	
At 1 April 2020	-
Additions	-
At 31 March 2021	-
Depreciation	
At 1 April 2020	-
Charge for the year	-
At 31 March 2021	-
Carrying amount	
At 1 April 2020	-
At 31 March 2021	-

A laptop was purchased in the year for the new member of staff. This was expensed rather than capitalised.

11. Stocks

Note 11	Total
Stock	
Cost or valuation	
At 1 April 2020	-
Additions	-
At 31 March 2021	-
Depreciation	
At 1 April 2020	-
Charge for the year	-
At 31 March 2021	-
Carrying amount	
At 1 April 2020	-
At 31 March 2021	-

12. Debtors

Note 12	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Debtors				
Other debtors	-	-	-	-
Prepayments and accrued income	1,985	-	1,985	3,200
Debtors	1,985	-	1,985	3,200

13. Creditors, amounts falling due within 1 year

Note 13	Unrestricted, £	Restricted, £	Total 2021	Total 2020
Creditors				
Other taxes and social security costs	1,171	-	1,171	2,969
Accruals and deferred income	600	-	600	600
Amounts falling due within 1 year	1,771	-	1,771	3,569

14. Analysis of charitable funds

Note 14	1 April 2020	Incoming resources	Resources expended	Transfers	31 March 2021
Analysis of movements in unrestricted funds					
General fund	41,387	128,737	(190,088)	50,000	30,036
Designated fund	100,000	117,612	-	(50,000)	167,612
Restricted fund	-	-	-	-	-
Total	141,387	246,349	(190,088)	-	197,648

Restricted fund:

No restricted funds were received during the year.

Unrestricted funds:

Name of unrestricted fund	Description, nature and purpose of the fund
General fund	The 'free reserves' after allowing for all designated funds
Designated fund	Funds given and ringfenced for operational continuity and specific activities such as Education and Training; Virtual Support and the Small Grant Programme

We have 5 categories of designated funds as follows:

1. Small grants programme fund - The small grants programme provides families with a grant to alleviate immediate financial burden as a result of their cancer diagnosis in and around pregnancy. All grants issued to families are subject to a formal application process and are agreed by Trustees.
2. Operational Continuity Fund - to support a wind-down should that ever be required.
3. Training and Education Fund - to support midwives and healthcare professionals accessing appropriate training and education about a cancer in and around pregnancy
4. Information and Support Worker Appeal- to fund additional support to women diagnosed with cancer during pregnancy, birth, loss and beyond
5. Bereavement/Memory Making Fund- to enable families to make memories and to support the family through their bereavement

At the end of the year designated funds totaled £167,612 and are comprised as follows:

1. Small Grants Programme Fund: £80,000 set aside to cover small grant applications over the next 12 months;
2. Operational Continuity Fund: £50,000 of liquidity buffer to ensure operational continuity in a wind down (roughly equal to six months of operating costs in wind down);
3. Training and Education Fund: £3,000 designated for training and education (in accordance with the wishes of a funder);

4. Information and Support Worker Appeal: £26,300 designated for the increased level of support that is being provided to mums following the onset of C19. This is in accordance with the wishes of 6 different donations;
5. Bereavement/Memory Making Fund: £8,312 in accordance with the wishes of one individual donor.

15. Presentation currency

The financial statements are presented in Sterling.

16. Principal place of business

The address of the company's principal place of business and registered office is:

St. Michaels Court
Michaels Square
Stamford St Centre
Ashton-Under-Lyne
OL6 6XN

Mummy's Star

14.4. Detailed profit and loss account

£		
	FY20 stats	FY21 stats
Income		
JustGiving	91,982	64,412
Facebook Donate	20,974	32,904
VirginMoney Giving	6,755	7,147
Partnerships	6,458	-
Grant income	-	11,500
Other fundraising and donations	115,116	130,374
Interest	32	11
Total income	241,317	246,349
Charitable activities		
Value of grants extended	(72,280)	(50,798)
<i>Number of grants</i>	138	103
<i>Average grant</i>	(524)	(493)
Operating expenses		
Staff costs (including taxes and pension)	(80,072)	(101,772)
Non staff costs	(64,158)	(37,517)
<i>Marketing/comms</i>	(22,363)	(20,077)
<i>Travel and expenses</i>	(9,184)	(1,969)
<i>Technology</i>	(7,992)	(7,674)
<i>Fundraising / awareness investments</i>	(19,350)	(2,534)
<i>Other costs</i>	(5,269)	(5,262)
Total operating expenses	(144,230)	(139,289)
Net income	24,808	56,261