

**Unaudited¹ financial statements
for the year ended 31 March 2020**

The Miscarriage Association

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¹ These financial statements have been independently examined, in accordance with the charity reporting and accounting requirements, November 2016 (CC15d)

THE MISCARRIAGE ASSOCIATION

COMPANY INFORMATION FOR THE YEAR ENDED 31 MARCH 2020

CHARITY NUMBERS	1076829 (England & Wales) SC039790 (Scotland)																		
COMPANY NUMBER	03779123 (Company Limited by Guarantee)																		
REGISTERED OFFICE	17 Wentworth Terrace Wakefield WF1 3QW Tel: 01924 200795 info@miscarriageassociation.org.uk www.miscarriageassociation.org.uk																		
BOARD OF TRUSTEES	<table><tr><td>L Norris</td><td>Chair</td></tr><tr><td>A Braier</td><td>Vice Chair</td></tr><tr><td>B Hepworth-Jones</td><td>Vice Chair</td></tr><tr><td>P Kerry</td><td>Hon Treasurer</td></tr><tr><td>S Bailey</td><td></td></tr><tr><td>J Birrell</td><td></td></tr><tr><td>B Lad</td><td></td></tr><tr><td>N Necati</td><td></td></tr><tr><td>O Obaro</td><td></td></tr></table>	L Norris	Chair	A Braier	Vice Chair	B Hepworth-Jones	Vice Chair	P Kerry	Hon Treasurer	S Bailey		J Birrell		B Lad		N Necati		O Obaro	
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S Bailey																			
J Birrell																			
B Lad																			
N Necati																			
O Obaro																			
NATIONAL DIRECTOR AND COMPANY SECRETARY	R Bender Atik																		
INDEPENDENT EXAMINER	V Marke FCA Mazars LLP 5 th Floor 3 Wellington Place Leeds LS1 4AP																		
PRINCIPAL BANKERS	Co-operative Bank 1 Balloon Street Manchester M60 4EP																		

THE MISCARRIAGE ASSOCIATION

REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDED 31 MARCH 2020

The Board of Trustees, who are also Directors of the Charity for the purposes of the Companies Act, present their annual report and financial statements of the Miscarriage Association for the year to 31 March 2020.

PRINCIPAL AIMS AND OBJECTS

The Miscarriage Association acknowledges the distress associated with pregnancy loss and strives to make a positive difference for those it affects. It aims to provide support and information to people who are affected by the loss of a baby in pregnancy, to raise public awareness of the subject of pregnancy loss and to promote good practice in hospital and community-based healthcare and in medical practice.

Public benefit

In planning and setting the objectives for the Miscarriage Association the Trustees have given careful consideration to the Charity Commission's guidance on public benefit. The Trustees consider that the Charity has complied with the duty under Section 17 of the Charities Act 2011 in respect of public benefit guidance issued by the Charity Commission. The impact of the Charity's work demonstrates the positive benefit that it has on anyone affected by pregnancy loss: women, their partners, families and supporters, and the healthcare professionals seeking to help them. This is achieved through improving the support, information and care provided to all affected.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Miscarriage Association is a charitable company, limited by guarantee, registered as a charity with the Charity Commission in England and Wales and the Office of the Scottish Charity Regulator.

The company is managed by its directors, who comprise its Board of Trustees, in accordance with its Articles of Association and within the provisions of the Charities Act 2011 and the Companies Act 2006 and the recommendations and requirements of the Charity Commissioners. A copy of the company's Articles is available from the registered office.

The Miscarriage Association is a membership organisation with membership open to all who agree with its aims, objectives and governing document. Membership is open to individuals, groups and organisations on payment of an annual fee. This fee may be reduced or waived in certain circumstances and membership is never refused because of inability to pay. All members are entitled to vote at general, special and emergency meetings. Groups and organisations have only one vote and must elect a representative for this purpose.

Trustees

The directors of the Miscarriage Association are referred to in the company's Articles of Association and in this report as its Trustees. The Board of Trustees has overall legal and financial responsibility for the Miscarriage Association and is responsible for the employment of all staff. It must comprise no fewer than four and no more than fifteen people, all of whom must be members of the Miscarriage Association. Trustees are eligible for (re)appointment at the first annual appointments meeting following their successful probation period and may serve for a term of up to three years. At the end of their term of office they may be re-appointed if they so wish and if they remain eligible. A Trustee may serve on the Board for up to three terms (a term being three years) making nine years in total. The Board may extend this in special circumstances so as not to lose vital expertise due to a technicality of tenure.

The Board of Trustees met five times and held five telephone meetings in the year ended 31 March 2020. This included a two-day residential planning meeting in March 2020 to review achievements against strategic plans and to develop the Charity's ongoing strategy and plans for the coming year. Inevitably, that particular meeting also included consideration of the likely impact of the Coronavirus pandemic on the charity's operations over the coming months – discussions which continued with more frequency in the weeks that followed.

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Changes in membership of the Board of Trustees during the period to the date of this report are reflected below:

		Appointed	Resigned
S Fitzgerald	Chair		11 Jan 2020
L Norris	Chair from 11 Jan 2020		
A Braier	Vice Chair from 16 Feb 2020	2 Nov 2019	
B Hepworth-Jones	Vice Chair		
P Kerry	Hon Treasurer		
S Bailey		18 June 2019	
J Birrell			
M Craston			11 Jan 2020
B Lad			
N Necati			
O Obaro		14 Mar 2020	

No Trustee held any beneficial interest in the charity during the period under review.

The Board periodically reviews Trustee make-up and recruits as needed via the Charity's website and in other relevant professional and volunteering publications. It also reviews speculative enquiries from people interested in the role. All potential candidates are provided with the Trustee handbook, comprising clear information about the charity, the roles, requirements and responsibilities of Trustees and the application process. Those wishing to apply are required to complete an application form, including the names of two referees. They are invited to attend three Trustee meetings as an observer, and are paired with a Trustee mentor. At the end of that period, if both parties feel they would like to proceed, an informal competency-based interview is conducted, references are taken up and qualifications verified if relevant. If all is satisfactory they are co-opted to the Board, with continuing support from their mentor.

Co-opted Trustees are eligible for election to the Board of Trustees at the annual appointments meeting following their successful probation period. All Trustees have an annual review meeting with the Chair, where performance is reviewed, training needs are considered and opportunities for appropriate training explored.

Senior staff

The National Director supervises and is responsible for all staff, as well as for the day-to-day management of the Miscarriage Association. She acts as company secretary and is accountable to the Board of Trustees. She is supported by a Deputy Director, appointed in January 2020.

Remuneration policy

The Miscarriage Association recognises that its staff is its greatest asset. Reflecting this, the Board of Trustees has reviewed the current rewards package, benchmarking where possible against similar sized charities. This review process will be undertaken periodically.

Volunteers

The Miscarriage Association continued to benefit from the time and skills of a range of volunteers in a variety of roles. Forty-three volunteers offered peer support by telephone or in support groups, supported by two volunteer mentors, and a further six offered online support, moderating a secure online support forum and managing Facebook groups. Ninety-one people were registered as media volunteers, while others provided the user perspective to health and social care professionals and researchers, fundraised, staffed exhibition stands at conferences or other events, provided specialist administrative and IT help, edited the newsletter and helped to manage our website. Our Trustees are, by definition, volunteers.

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All volunteers are greatly appreciated for their contribution to and support for the Miscarriage Association.

Collaborative working

The Miscarriage Association is an independently constituted organisation and is not dependent on any other party for its activities. Collaborative work with other charities and organisations is, however, a key part of its ethos.

We are members of a number of formal and informal collaborative groups, from a group of charities which all focus on problems in pregnancy and infancy (the Pregnancy and Baby Charities Network), to the All Party Parliamentary Group on baby loss. We are members of the Department of Health and Social Care Advisory Panel for the Pregnancy Loss Review, tasked with making a report and recommendations on the possible registration of pre-24 week pregnancy loss; and serve on the Scottish Government's Pre-24 Week Loss Form Task and Finish Group, exploring the same issue. We are members of the core working and editorial groups for the National Bereavement Care Pathways in England and Scotland.

We have strong links with professional bodies including the Royal College of Obstetricians and Gynaecology (RCOG), the Royal Colleges of Nursing (RCN) and Midwives (RCM) and NHS England. The National Director continues to serve on the executive group of the Association of Early Pregnancy Units (AEPU) and is a member of the steering group for Public Health England's best practice review of perinatal mental health.

Some of the outcomes of our collaborative work during 2019/20 are reported below in our Review of Activities and Achievements.

Branches

The Miscarriage Association had 17 branches (i.e. support groups) during the year. Branch income and expenditure are incorporated in the Association's accounts but it should be noted that these funds are held by and for the use of those branches alone and are classed as Restricted Funds. Eight branches held no funds at all during the year. Donations from branches to the Association's General Fund are entirely at the discretion of those branches.

Risk management

The Miscarriage Association has a robust risk assessment policy and process. While Trustees and senior staff stay alert to actual and potential risks throughout the year, Trustees also conduct a formal annual review of all relevant financial, strategic, operational, environmental and regulatory risks, developing and/or strengthening policies and systems to mitigate risks as appropriate. This was last done in March 2020. We implemented steps in 2018 to ensure compliance with the General Data Protection Regulation 2016/679 and we continue to monitor compliance.

REVIEW OF ACTIVITIES AND ACHIEVEMENTS

In 2015, Trustees agreed a five-year strategic plan, with five key aims. Working towards these aims during the year continued to support us in achieving our mission for the period 2015-20:

- Improving the support, information and care provided to people affected by pregnancy loss
- Reducing the taboo around pregnancy loss
- Developing the organisation to sustain that mission

In turn, delivering this mission supports us to achieve our charitable objectives. Our five aims provide a framework by which we plan, deliver and evaluate the impact of our activities.

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We have made significant progress since 2015 and our operating context has continued to evolve, presenting us with new challenges and opportunities. While our 2015-2020 strategy continues to run during 2020, this will be replaced later in the year by a new long-term strategic plan to run until 2025. Our refreshed strategic aims will in time replace the five aims reported on below.

Aim 1: Increased and improved online support and information

Online access to our support and resources is essential in enabling us to reach people affected by pregnancy loss. Our website has long provided a wealth of accurate information, support and a place for remembrance, but it is crucial to ensure that it keeps pace with user needs as well as advances in technology.

There were four main additions to the website during the year.

In May 2019 we launched a new online resource, ***Pregnancy loss and mental health***, informed by research with our community regarding their mental health needs before and after pregnancy loss. The resource comprises new web pages, an information film focused on counselling and links to personal stories and other resources as well as a leaflet available both online and in print. The research summary was subsequently submitted as evidence of need in the Baby Loss Alliance report “Out of sight, out of mind”, published in October 2019 for Baby Loss Awareness Week.

In August 2019, we launched a new ***e-learning resource*** for health professionals caring for patients with pregnancy loss. We provided more detail under **Aim 3**.

In September 2019, we created a new web page and leaflet, ***Supporting someone you know***, with links to a new set of pregnancy loss cards produced earlier in the year – all resources to help family, friends and colleagues find the right words.

In March 2020, three days after the beginning of lockdown, we created two pages of key information on ***Coronavirus and pregnancy loss***, including one on access to NHS care, and added further Coronavirus-related information across the website in subsequent days. We have continued to update those pages during the pandemic.

In addition, we completed a new resource hub, ***Miscarriage and the workplace***. This was published online in April 2020, soft-launched in June, with a further public launch in September.

Throughout the year we continued work to ensure that our website is welcoming, easy to navigate, relevant and up to date, with text, language and images that reflect and represent a wide range of people and experiences. We regularly review website statistics, search terms and user journeys, making changes as needed and maximising the benefit of our Google Ad grant. This gift in kind, worth £79,715 of free Google Ads advertising (£58,007 in 2019), resulted in 87,386 (74,892) clicks through to the website.

We recorded 2,281,432 website sessions during the year, compared with 1,003,677 in 2018/19, an increase of 128%.

In addition to our web pages, our secure online forum continued to provide a safe space for people to share experiences and support. In addition, staff and volunteers moderated and responded to our social media channels, where people affected by pregnancy loss can also seek and share support and stories. By year end the number of followers on our main Facebook page increased by 19% to 31,736 (26,639), membership of our private Facebook group for people pregnant after loss doubled to 1,681 and follower numbers on Instagram increased by 54% to 14,776.

Our live chat service, launched in March 2019, provided an additional route to support and information, bridging the gap between online and direct services.

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Aim 2: Appropriate direct personal support and information

While online services are vital, we offer support in other ways too, so that people can access our help in the way that is right for them.

Our high-quality helpline, staffed five days a week, provided help in response to 7,007 (5,026 in 2018/19) calls, emails, direct messages and live chat during the year, an increase largely reflecting take-up of the new live chat service. While many people simply wanted to share their thoughts and feelings with an understanding 'listener', a large number sought help in understanding pregnancy loss processes, terminology and treatments – information that they either did not receive or did not understand or absorb during diagnosis and treatment.

The last week of March 2020 was most notable for the imposition of lockdown and key messages to 'stay home, stay safe and save the NHS'. Ahead of lockdown we were able to set up remote working for all our staff so that all our helpline services continued as normal. We noted a drop in direct contacts for the first two weeks of lockdown, perhaps because people did not expect the charity to be open, but this was short-lived and was followed by a 37% increase over the next months.

The staffed helpline was backed by our network of 43 support volunteers, supported by two mentors, who provided telephone and support groups, and by a further six volunteers who contributed to our online support. Almost all have personal experience of miscarriage, ectopic or molar pregnancy and offer peer support rather than advice or guidance. Again ahead of lockdown, we advised our support group volunteers to suspend all face to face meetings. Happily, nine of these were replaced with online meetings, via Zoom, in May 2020, to positive feedback.

During the year we published two new leaflets in print and online: *'Looking after your mental health during and after pregnancy loss'* and *'Supporting someone you know'*. Both were informed by research with and feedback from service users and both link to and are regularly highlighted in web pages and social media posts on those topics.

We also undertook research with our community and beyond to understand more about the issues surrounding pregnancy loss and the workplace. Our research results showed clearly that many employees did not know their rights, managers were unsure of their responsibilities and employers rarely had policies in place to help either party. We developed a new set of resources, including a new leaflet *'Miscarriage and the workplace'*, and these were published after the year end. It should be noted that these resources cover miscarriage, ectopic pregnancy and molar pregnancy, but we chose to use the word 'miscarriage' rather than 'pregnancy loss' in the title to make them easier to find in online searches.

Our growing range of resources reflects the diversity of concerns and reactions that people have related to pregnancy loss. Our wide range of leaflets is acknowledged by service users and health professionals as a much valued source of reliable and trustworthy information. However, we know that they can only be helpful if people are able to access and read them at the time they need them most. For that reason we have continued to provide our core information leaflet *'Your miscarriage'* free to NHS hospitals and other service providers, resulting in a 12% increase in the total number of leaflets ordered by hospitals and clinics (19,000 in 2019/20 compared with 17,030 in 2018/19). The Trustees are considering extending this to other key titles over the next year.

Aim 3: More health professionals able to provide good and sensitive care

The care received by those affected by pregnancy loss – whether from a GP, sonographer, hospital doctor, nurse or midwife – can make all the difference to their experience. Yet it can also fall short of expectations and needs.

During the year we completed and launched a new **online learning resource for health professionals** caring for women and couples with pregnancy loss. Free to access, with a framework aligning with the criteria for professional revalidation through clear learning goals, the resource was launched in August 2019 to very positive feedback. The Royal Colleges of Nursing and of Midwives alerted their members to the resource; it received a five star review in the Royal College of Obstetricians and Gynaecologists

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journal *The Obstetrician & Gynaecologist*; and it was featured in the journal *Ambulance Today*, promoting the resource to their 700,000 readers in the UK and beyond.

We continued to contribute to conferences and study days, run tailored information and training sessions and provide consultancy to hospitals and health professionals, supporting them in providing good care for women and their partners who experience pregnancy loss. We approved amended versions of several of our information leaflets for use in Texas, meeting their needs for patient information but allowing for U.S. terminology and healthcare systems.

The Miscarriage Association continued to be recognised by the health profession, relevant colleges and researchers as credible, expert and representing the voice of patients affected by pre-24 week pregnancy loss.

We contributed to a peer review of the Royal College of Obstetricians and Gynaecologists (RCOG) green-top guideline on molar pregnancy, published in September 2020 and were further invited by the College to work with them on their patient information for the upcoming recurrent miscarriage guideline. We supported the RCOG World Congress in June 2019 by providing 'women's voices', which were screened and voiced during sessions on early pregnancy loss.

The National Director served on the steering group for a NHS England commissioned project to develop best practice guidance for perinatal mental health, including loss in pregnancy and at or after birth. She contributed to a joint Leeds University/ Society and College of Radiographers project to develop consensus guidelines on the communication of unexpected news via ultrasound, which were published in August 2020. That same month she was invited by the lead editor of BMJ Learning to contribute to a new learning module for GPs on pregnancy loss, along with a GP who is a former Trustee of the charity. That work is ongoing. She also continues to serve on the Executive of the Association of Early Pregnancy Units, contributing to their ongoing work and to their annual conference.

During the year we also maintained our active involvement in shaping, contributing to and communicating ten miscarriage research studies, both clinical trials and qualitative research.

Patient care in health settings is ultimately influenced by national funding and guidance. We continued to invest time and expertise into influencing care through collaborative partnerships and political influencing. This included contributing to a multi-disciplinary miscarriage research meeting whose focus was creating consensus for a recurrent miscarriage care package. Unfortunately the follow-up meeting, scheduled for March 2020, was cancelled due to the pandemic.

We are a core partner in the National Bereavement Care Pathway (NBCP) in England and, since 2018, in Scotland. The NBCP sets out the care that should be provided to any woman or couple who loses a baby in pregnancy, at or soon after birth or in infancy. The Miscarriage Association's National Director is the editorial lead for the pathway for miscarriage, ectopic pregnancy and molar pregnancy and also serves on the core and training groups. It should be noted that while the core principles and much of the pathway content are the same for both countries, development of the NBCP Scotland pathway has required significant adaptation for the Scottish landscape.

The NBCP is supported by the All Party Parliamentary Group on Baby Loss, to whose secretariat we contribute.

In early 2018, then Secretary of State for Health and Social Care Jeremy Hunt announced a review of current practice and legislation concerning the registration of births when loss happens before 24 weeks' gestation, and also looking at wider miscarriage care. At the same time, a Private Member's Bill relating to pre-24 week registration was tabled in Parliament and subsequently passed into legislation in March 2019. A similar review began in Scotland in Autumn 2018.

Throughout these processes, the Miscarriage Association provided information, guidance and evidence from our stakeholders regarding the possibility of registration of pre-24 week losses. Our National Director is a member of the Department of Health and Social Care review's advisory group, whose final report and recommendations to ministers have sadly been delayed over the past year; there is as yet

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no definitive date for this to be done. She is a member of the Scottish government Task and Finish Group on registration, whose work has similarly been put on hold due to the pandemic.

Aim 4: More public discussion, awareness and media coverage of pregnancy loss

People frequently tell us that they wish miscarriage, ectopic and molar pregnancies were more widely discussed and recognised as significant losses. We also know from previous research that people often don't know what to say to someone who has experienced a pregnancy loss, and that saying the wrong thing, or nothing at all, can increase distress.

In April 2019, we launched a range of distinctive greetings cards to acknowledge pregnancy loss, featuring handwritten messages from women affected by loss and designed and created *pro bono* by direct and digital marketing agency MRM. The launch campaign received UK and international media coverage, and was widely discussed on social media, highlighting the simple ways in which people can offer support to family, friends and colleagues who experience pregnancy loss.

We are a core member of the group of charities working together to deliver public engagement during Baby Loss Awareness Week (BLAW) each October. The campaign theme in 2019 was the need for better access to mental health services and support, evidenced in the group's report *Out of Sight, Out of Mind*, and launched during a back-bench debate in Westminster on 8 October. At that debate, then Parliamentary Under-Secretary of State for Health and Social Care Nadine Dorries responded to the campaign ask by announcing that the new Maternity Outreach Clinic working group looking at mental health care for parents will be extended to include those with pregnancy or baby loss.

Activities included media interviews, awareness and remembrance events and working with other charities and stakeholders to support the lighting up of public buildings in pink and blue. The candle image we shared to support the Wave of Light at 7pm on 15 October reached almost 1.5 million people (195,000 in 2018) on Facebook alone.

Throughout the year, we continued to be the go-to charity for media seeking miscarriage expertise, comment and case studies. All provided opportunities for us to raise awareness and challenge the taboos around pregnancy loss through the media.

Our campaign and media activity was again supported by our media volunteers – people prepared to share their experience of pregnancy loss publicly to raise awareness and understanding. We are very grateful for their support.

Aim 5: Increased organisational capacity and skills

The Miscarriage Association expanded its small staff team with the appointment of a Deputy Director in January 2020. We also benefited from the skills of trusted freelancers for particular projects.

Our influencing work was further supported by the contribution of one of our Trustees, who continued to represent the charity on a number of working groups in a voluntary capacity.

The Board continued work to develop a new long-term strategy, including commissioning a review of our policy and public affairs activity and building a picture of current provision of care and support at each stage of the pregnancy loss 'journey', from first concerns to follow-up care. They completed the charity's strategic roadmap at the Trustees' annual planning meeting in March 2020 and it is informing development of the strategic plan for 2020-2025.

As any small charity, we experience the challenges of balancing future strategy development with immediate operational pressures. Against this, we are often able to respond swiftly and with agility to changing circumstance and this was particularly highlighted in our response to the challenges of the Coronavirus pandemic.

The Trustees' immediate priority was to maintain our existing service delivery in anticipation of greater need while also maximising the needs and safety of staff and volunteers. Fortunately, our funding situation enabled the Board to confirm immediately that they would not furlough any staff in the short

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term and that even with a greatly amended budget for 2020-2021, they did not predict the need for any reductions in hours or posts. This was crucial given the subsequent increase in demand for our services.

They also recognised the need to review the draft strategy for 2020-2025 in light of future uncertainties, and this is a continuing process.

FINANCIAL REVIEW

Financial review

The Miscarriage Association continued to follow sound financial management principles and processes to make best use of its resources, prioritising the need to sustain and further develop high-quality services.

The Trustees worked to a one-year budget which was carefully monitored and, where appropriate, adjusted during the year, enabling them to track financial trends and to react accordingly. This was especially valuable with developments in March 2020 relating to the Coronavirus pandemic. Over the year the charity succeeded in generating income that was well in excess of expenditure and which created an increased fund balance at year end. Total income for the year was £482,826 and total assets were £655,370.

General fund income for the Miscarriage Association was just one per cent higher than the previous year, with most income streams substantially unchanged. However, we noted a drop of 30% in income from hospital and clinic leaflet sales, compared with an increase in 2018/19 – an anticipated consequence the first full year of making our most widely-used leaflet free of charge, given that leaflet numbers ordered increased by 12% compared with 2018/19. Investment income increased as increased reserves allowed, and we benefited from increased income from training and consultancy compared with the previous year.

A small increase in general fund income from donations and legacies included several changes from 2018/19. Donations from companies and charitable trusts rose by 49% (from £19,006 to £28,272), while the value of the significant gift in kind from our Google Ads grant increased by over a third, from £58,007 to £79,715. Against that, we noted an 11% decrease in income from individual and group donations and fundraising activities, compared with the substantial increase in this income stream in 2018/19.

Income from the London Marathon and the Royal Parks Half Marathon were similar to the previous year. These two events, along with many other fundraising activities including Facebook fundraising, have the added benefit of raising awareness both the charity and the subject of pregnancy loss.

General fund expenditure increased slightly on the previous year, largely due to the increased costs of raising funds. The costs of general fund charitable activities were lower than in 2018/19, when costs included a policy and public affairs project and the costs of ensuring compliance with the 2018 *General Data Protection Regulation*.

Designated fund expenditure increased by 68% (£16,063), reflecting planned investment in five specific projects. Restricted fund expenditure is that of branches alone.

It is important to note the costs which were saved. The generously donated services of volunteers enable the Charity to keep the costs of providing direct charitable support relatively low. Gifts in kind also combine to save funds. All these gifts are greatly appreciated, along with the financial and moral support provided by donors, members, supporters and friends.

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Reserves policy

The Charity's reserves policy aims to maintain general reserves at a level that ensures a sound financial base for its future operations. The Trustees set this level at six months' operational costs for 2020/21, which equates to £153,869. This amount would enable the Charity's current operational activities to continue in the short term should funding drop significantly. The Trustees keep both this policy and its implementation under regular review. As at 31 March 2020 the Charity had general reserves of £601,314. This excess of reserves above our target level is providing much-needed financial security over the coming years as we face the uncertainties caused by the Coronavirus pandemic, particularly in relation to future income. It is enabling us to continue working towards achieving both our current five-year mission and the Charity's new mission over the next five years.

This level of general reserves has proved invaluable during the Coronavirus pandemic. In March 2020, the Trustees were able to confirm immediately that they would maintain services in anticipation of increasing need and not furlough any staff in the short term. They further noted that even with a greatly amended budget for 2020-2021, they did not predict the need for any reductions in hours or posts during the year. This was crucial given the subsequent increase in demand for our services. They were also able to maintain existing designated fund projects and to fund overspends from within the general fund. At the same time, however, they chose to delay taking forward additional projects and initiatives which were under consideration at that time.

Expenditure of designated funds was across the following five project areas, reported in Note 23:

An **awareness campaign** for the year 2018/19. This campaign launched only after the end of that financial year and almost all anticipated costs were met by a gift in kind from direct and digital marketing agency MRM McCann. The project was completed in 2019/20 and the remaining balance designated for continuing awareness work in 2020/21.

Fundraising development: This allowed a period of time to research, develop and implement a fundraising strategy and systems to increase the charity's longer-term sustainability and growth. The current fund covers the costs of a part-time fundraising manager, and the project is ongoing.

Our **e-learning development project**. Initiated in 2017, this project enabled us to redevelop our existing e-learning resources for health professionals, aligning them with criteria for professional revalidation and continuing professional development. The resulting resource was launched in August 2019, with expenditure continuing into 2019/20 and we funded the overspend from the general fund in that year.

A **Miscarriage and mental health project**. This project comprised research into the needs of women and their partners whose mental health is impacted by, and/or impacts, their experience of pregnancy loss. The resulting resources were launched in May 2019 and the project expenditure completed during 2019/20. We funded the project-end overspend from the general fund in that year.

A new **Miscarriage and the workplace project**. Initiated in 2019, this project enabled development of an evidence-based set of resources for employers and employees affected by pregnancy loss and its sequelae in the context of the workplace. The resources were launched publicly in September 2020, using up the fund balance at the end of 2019/20.

The restricted fund reserve comprises Branch funds, which are for the use of those branches alone. Branches provide support and comfort through the operation of local support groups.

Fundraising

The Miscarriage Association continued to work hard to raise funds from a mix of sources. Investment in a new fundraising manager post enabled the development of better management systems and increased stewardship of our supporters. The Charity also continued its active encouragement of tax-effective giving through donations, sponsorship and by means of payroll giving.

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Overall income from organised fundraising events was identical to the previous year, albeit with minor differences to two of those events. Income from runners in the London Marathon dropped by £2,386 while that from participants in the Royal Parks Half Marathon increased by a similar amount. It is the London Marathon, however, which continued to be the Charity's most successful fundraising activity, with income of £88,585 during the year. The announcement on 13 March that the 2020 event would be postponed therefore required a swift adjustment of income projections for the 2020/21 financial year.

While donations from companies and charitable trusts rose by 49% (from £19,006 to £28,272), we noted an 11% decrease in income from individual and group donations and fundraising activities, compared with the substantial increase in this income stream in 2018/19. The decrease was particularly notable during October 2019, a point in the year when Baby Loss Awareness Week greatly increases social media activity and usually generates additional funds, as it did in 2018. That this did not recur in 2019 may well reflect a reduction in our communications capacity at that time, as well as inevitable fluctuations in independently initiated fundraising activities.

Nevertheless we continued to see a large number of fundraising activities initiated independently by our supporters as well as Facebook fundraising, where people use social media to seek funds for the Charity. That latter fundraising space generated £71,420 during the year, slightly less than in 2018. In all cases, the Charity invested time in supporting and thanking all those who chose to take part in a range of fundraising activities as well as individual donors. Their support is crucial in both the maintenance and the development of our work and in many cases their activities have the added benefit of increasing awareness both of the Charity and of the subject of pregnancy loss.

In March 2020, and especially after confirmation that the London Marathon and many other mass participation events would be cancelled or postponed, budgets and fundraising plans were completely reviewed, taking into account an anticipated severe drop in income. Mitigating actions were planned and have been added to during 2020/21, with positive effect to date.

Cash and investment policy

Cash balances held by the Miscarriage Association were significantly larger than those in the previous year: £623,008 at 31 March 2020 compared with £553,512 at the end of 2018/19. The Charity holds no investments. Monies are invested to seek the maximum return over the short to medium term, having due regard to risk, whilst ensuring liquidity sufficient to meet the charity's obligations.

In order to best protect the Charity's needs, the Trustees maintained their policy of holding a maximum amount with any one institution close to the limit protected under the Financial Services Compensation Scheme. The limit remains £85,000 as from January 2017.

Going Concern

The Miscarriage Association's main sources of income are from donations and fundraising activities which are not guaranteed going forward, particularly in the light of the impact of the coronavirus pandemic on employment and the economy. Forecasts have been prepared based on prudent estimates of future income which covers estimated future expenditure. Continuing investment in a fundraising post is a key part of income generation, with a focus on maximising existing income streams and developing additional funding sources going forward.

The directors have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future and for a period of at least twelve months from the date of approval of these accounts. Thus they continue to adopt the going concern basis for accounting in preparing the annual financial statements.

THE MISCARRIAGE ASSOCIATION

REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDED 31 MARCH 2020

PLANS FOR THE FUTURE

The Miscarriage Association's plans for 2020-2021 reflect the five key aims in our current strategic plan but also take account of the challenges and uncertainties presented by the coronavirus pandemic.

The Trustees are mindful of the need for flexibility and agility in adapting to a changing world and outline our plans for the year against our current strategic aims in the knowledge that these may change. Our over-arching priority, however, is to maintain our existing service provision and to continue developing it in line with the needs of current and potential stakeholders.

Aim 1: Increased and improved online support and information

- Ensure that coronavirus-related information is continually updated across our website and create regular alerts on social media.
- Launch a new resource hub for employers and employees and promote the resources widely.
- Maximise the use of our Google Ads grant to increase visibility of our support and information.
- Increase inclusivity in our language and images to ensure that anyone affected by pregnancy loss feels welcomed.

Aim 2: Appropriate direct personal support and information

- Maintain a high-quality helpline service throughout the pandemic and beyond, backed by a network of dedicated volunteers.
- Enable and support our volunteer group leaders to run online group meetings.
- Research and develop new resources for people who experience second trimester loss (late miscarriage).
- Maintain the Charity's reputation as an expert source of information on the facts and feelings of pregnancy loss.

Aim 3: More health professionals able to provide good and sensitive care

- Further develop our online learning resources for health professionals, with a new section on caring for women with second trimester loss.
- Contribute our expertise and stakeholder perspectives to all who influence and/or provide pregnancy and miscarriage care, guidance and related legislation.
- Actively support and influence further development, evaluation and improvement of the National Bereavement Care Pathways in England and Scotland.
- Maintain our active involvement with the Association of Early Pregnancy Units, and influence relevant professional organisations, hospitals and health centres to improve care for couples who experience pregnancy loss.
- Continue our active involvement in shaping, contributing to and communicating research into miscarriage, ectopic pregnancy and molar pregnancy.

Aim 4: More public discussion, awareness and media coverage of pregnancy loss

- Promote our resources on supporting someone who experiences pregnancy loss.
- Work collaboratively to prepare for Baby Loss Awareness Week 2020, taking into account any limitations caused by the pandemic.
- Maintain our profile as the expert go-to charity for media enquiries and features concerning pregnancy loss.
- Plan a further awareness campaign to increase knowledge of pregnancy loss and of the Miscarriage Association.

THE MISCARRIAGE ASSOCIATION

REPORT OF THE BOARD OF TRUSTEES FOR THE YEAR ENDED 31 MARCH 2020

Aim 5: Increased organisational capacity and skills

- Develop additional income-generating initiatives to mitigate the impact of the pandemic on fundraising events.
- Develop our new long-term strategy, to deliver as much as possible for people affected by pregnancy loss.

TRUSTEES' RESPONSIBILITIES

Law applicable to incorporated charities requires the Trustees to prepare financial statements for each financial year according to the Charities Act 2011 and Companies Act 2006 which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year.

The Trustees confirm that they are aware of the Charity Commission guidance on Public Benefit and believe that their report demonstrates compliance with the guidance.

In preparing the 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Board of Trustees is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011 and Companies Act 2006. It is 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 also confirm that they do not know of any relevant information that has not been disclosed to the charity's Independent Examiner, having taken all possible steps to make themselves aware of such information and pass it on to the Independent Examiner.

SMALL COMPANY RULES

This report has been prepared in accordance with the special provision of Part 15 of the Companies Act 2006.

Approved by the Trustees on 18 December 2020 and signed on their behalf by

Laura Norris

Laura Norris (Dec 21, 2020 12:30 GMT)

Chair: L Norris

THE MISCARRIAGE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE MISCARRIAGE ASSOCIATION

I report on the financial statements of the charity for the year ended 31 March 2020, which are set out on pages 15 to 32.

Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the financial statements in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 ("the 2005 Act"), the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's financial statements as carried out under section 44 (1) (c) of the 2005 Act and section 145 of the Charities Act 2011 (the 2011 Act). In carrying out my examination I have followed the requirements of Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

This report, including my statement, has been prepared for and only for the charity's trustees as a body. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body for my examination work, for this report, or for the statements I have made.

Basis of independent examiner's report

My examination was carried out in accordance with the 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 financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, 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 financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

Since the Company is required by company law to prepare its accounts on an accruals basis and is registered as a charity in Scotland your examiner must be a member of a body listed in Regulation 11(2) of the Charities Accounts (Scotland) Regulations 2006 (as amended). I confirm that I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

THE MISCARRIAGE ASSOCIATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE MISCARRIAGE ASSOCIATION


Independent examiner's statement (continued)

In connection with my examination, which is complete, no matters have come to my attention which give me reasonable cause to believe that in any material respect:

- accounting records were not kept in respect of The Miscarriage Association in accordance with section 386 of the 2006 Act and Regulation 4 of the 2006 Accounts Regulations; or
- the financial statements do not accord with those records with the accounting requirements of Regulation 8 of the Charities Accounts (Scotland) Regulations 2006; or
- the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the financial statements have not been prepared in accordance with the methods and principals of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

Signed:


Vincent Marke (Dec 21, 2020 21:10 GMT)

Vincent Marke FCA

Mazars LLP
5th Floor
3 Wellington Place
Leeds
LS1 4AP

Date: 21/12/2020

THE MISCARRIAGE ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account) FOR THE YEAR ENDED 31 MARCH 2020

		Unrestricted Funds				
	Notes	General Funds	Designated Funds	Restricted Funds	Total 2020	Total 2019
		£	£	£	£	£
INCOME FROM:						
Donations and legacies	4	340,926	-	2,724	343,650	343,300
Other trading activities	5	112,773	-	-	112,773	112,530
Charitable activities	6	11,832	-	-	11,832	17,017
Investment income		8,121	-	-	8,121	6,171
Other income	7	6,450	-	-	6,450	2,500
Total income		<u>480,102</u>	<u>-</u>	<u>2,724</u>	<u>482,826</u>	<u>481,518</u>
EXPENDITURE ON:						
Raising funds	9	50,450	17,280	-	67,730	46,035
Charitable activities	10	322,589	22,317	4,822	349,728	351,488
Total expenditure	12	<u>373,039</u>	<u>39,597</u>	<u>4,822</u>	<u>417,458</u>	<u>397,523</u>
Net income / (expenditure)		107,063	(39,597)	(2,098)	65,368	83,995
Fund balances brought forward at 1 April 2019		503,591	72,644	13,767	590,002	506,007
Transfer between funds		(9,340)	9,265	75	-	-
Fund balances carried forward at 31 March 2020		<u>601,314</u>	<u>42,312</u>	<u>11,744</u>	<u>655,370</u>	<u>590,002</u>

The Statement of Financial Activities has been prepared on the basis that all operations are continuing operations.

There are no gains or losses other than those reported in the Statement of Financial Activities.

THE MISCARRIAGE ASSOCIATION

BALANCE SHEET AS AT 31 MARCH 2020


	Notes	£	2020 £	£	2019 £
Fixed assets					
Tangible assets	15		2,166		1,743
Current assets					
Debtors	16	22,795		24,108	
Stocks	17	10,729		9,858	
Cash at bank and in hand	18	623,008		553,512	
Branch funds	19	11,744		13,045	
		668,276		600,523	
Creditors: amounts falling due within one year	20	(15,072)		(12,264)	
Net current assets			653,204		588,259
Total assets less current liabilities			655,370		590,002
Net assets			655,370		590,002
Reserves					
General funds	22	601,314		503,591	
Designated funds	23	42,312		72,644	
Restricted funds	24	11,744		13,767	
Total funds	25		655,370		590,002

For the financial year in question the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its financial statements for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and for the preparation of the financial statements.

The financial statements, which have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 applicable to small companies, were approved by the Board of Trustees on 18 December 2020 and signed on their behalf by


Penny Kerry (Dec 21, 2020 19:08 GMT)

Hon Treasurer: P. Kerry

THE MISCARRIAGE ASSOCIATION

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2020

	2020	2019
	£	£
CASHFLOWS FROM OPERATING ACTIVITIES		
Net cash provided by operating activities	61,648	79,158
CASHFLOWS FROM INVESTING ACTIVITIES		
Interest income	8,121	6,171
CAPITAL EXPENDITURE		
Payments to acquire tangible fixed assets	(1,574)	-
NET CASH PROVIDED BY INVESTING ACTIVITIES	6,547	6,171
CHANGE IN CASH AND CASH EQUIVALENTS IN THE REPORTING PERIOD	68,195	83,329
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE PERIOD	566,557	481,228
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	634,752	566,557

RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

Net income	65,368	83,995
Depreciation	1,151	792
Investment income	(8,121)	(6,171)
(Increase) / decrease in stock	(871)	1,386
Decrease / (increase) in debtors	1,313	(101)
Increase / (decrease) in creditors	2,808	(743)
Net cash provided by operating activities	61,648	79,158

ANALYSIS OF CASH AND CASH EQUIVALENTS

	At 1.4.19 £	Cashflow £	At 31.3.20 £
Cash at bank and in hand	553,512	69,496	623,008
Branch funds	13,045	(1,301)	11,744
	566,557	68,195	634,752

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

1 Accounting policies

The Miscarriage Association is a charitable company, limited by guarantee, registered with the Charity Commission in England and Wales and the Office of the Scottish Charity Regulator. The address of its registered office is 17 Wentworth Terrace, Wakefield, WF1 3QW. The charity's company number is 03779123.

The principal purpose of the charity is to provide support and information to people who are affected by the loss of a baby in pregnancy, to raise public awareness of the subject of pregnancy loss and to promote good practice in hospital and community-based healthcare and in medical practice.

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

(a) 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 (FRS102) (effective 1 January 2019) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Companies Act 2006.

The Miscarriage Association 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 notes.

(b) Going concern

The directors have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future and for a period of at least 12 months from the date of approval of accounts. There are no material uncertainties about the entity's ability to continue. Thus they continue to adopt the going concern basis for accounting in preparing the annual financial statements.

(c) Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy unless a deferment is required as a condition of the benefactor's grant or donation.

(d) Donated 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 and the trustees' annual report provides more information about their contribution.

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.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

(e) **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.

(f) **Unrestricted Funds**

Unrestricted funds represent unrestricted monies donated, granted or raised for the pursuit of the Association's general charitable objectives. The Association may nominate unrestricted funds as designated funds with the intention of using these funds for particular purposes. Designated funds, however, remain part of the charity's unrestricted funds and may be used for any of the Miscarriage Association's general objectives.

(g) **Restricted Funds**

Restricted funds represent monies donated and granted to or raised by the Association for specified purposes and which may not be used for any other purposes without the agreement of the benefactors or Charity Commissioners. Consequently, these do not form part of the Miscarriage Association's unrestricted fund.

(h) **Resources expended**

Resources expended are recognised on an accruals basis as a liability is incurred. Resources expended include any VAT which cannot be fully recovered and are reported as part of the expenditure to which they relate.

(i) **Allocation of support costs**

Where costs of raising funds and costs of charitable activities can be directly related to an activity, they are so classified. Where costs cannot be directly attributed, they are allocated on a basis which is appropriate to the use of the resource (see note 11).

(j) **Tangible fixed assets**

The charity's tangible fixed assets are held solely for the purpose of pursuing its charitable objectives.

Fixed assets are shown at original cost less accumulated depreciation. Depreciation is provided at the following annual rates in order to write off the cost of each asset over its estimated useful life.

Computer and telephone equipment	25% straight line
Office furniture and equipment	20% reducing balance

(k) **Stocks**

Stocks are valued at the lower of cost and net realisable value on a first in, first out basis.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

(l) **Cash at bank and in hand**

Cash at bank and 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.

(m) **Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured as their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(n) **Pensions**

The pension costs charged in the financial statements represent the contributions payable by the Association during the year.

(r) **Lease commitments**

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

(s) **Critical accounting judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities at the balance sheet date and the amounts reported for reserves and expenses during the year. However, the nature of the estimation means that the actual outcomes could differ from the estimates. The trustees believe that there are no critical accounting policies where judgements or estimates are necessarily applied.

2 Income - general funds

This income is attributable to the grants, fees and other unrestricted income and from the general activities of the Miscarriage Association.

3 Taxation

Taxation has not been provided for as the charity qualifies for exemption under Section 505 ICTA 1988 on its charitable activities.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

4 Donations and legacies

	General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
Membership fees	3,492	-	-	3,492	3,147
Branch income	-	-	2,724	2,724	6,313
Donations from Companies and Charitable Trusts	28,272	-	-	28,272	19,006
Company gifts in kind	79,715	-	-	79,715	58,007
Donations from individuals and groups	229,447	-	-	229,447	256,827
	<u>340,926</u>	<u>-</u>	<u>2,724</u>	<u>343,650</u>	<u>343,300</u>

5 Other trading activities

	General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
London Marathon	88,585	-	-	88,585	90,971
Royal Parks Half Marathon	10,880	-	-	10,880	8,484
Merchandise	13,308	-	-	13,308	13,075
	<u>112,773</u>	<u>-</u>	<u>-</u>	<u>112,773</u>	<u>112,530</u>

6 Charitable activities

	General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
Leaflet sales	11,832	-	-	11,832	17,017
	<u>11,832</u>	<u>-</u>	<u>-</u>	<u>11,832</u>	<u>17,017</u>

7 Other income

	General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
Training and consultancy fees	6,450	-	-	6,450	2,500
	<u>6,450</u>	<u>-</u>	<u>-</u>	<u>6,450</u>	<u>2,500</u>

8 Branch income and expenditure

The income and expenditure of the branches of the Miscarriage Association have been incorporated into these financial statements. This is restricted income and expenditure for the use of the branches alone.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

9	Raising funds	General Funds £	Designated Funds £	Restricted Funds £	Total 2019 £	Total 2018 £
	Salaries and office costs:					
	Costs directly allocated to activities	41,932	17,280	-	59,212	37,488
	Support costs allocated to activities	8,518	-	-	8,518	8,547
	Branch expenditure:					
	Costs directly allocated to activities	-	-	-	-	-
		<u>50,450</u>	<u>17,280</u>	<u>-</u>	<u>67,730</u>	<u>46,035</u>
10	Charitable activities	General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
	Salaries and office costs:					
	Costs directly allocated to activities	257,247	22,317	797	280,361	276,319
	Support costs allocated to activities	24,123	-	-	24,123	23,147
	Governance costs:					
	Of charitable activities	35,797	-	45	35,842	43,019
	Support costs	5,422	-	-	5,422	4,767
	Branch expenditure:					
	Costs directly allocated to activities	-	-	3,980	3,980	4,236
		<u>322,589</u>	<u>22,317</u>	<u>4,822</u>	<u>349,728</u>	<u>351,488</u>

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

11 Support costs

The support costs of the charity consist of the items of cost shown below.

Support costs are allocated on the basis of staff time, usage (e.g. of equipment), shared costs and floor area as set out below.

Item of cost	Basis of allocation	Fundraising	Charitable Activities	Govern-ance	Total 2020	Total 2019
		£	£	£	£	£
Staff costs	Staff time	3,511	5,107	-	8,618	8,734
Administration & office costs	Usage	1,170	4,492	1,244	6,906	6,221
Management costs	Usage	5	9	-	14	434
Finance costs	Shared costs	1,826	1,826	1,826	5,478	6,243
Premises & equipment	Floor area	1,833	12,200	1,863	15,896	14,037
Depreciation	Usage	172	489	490	1,151	792
		<u>8,517</u>	<u>24,123</u>	<u>5,423</u>	<u>38,063</u>	<u>36,461</u>

12 Total resources expended

	Staff costs	Depreciation	Other costs	Total 2020	Total 2019
	£	£	£	£	£
Raising funds	27,304	172	40,254	67,730	46,035
Charitable activities	<u>162,140</u>	<u>979</u>	<u>186,609</u>	<u>349,728</u>	<u>351,488</u>
	<u>189,444</u>	<u>1,151</u>	<u>226,863</u>	<u>417,458</u>	<u>397,523</u>

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

	2020	2019
	£	£
13 Staff costs		
Wages and salaries	163,838	150,757
Social security costs	11,305	10,656
Pension contributions	14,301	9,233
	<u>189,444</u>	<u>170,646</u>
	2020 Number	2019 Number
The average number of employees was:		
Full time	<u>3</u>	<u>3</u>
Part time	<u>4</u>	<u>3</u>
This is equivalent to 6 (5.6) full time posts		
The trustees considered the key management personnel to be the National Director and total remuneration for that post amounted to £50,900 (2019: £48,978).		
No employee earned £60,000 or more per annum.		
14 Net movement in funds		
Net movement in funds is stated after charging:	2020 £	2019 £
Operating lease rentals	10,631	10,461
Depreciation of owned assets in general funds	1,151	792
Independent examiner's fee	<u>3,348</u>	<u>3,185</u>

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

15	Tangible fixed assets	Office furniture & equipment £	Computer & telephone equipment £	Total £
	Cost			
	At 1 April 2019	8,510	19,842	28,352
	Additions	1,574	-	1,574
	At 31 March 2020	<u>10,084</u>	<u>19,842</u>	<u>29,926</u>
	Depreciation			
	At 1 April 2019	7,840	18,769	26,609
	Depreciation charge for the year	1,017	134	1,151
	At 31 March 2020	<u>8,857</u>	<u>18,903</u>	<u>27,760</u>
	Net book values			
	At 31 March 2020	<u>1,227</u>	<u>939</u>	<u>2,166</u>
	At 31 March 2019	<u>670</u>	<u>1,073</u>	<u>1,743</u>
16	Debtors		2020 £	2019 £
	Debtors		16,713	23,204
	Prepayments		<u>6,082</u>	<u>904</u>
			<u>22,795</u>	<u>24,108</u>
17	Stocks		2020 £	2019 £
	Publicity materials		945	889
	Stationery		609	763
	Leaflets		4,703	5,386
	Fundraising stock		<u>4,472</u>	<u>2,820</u>
			<u>10,729</u>	<u>9,858</u>
18	Cash at bank and in hand		2020 £	2019 £
	Cash at bank		622,859	553,445
	Cash in hand		<u>149</u>	<u>67</u>
			<u>623,008</u>	<u>553,512</u>
19	Branch funds			
	These are held as cash and bank balances at the branches.			

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

20	Creditors – amounts falling due within one year	2020	2019
		£	£
	Creditors	5,330	4,986
	Social security costs	4,291	1,570
	Accrued expenses	5,451	5,708
		<u>15,072</u>	<u>12,264</u>
21	Financial instruments	2020	2019
		£	£
	Carrying amount of financial assets		
	Financial assets that are debt instruments measured at amortised cost	<u>16,713</u>	<u>23,204</u>
	Carrying amount of financial liabilities		
	Financial liabilities measured at amortised cost	<u>15,072</u>	<u>12,264</u>

Financial assets that are debt instruments measured at amortised cost are comprised of trade debtors. Financial liabilities measured at amortised cost are comprised of trade creditors, social security costs and accrued expenses.

22	Reserves – General funds	Balance at 01.04.19	Incoming Resources	Resources Expended	Transfers	Balance at 31.03.20
		£	£	£	£	£
	General funds	<u>503,591</u>	<u>480,102</u>	<u>(373,039)</u>	<u>(9,340)</u>	<u>601,314</u>

The Association's assets and reserves do not belong to its members. On dissolution these must be distributed in accordance with the Articles of Association either to another charity with similar objects or to another body with prior agreement from the Charity Commission.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

23 Reserves – Designated funds

	Balance at 01.04.19 £	Incoming Resources £	Resources Expended £	Transfers £	Balance at 31.03.20 £
Awareness campaign programmes	27,209	-	(4,262)	-	22,947
Fundraising development	35,034	-	(17,280)	-	17,754
E-learning development project	2,901	-	(6,072)	3,171	-
Miscarriage & mental health project	-	-	(2,329)	2,329	-
Miscarriage & workplace project	7,500	-	(9,654)	3,765	1,611
	<u>72,644</u>	<u>-</u>	<u>(39,597)</u>	<u>9,265</u>	<u>42,312</u>

The Trustees designated some of the Charity's general funds to five project areas:

In 2018, they increased the balance remaining from an **awareness campaign** in August 2017 to fund a major awareness campaign during 2018/19, with a total designated fund of £27,500. That campaign launched only after the year-end, with almost all anticipated costs being met by a gift in kind from direct and digital marketing agency MRM. The project was completed in 2019/20 and the remaining balance designated for continuing awareness work in 2020/21.

Initiated in 2017, the Trustees designated £46,000 over three years to **fundraising development**: researching, developing and implementing a fundraising strategy and systems to increase the charity's longer-term sustainability and growth. We recruited a part-time fundraising manager in January 2019 and the project is ongoing.

Also initiated in 2017, the **e-learning development project** focused on further development of our e-learning resources by aligning them with criteria for professional revalidation and continuing professional development. The resulting resource was launched in August 2019, with expenditure continuing into 2019/20, with an overspend funded from the general fund in that year.

In 2018 the Trustees designated £7,500 to a new **Miscarriage and mental health project**. This funded research into the needs of women and their partners whose mental health is impacted by, and/or impacts, their experience of pregnancy loss. The resulting resources were launched in May 2019 and the project expenditure completed during 2019/20, with an overspend funded from the general fund in that year.

They designated a further £7,500 to a new **Miscarriage and the workplace project**. This has funded development of an evidence-based set of resources for employers and employees affected by pregnancy loss and its sequelae in the context of the workplace. The resources were launched publicly in September 2020, using up the fund balance at the end of 2019/20.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

24 Reserves – Restricted funds

	Balance at 01.04.19 £	Incoming Resources £	Resources Expended £	Transfers £	Balance at 31.03.20 £
Northern Ireland fund	722	-	(797)	75	-
Branch funds	13,045	2,724	(4,025)	-	11,744
	<u>13,767</u>	<u>2,724</u>	<u>(4,822)</u>	<u>75</u>	<u>11,744</u>

Northern Ireland fund

In 2015/16 the Public and Patient Council of Northern Ireland donated £5,000 to improve and develop **miscarriage care and support** in the province. This fund was used for awareness, information and training and for continuing support work in 2019/20. The small overspend was funded from general reserves.

Branch funds

Branches provide support and comfort through the operation of local support groups.

25 Analysis of net assets between funds

	Fixed assets £	Current assets £	Current liabilities £	Total 2020 £
Unrestricted funds				
General funds	2,166	614,220	(15,072)	601,314
Designated funds				
Awareness campaign programmes	-	22,947	-	22,947
Fundraising development	-	17,754	-	17,754
Miscarriage & workplace project	-	1,611	-	1,611
Restricted funds				
Branch funds	-	11,744	-	11,744
	<u>2,166</u>	<u>668,276</u>	<u>(15,072)</u>	<u>655,370</u>

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

25 Analysis of net assets between funds (continued)

	Fixed assets £	Current assets £	Current liabilities £	Total 2019 £
Unrestricted funds				
General funds	1,743	514,112	(12,264)	503,591
Designated funds				
Awareness campaign programmes	-	27,209	-	27,209
Fundraising development	-	34,034	-	35,034
E-learning development project	-	2,901	-	2,901
Miscarriage & workplace project	-	7,500	-	7,500
Restricted funds				
Northern Ireland fund	-	722	-	722
Branch funds	-	13,045	-	13,045
	<u>1,743</u>	<u>600,523</u>	<u>(12,264)</u>	<u>590,002</u>

26 Share capital

The charity is limited by guarantee and has no share capital. According to the Association's Articles of Association each member is liable to pay no more than £1 towards its liabilities.

27 Transactions with Trustees

The Association's Trustees received no remuneration for their services as directors of the charity. Travel, subsistence and accommodation expenses totalling £886 (2019 - £1,024) were reimbursed to five (2019 - four) Trustees during the year.

28 Related party transactions

The Charity has no related party transactions to disclose for the year ended 31 March 2020.

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

29 Financial commitments

At 31 March 2020, the Association was committed to making the following payments under non-cancellable operating leases: -

2020	Property £	Equipment £	Total 2020 £
Due within:			
Less than 1 year	7,686	2,597	10,283
2 to 5 years	3,204	8,281	11,485
	<u>10,890</u>	<u>10,878</u>	<u>21,768</u>

2019	Property £	Equipment £	Total 2019 £
Due within:			
Less than 1 year	7,686	2,654	10,340
2 to 5 years	10,892	4,791	15,683
	<u>18,578</u>	<u>7,445</u>	<u>26,023</u>

30 Pension costs

The Miscarriage Association operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Association in an independently administered fund. The pension cost charge represents contributions payable by the Association to the fund and amounted to £14,301 (2019 - £9,233).

THE MISCARRIAGE ASSOCIATION

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

31 Statement of Financial Activities for the year ended 31 March 2019

	Unrestricted Funds		Restricted Funds	Total
	General Funds	Designated Funds		2019
	£	£	£	£
INCOME FROM:				
Donations and legacies	336,987	-	6,313	343,300
Other trading activities	112,530	-	-	112,530
Charitable activities	17,017	-	-	17,017
Investment income	6,171	-	-	6,171
Other income	2,500	-	-	2,500
Total income	475,205	-	6,313	481,518
EXPENDITURE ON:				
Raising funds	40,992	5,153	-	46,035
Charitable activities	328,871	18,381	4,236	351,488
Total expenditure	369,753	23,534	4,236	397,523
Net income / (expenditure)	105,452	(23,534)	2,077	83,995
Transfer between funds	(78)	78	-	-
Net movement in funds	105,374	(23,456)	2,077	83,995
Fund balances brought forward at 1 April 2018	398,217	96,100	11,690	506,007
Fund balances carried forward at 31 March 2019	503,591	72,644	13,767	590,002