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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**

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**UNAUDITED**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2023**

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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<b>Trustees</b>	Dr Alison Scadden, Chair Andrew Braithwaite Amy Butterworth Daniel Fisher Birte Harlav-Lam Yvonne Jane Sangster (resigned 15 August 2023) Fiona Mhairi Davidson (resigned 25 August 2022)
<b>Company registered number</b>	07717126
<b>Charity registered number</b>	1150375
<b>Registered office</b>	1 Tunbridge Court Tunbridge Lane Bottisham Cambridge CB25 9TU
<b>Accountants</b>	Peters Elworthy & Moore Chartered Accountants Salisbury House Station Road Cambridge CB1 2LA

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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The Trustees present their annual report together with the financial statements of Pregnancy Expectations Trauma and Loss Society for the year 1 April 2022 to 31 March 2023. The Annual Report serves the purposes of both a Trustees' report and a Directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) 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).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

**OBJECTIVES AND ACTIVITIES**

Pregnancy Expectations Trauma and Loss Society's (Petals) principal objectives as set out in its governing document are to:

1. Deliver mental health support through the provision of specialist counselling for parents who suffer traumatic perinatal or neonatal loss.
2. Raise awareness of the psychological impact of traumatic perinatal or neonatal loss.
3. Promote research into the psychological impact of perinatal or neonatal loss.

**Petals - The Baby Loss Counselling Charity** has a vision of a future where every parent; every woman, man or couple that suffers the devastation of pregnancy loss or the death of a baby has access to specialist counselling support.

**Our Vision**

Every parent in the UK has easy and timely access to specialist counselling following baby loss.

**Our Mission**

To provide and promote specialist counselling for parents across the UK following baby loss.

The Trustees have had regard to the Charities Commission Guidance on the principles of public benefit. The main activities undertaken to further the charity's purposes for the public benefit are the:

- Delivery of a free specialist counselling programme for parents who experience the loss of a pregnancy or a baby;
- Provision of psychological mental health training for health professionals to support parents who experience the loss of a pregnancy or a baby; and
- Engagement with research to understand the psychological impact of pregnancy/baby loss and effective treatment interventions.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**ACHIEVEMENTS AND PERFORMANCE**

The focus for 2022/23 has been to define our counselling structure, embed our referral pathway with our funders and refine our reporting systems to ensure we can fully deliver on our promises to our clients, partners, and supporters. It has been a busy year for all as the charity continues to expand, presenting a constant challenge of evolving roles, systems, and processes to accommodate this growth.

**1. Counselling Service Review**

**i) Online1:1/Couples Counselling**

Our strategy for development of the counselling service from 2022 – 2027 remains:

- To expand our specialist counselling service through partnerships with NHS hospitals and Maternal Mental Health Services (MMHS);
- To deliver our 'Out of Area' specialist counselling service to the remainder of the UK;
- To develop and establish a corporate counselling service in the UK.

Our primary activity has continued to be the provision of free specialist counselling using our own evidence-based counselling programme which is specifically tailored to deliver mental health support to women, partners and couples who experience traumatic grief following baby loss.

Aiming to be the next step of care for bereaved parents once they have left maternity settings following the loss of their pregnancy or baby, Petals will provide a fast-track triage assessment and a specified number of counselling sessions, all delivered by Petals trained perinatal counsellors.

During this period, Petals accepted referrals from 1125 bereaved parents and delivered 5098 counselling sessions. The full integration this year of our triage assessment process has ensured all referrals are allocated the right number of sessions to meet their psychological needs.

The counselling service has been delivered by four Petals Senior Counsellors providing triage and case management, and 26 Petals Counsellors. 98% of sessions are delivered online via Zoom with 2% of sessions taking place in person at Guys & St Thomas' Hospital, London.

The majority of our referrals to counselling are via our NHS partner hospitals and services which are:

Imperial Hospital, London  
Guys & St Thomas' Hospital, London  
Oxford University Hospitals  
Harlow Hospital  
Lister Hospital, Stevenage  
West Herts Hospital, Watford  
Ipswich Hospital  
Colchester Hospital  
West Suffolk Hospital  
Lancashire & S Cumbria

New partnerships established during this year are:

Nottingham Hospital  
St Georges' Hospital, London  
Morecambe Bay Hospital  
Wye Valley, Hereford County Hospital

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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Unrestricted funds were also used to continue our 'Out of Area' counselling support for self-referrals outside of our hospital partnerships. 576 'Out of Area' counselling sessions were delivered to 104 client cases and our new 2023 'Pay it Forward' campaign, targeted at beneficiaries of our service, and their families, aims to generate funds enabling us to increase our 'Out of Area' client service users.

**ii) Therapy Group Project**

The CEO of Petals has developed the Petals Group Therapy Model to work alongside the charity's counselling programme. The model is delivered by two Senior Counsellors across four two-hour weekly sessions for six individuals.

During this period two therapy groups were delivered, each for six women who had terminated pregnancies for medical reasons. On completion of each group, our outcome measure showed that all 12 women had moved from above the clinical cut-off (indicating high levels of psychological distress) and on completion were scoring below the clinical cut-off and, therefore, indicated 'normal' mental health scores.

Further Petals Counsellors will now be trained to deliver the group model which will enhance the expansion of our counselling provision and provide an alternative offering to our partners and funders and client referrals going forward.

**2. Counsellor Recruitment Programme**

Advertising with BACP during the summer months of 2022 resulted in 230 applications from counsellors wanting to join Petals. After a rigorous sifting and selection process and many interviews, 12 sub-contracted recruits started a three-month training and supervision programme which is ongoing.

Going forward, a more targeted approach to advertising for new counsellors will be taken with the aim of recruiting and training two new cohorts each year.

**3. Supporting Parents Following Baby Loss Training Programme**

Our fourth strategic objective from 2022 – 2027 is:

Establish Petals as a training/ accreditation provider for pregnancy and baby loss counselling in the UK.

Continuing our partnership with Bereavement Training International, our training programme has been enhanced to offer two full days of training for specialist health professionals supporting parents following the death of a baby. Eight training days for 16 participants were delivered during this period.

In 2023, the intention is to register the training course for CPD and apply for full certification of each training day.

**4. Communications and Marketing**

The new Communications and Marketing Manager has been overseeing the development of the charity's comms, ensuring that comms and marketing are embedded across all areas of the organisation from fundraising to partnerships. This has included a review of all external comms for branding and tone of voice. Some developments to the charity's website have also taken place to reflect the expansion of our partnerships. Looking ahead the focus for the website will be to improve its optimisation for mobile technology and its search engine optimisation ranking.

Three short films were successfully launched in Baby Loss Awareness Week (9th – 15th October 2022) that brought to life the client's journey through baby loss and highlighted the significance of Petals specialist support during that time and beyond – they were very well received, gaining good engagement on social media and the charities website and they continue to be used for fundraising purposes.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

Our social media platforms have continued to grow as follows:

Date	Facebook	Twitter	Instagram
March 2022	4,927	2,608	4,,171
March 2023	5,321	2,978	5169

Our private Facebook support groups continue to grow with the addition this year of a new group for pregnancy after loss:

Petals Together	- 731
Petals Dads	- 184
Petals Grandparents	- 197
Petals PALs	- 67

Our e-Newsletter goes from strength to strength, and we now have over 4,000 subscribers with an average subscriber rate of 137 per month. We also have an average open rate of 31.58% per campaign, way above the average for UK non-profit organisations.

## 5. Impact

Development of partnerships with NHS maternity providers has been the key focus for our Partnerships Development Manager who has worked hard to respond to the increasing number of approaches generated from our increased networking and profile raising. This has enabled us to expand our counselling service into the Midlands, the North East and the North West of the country. Word of mouth and our strong reputation means requests for quotations for our service are steadily increasing and the challenge begins to be prioritising these approaches to ensure the counselling service can operationally meet the need.

The investment in CORE Net continues to improve data collection as we work closely with the provider to tailor our package to meet the specific needs of our existing and new contracts and the reporting criteria they require.

We are able to extract the following interesting statistics to show the impact of our counselling programme: 79% of all Petals' clients (birthing parents & partners) from April 2022 – March 2023 reported distress levels above the CORE Net clinical cutoff. On completion of their counselling programme with Petals, 59% of that 79% made reliable improvement (an improvement that is unlikely to have occurred without the therapy intervention) and 48% of that 79% moving from below to above the clinical cut-off.

During this year we have also introduced a detailed service evaluation procedure that is activated on completion of the client's counselling programme. This evaluation asks 25 questions about the client experience of the full programme and provides strong qualitative feedback.

Here are a small sample of comments:

*"Without a doubt, I can honestly say that Petals has helped my husband and I survive the most difficult time of our lives when we couldn't see the light."*

*"Months after our daughter died, we had another tragic TFMR experience during which I suffered with depression. With the help of our Petals counsellor and medication, I have started feeling much better and can function again. My counsellor has led me through the darkest times."*

*"I'm extremely grateful for all the help we have been offered from Petals and I can only hope that all parents who find themselves in the situation will be able to get support too."*

*"We lost our little boy halfway through the pregnancy. The loss and the grief that consumed me felt utterly overwhelming and desperate."*

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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*"Petals gave me a space to safely explore and 'feel' that pain and sadness; to understand the trauma more fully. I felt safe and heard and I felt they shone a light on the existence of my baby (as well as my previous losses) – the weight of his loss felt 'real' and justified, meaning I felt like I was 'allowed' to grieve."*

*"I can't recommend Petals enough for anyone living through baby loss; you will be forever changed by your loss and I'm so sorry that we have experienced this, but Petals will help you to find a way to 'be' with that loss and eventually, it will feel more like love than loss."*

**6. Staff/Volunteers/Trustees**

As the charity continues to grow and we embed our strategic objectives, the need for new roles emerge. The role of Office Manager was filled in August this year, to hold a pivotal position within the team managing HR and finance and providing support for the CEO and the wider counselling service.

With the departure of our Fundraising Manager this year, the job description was reviewed, resulting in the recruitment of a replacement Fundraising Manager and the creation of the new position of Events and Communications Co-ordinator, working across fundraising and comms, and focusing on the development of support engagement and income generation.

Consultation with staff by the trustees resulted in a 5% pay increase and a £500 (FTE) cost of living payment for each staff member as well as improved annual leave benefits. Staff will also be provided with a funded Christmas lunch and one other funded team-building event each year.

Our board of trustees was reduced from six to five during the year due to the retirement of one of our founder trustees, Yvonne Sangster. Plans to advertise for three new trustees are in place for the summer of 2023.

Our volunteer network 'Friends of Petals' continues to provide support at Petals fundraising events.



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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**FUTURE PLANS**

Our strategy for development of the counselling service from 2022 – 2027 remains:

**To expand our specialist counselling service through partnerships with NHS hospitals and Maternal Mental Health Services (MMHS)**

- The Partnership Development Manager will continue to develop networks for the promotion of our counselling service, prioritising areas of the country we currently do not cover. The focus will be on securing partnerships that will provide longer-term sustainable funding.
- Ensuring capacity is managed within the counselling service to cope with expansion will be a priority for the Counselling Operation Manager
- Development for the delivery of therapy and support groups to expand the counselling service delivery.
- Ongoing recruitment and training of Petals Counsellors

**To deliver our 'Out of Area' specialist counselling service to the remainder of the UK**

- A new fundraising strategy will be developed by our Fundraising Manager focused on developing a pipeline of income through trusts/foundations and donors to significantly increase our income to fund 'Out of Area' counselling referrals.
- Improved processes to convert service users to donor supporters will also be prioritised to maximise our supporter engagement and retention.

**To develop and establish a corporate counselling service in the UK**

- A strategy to develop this new area of service delivery will be started in the next year.

**Establish Petals as a training/ accreditation provider for pregnancy and baby loss counselling in the UK**

- CPD accreditation will be applied for as a priority and the 2-day training programme for health professionals will be advertised and promoted more widely,
- Bespoke training packages are planned with the intention of promoting these to corporate and private business.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**FINANCIAL REVIEW**

Income during this period totaled £571,514 (2022: £483,414). This marked an increase of 18% on the previous year and enabled operational investment to support the charity expansion.

62% of income was from NHS partnerships increasing from 55% as a result of the new contracts, in particular St Georges' Hospital, London.

9% of income was generated by grants from other charity partnerships. We wish to thank all the following organisations that have supported us:

- Teddy's Wish Charity
- Tesco Groundworks Fund
- Tees Law
- Irwin Mitchell
- Saturday Hospital Fund
- The Legacy of Leo

29% was generated from Petals fundraising events or charitable donations. Fundraising events continue to be popular with Petals' supporters and a major contribution to our funding.

No significant trust and foundation funding applications were made during this period as our Fundraising Manager post was vacant for six months. With this position now filled, our intention will be to increase our grant funding during the coming years to increase funding for our counselling provision outside of NHS partnerships. Nevertheless, during this period, 104 clients who approached us from outside our NHS partnership hospitals were provided with our counselling programme funded through our unrestricted charitable fundraising.

As our counselling service grows and we have integrated the triage assessment process, our direct counselling expenditure has increased by 15% on last year, with a small overspend of £5,114.

Counselling support costs have also increased by 25% on last year in order to fund the Partnership Development role, new counsellor recruitment and the Office Manager role.

**Reserve Policy**

The trustees have set a reserves policy that requires reserves to be maintained at a level that will enable Petals to continue providing an excellent counselling service during times of unforeseen difficulties.

We hold reserves to ensure we can meet the needs of current beneficiaries, even if we suffer a loss of income, to manage cash flow and to enable investment in new services and initiatives.

As at 31 March 2023, the charity had total funds of £240,407 (2022: £216,650), which were all unrestricted. Of these, £234,535 represent the charity's charitable free reserves (2022: £211,769). The designated fund of £50,255 originally created by the trustees to ensure there were funds for planned events was removed.

The current reserves policy of maintaining unrestricted reserves of between four and six months' worth of expenditure is being met.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**Public Benefit**

Specialist psychological care related to the loss of a baby or pregnancy is currently not provided by the NHS even though over 2% of pregnancies result in a distressing unexpected outcome. The impact is frequently devastating for couples, affecting their ability to continue with their day-to-day lives, often unable to return to work for many weeks, as they struggle to come to terms with their grief and the implications for their future.

As a result of this gap in care, distress resulting from this type of complex loss goes unacknowledged by those involved, and healthcare professionals are therefore often not aware of this suffering. Unattended to, this unresolved distress often manifests in different ways such as anxiety disorders like OCD, trauma-related disorders like PTSD or depressive conditions, post-natal depression being the most common.

Documented consequences include increased rates of hospital admissions, increased use of alcohol and a shocking 40% higher risk of marital breakdown and a negative psychological impact on existing children.

The management and trustees of Petals are working with a strategy that builds on existing stakeholder relationships and develops strong supporter engagement relationships. Through the strengthening of these relationships, we aim to nurture and grow sustainable funding streams, in turn enabling the expansion and growth of Petals' counselling service across the country. These plans aim to secure a future for Petals, as a national, respected service, providing high-quality, life-changing support to hundreds of bereaved parents every year.

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**STRUCTURE, GOVERNANCE, AND MAINTENANCE**

The organisation is a charitable company limited by guarantee, incorporated on 25th July 2011. It is registered as a charity with the Charity Commission No 1150375. Petals was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up, its members are required to contribute an amount not exceeding £10.

**Recruitment and appointment of trustees**

Trustees are recruited for their skills and experience and generally following advertisement. They are appointed by the Board in accordance with the Memorandum and Articles of Association. There must be at least three Trustees on the Board.

In accordance with the Articles of Association, trustees can be appointed to the board for up to three years without re-election. At each AGM, the two longest serving board members since their last appointment, must either retire or seek re-election (currently up to another three years).

All AGM elections and re-elections must be documented. Proposals should be in writing between 14-35 days before the date of the meeting. Resignations are accepted in writing at any time.

The trustees who served during the period were as follows:

Dr Alison Scadden (Chair)  
Birte Harlev-Lam  
Amy Butterworth  
Andrew Braithwaite  
Daniel Fisher  
Yvonne Sangster (Retired 15 August 2023)  
Fiona Mhairi Davidson (Resigned 25 August 2022)

**Trustee induction**

Upon successful recruitment, a new trustee is required to undertake a DBS check and provide acceptable references for formal acceptance as a trustee. A declaration of interests must be completed and checks to ensure they are not disqualified from becoming a trustee. The Charity Commission trustee eligibility declaration will then be signed and submitted to the Charity Commission. Petals provide all trustees with a Trustee Pack which includes relevant policies and procedures with recommendations for NCVO trustee training modules.

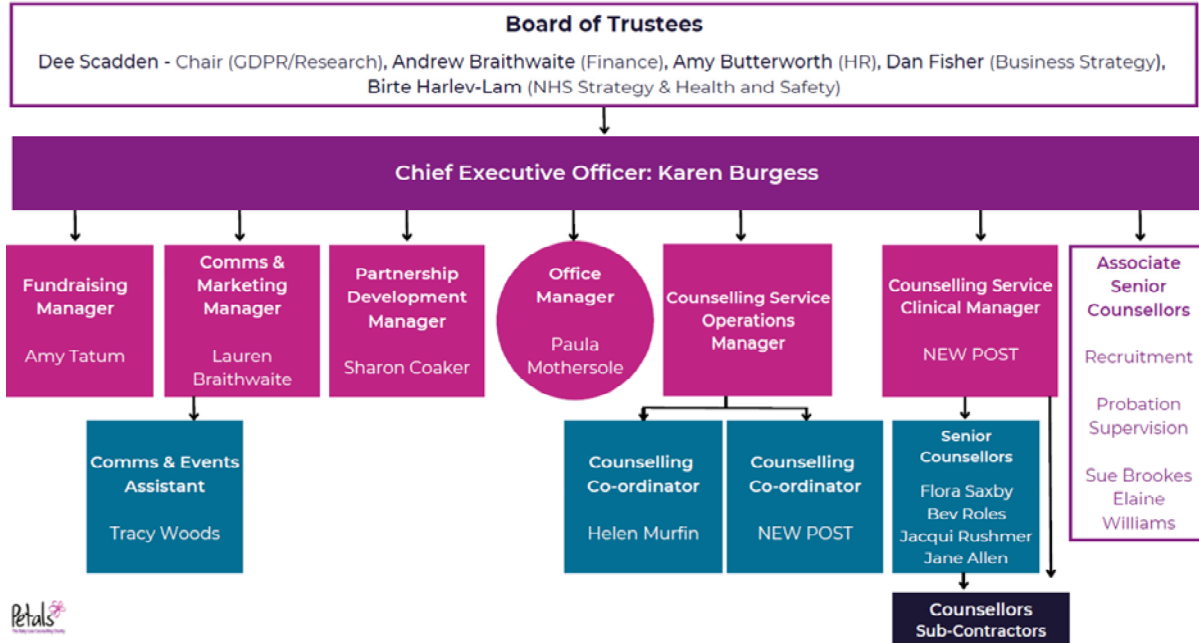
**Organisational structure**

Responsibility for the day-to-day operations of the charity are delegated by the trustees to the CEO. The CEO leads a management team of four – Fundraising, Comms & Marketing, Partnership Development and Finance. The CEO also currently leads the counselling service, supported by an operations manager.

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**PETALS STAFF STRUCTURE 2023 -24**



**Setting/reviewing salaries**

Staff salaries are reviewed on an annual basis by the CEO and trustee overseeing human resources. Benchmarking against the latest Harris Hill salary survey for charities, recommendation for setting/amending salaries are taken to the board of trustees for approval.

**Risk Management**

The trustees operate a formal risk management process. Trustees together with the CEO regularly review and record key risks, their probability, impact and mitigating actions. Risks are reviewed by the full board annually.

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees (who are also the directors of Pregnancy Expectations Trauma and Loss Society for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Company law requires the trustees to prepare financial statements for each financial year. 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 its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

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

Approved by order of the members of the board of Trustees and signed on their behalf by:

*AJBraithwaite*

**Andrew Braithwaite**

Trustee

Date: 06 October 2023

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**INDEPENDENT EXAMINER'S REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**Independent Examiner's Report to the Trustees of Pregnancy Expectations Trauma and Loss Society ('the Charity')**

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

**Responsibilities and Basis of Report**

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

Having satisfied myself that the accounts of the 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 accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent Examiner's Statement**

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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

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**INDEPENDENT EXAMINER'S REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 work or for this report.

Signed: *Kathryn Hebden*

Dated: 06 October 2023

Kathryn Hebden

ACA

**Peters Elworthy & Moore**  
Chartered Accountants  
Salisbury House  
Station Road  
Cambridge  
CB1 2LA



**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2023**

	Note	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
<b>INCOME FROM:</b>				
Donations and legacies	2	168,310	168,310	155,477
Charitable activities	3	400,186	400,186	325,358
Other trading activities	4	2,998	2,998	2,575
Investments	5	20	20	4
<b>TOTAL INCOME</b>		<b>571,514</b>	<b>571,514</b>	483,414
<b>EXPENDITURE ON:</b>				
Charitable activities	6	547,757	547,757	468,880
<b>TOTAL EXPENDITURE</b>		<b>547,757</b>	<b>547,757</b>	468,880
<b>NET MOVEMENT IN FUNDS</b>		<b>23,757</b>	<b>23,757</b>	14,534
<b>RECONCILIATION OF FUNDS:</b>				
Total funds brought forward		216,650	216,650	202,116
Net movement in funds		23,757	23,757	14,534
<b>TOTAL FUNDS CARRIED FORWARD</b>	13	<b>240,407</b>	<b>240,407</b>	216,650

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 19 to 30 form part of these financial statements.

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
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**REGISTERED NUMBER: 07717126**

**BALANCE SHEET**  
**AS AT 31 MARCH 2023**

	Note	2023 £	As restated 2022 £
<b>FIXED ASSETS</b>			
Tangible assets	9	5,872	4,881
		<u>5,872</u>	<u>4,881</u>
<b>CURRENT ASSETS</b>			
Debtors	10	173,500	51,120
Cash at bank and in hand		246,827	254,197
		<u>420,327</u>	<u>305,317</u>
Creditors: amounts falling due within one year	11	(185,792)	(93,548)
<b>NET CURRENT ASSETS</b>		<b>234,535</b>	211,769
<b>TOTAL NET ASSETS</b>		<b>240,407</b>	216,650
<b>CHARITY FUNDS</b>			
Unrestricted funds	13	240,407	216,650
<b>TOTAL FUNDS</b>		<b>240,407</b>	216,650

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

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

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 07717126**

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2023**

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The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

*AJBraithwaite*

**Andrew Braithwaite**  
Trustee

Date: 06 October 2023

The notes on pages 19 to 30 form part of these financial statements.

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

	<b>Note</b>	<b>2023</b> £	2022 £
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Net cash used in operating activities	14	<b>(2,205)</b>	30,593
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Dividends, interests and rents from investments		<b>20</b>	4
Proceeds from the sale of tangible fixed assets		<b>119</b>	-
Purchase of tangible fixed assets		<b>(5,304)</b>	(519)
<b>NET CASH USED IN INVESTING ACTIVITIES</b>		<b>(5,165)</b>	<b>(515)</b>
<b>CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR</b>		<b>(7,370)</b>	<b>30,078</b>
Cash and cash equivalents at the beginning of the year		<b>254,197</b>	224,119
<b>CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR</b>	15	<b>246,827</b>	254,197

The notes on pages 19 to 30 form part of these financial statements

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**1. ACCOUNTING POLICIES**

**1.1 BASIS OF PREPARATION OF FINANCIAL STATEMENTS**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Pregnancy Expectations Trauma and Loss Society 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.

There were no significant estimates or judgements made by management in preparing these financial statements.

**1.2 GOING CONCERN**

The trustees have reviewed the financial position of the charity, and have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the financial statements continue to be prepared on the going concern basis.

**1.3 INCOME**

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

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

**1.4 EXPENDITURE**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably.

Support costs are those incurred directly in support of the charitable activities and the general running of the charity.

Governance costs are those incurred in connection with administration of the charity, and to ensure compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

**1.5 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 institution with whom the funds are deposited.

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**1. ACCOUNTING POLICIES (CONTINUED)**

**1.6 TAXATION**

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

**1.7 TANGIBLE FIXED ASSETS AND DEPRECIATION**

Tangible fixed assets costing £250 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are carried at cost, net of depreciation and any provision for impairment.

Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Depreciation is provided on the following basis:

Office equipment	-	20% straight-line
Computer equipment	-	33% straight-line

**1.8 DEBTORS**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**1.9 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.

**1.10 LIABILITIES AND PROVISIONS**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**1. ACCOUNTING POLICIES (CONTINUED)**

**1.11 PENSIONS**

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

**1.12 FUND ACCOUNTING**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

**2. INCOME FROM DONATIONS AND LEGACIES**

	<b>Unrestricted funds 2023 £</b>	<b>Total funds 2023 £</b>	Total funds 2022 £
Donations	168,310	<b>168,310</b>	155,477
TOTAL 2022	155,477	155,477	

**3. INCOME FROM CHARITABLE ACTIVITIES**

	<b>Unrestricted funds 2023 £</b>	<b>Total funds 2023 £</b>	Total funds 2022 £
Counselling	400,186	<b>400,186</b>	325,358
TOTAL 2022 (as restated)	325,358	325,358	

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**4. INCOME FROM OTHER TRADING ACTIVITIES**

**Income from non charitable trading activities**

	<b>Unrestricted funds 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Trading activities	2,998	<b>2,998</b>	2,575
TOTAL 2022	2,575	<b>2,575</b>	

**5. INVESTMENT INCOME**

	<b>Unrestricted funds 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Bank interest	20	<b>20</b>	4
TOTAL 2022	4	<b>4</b>	

**6. ANALYSIS OF EXPENDITURE BY ACTIVITIES**

	<b>Activities undertaken directly 2023 £</b>	<b>Support costs 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Counselling	354,904	192,853	<b>547,757</b>	468,880
TOTAL 2022	319,684	149,196	<b>468,880</b>	



**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**6. ANALYSIS OF EXPENDITURE BY ACTIVITIES (CONTINUED)**

**ANALYSIS OF DIRECT COSTS**

	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Staff costs	96,408	53,719
Subcontractors	256,470	259,124
Counsellor training	2,026	6,841
	<u>354,904</u>	<u>319,684</u>

**ANALYSIS OF SUPPORT COSTS**

	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Staff costs	100,714	75,474
Training workshop costs	7,583	2,450
Fundraising	6,595	7,013
Advertising	3,643	5,792
Bank charges	946	723
Rent and rates	20,228	21,768
Light and heat	3,170	1,256
Office expenses	4,514	6,446
Computer running costs	17,559	11,211
Telephone	2,400	1,455
Insurance	727	703
Subscriptions	6,948	6,009
Staff training	1,219	-
Travelling	1,859	1,345
Sundry expenses	1,234	378
Legal and professional fees	2,524	369
Accountancy fees	6,796	1,610
Depreciation	4,194	5,194
	<u>192,853</u>	<u>149,196</u>

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**7. INDEPENDENT EXAMINER'S REMUNERATION**

	<b>2023</b>	2022
	£	£
Fees payable to the Charity's independent examiner in respect of:		
Independent examination of the Charity's annual accounts	<b>2,400</b>	1,000
Preparation of the annual accounts	<b>3,000</b>	-
	<u><b>3,000</b></u>	<u>-</u>

**8. STAFF COSTS**

	<b>2023</b>	2022
	£	£
Wages and salaries	<b>184,632</b>	123,305
Social security costs	<b>9,276</b>	3,574
Contribution to defined contribution pension schemes	<b>3,214</b>	2,314
	<u><b>197,122</b></u>	<u>129,193</u>

The average number of persons employed by the Charity during the year was as follows:

	<b>2023</b>	2022
	No.	No.
Office staff	<b>6</b>	6
Counsellors	<b>4</b>	4
	<u><b>10</b></u>	<u>10</u>

No employee received remuneration amounting to more than £60,000 in either year.

The charity considers its key personnel to be the CEO, Operations Manager, Marketing Manager, and Office Manager. The Trustees all give their time and expertise without any kind of remuneration or other benefit in kind (2022: £Nil). The Key Management Personnel were paid a total gross annual salary (including Employer's National Insurance Contributions and Employer's Pension) of £124,604 (2022: £78,028) during the year.

During the year, no voluntary contributions and donations were received from Trustees (2022: £Nil). No Trustees received any reimbursement of expenses or had expenses paid directly to a third party on their behalf (2022: £Nil).

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**9. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Total £
<b>COST OR VALUATION</b>			
At 1 April 2022	519	13,738	14,257
Additions	1,504	3,800	5,304
Disposals	(119)	-	(119)
At 31 March 2023	<u>1,904</u>	<u>17,538</u>	<u>19,442</u>
<b>DEPRECIATION</b>			
At 1 April 2022	-	9,376	9,376
Charge for the year	193	4,001	4,194
At 31 March 2023	<u>193</u>	<u>13,377</u>	<u>13,570</u>
<b>NET BOOK VALUE</b>			
At 31 March 2023	<u>1,711</u>	<u>4,161</u>	<u>5,872</u>
At 31 March 2022	<u>519</u>	<u>4,362</u>	<u>4,881</u>

**10. DEBTORS**

	2023 £	2022 £
<b>DUE WITHIN ONE YEAR</b>		
Trade debtors	128,693	50,620
Other debtors	4,415	500
Prepayments and accrued income	40,392	-
	<u>173,500</u>	<u>51,120</u>

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2023</b>	2022
	£	£
Trade creditors	<b>23,306</b>	24,300
Other taxation and social security	<b>3,638</b>	282
Other creditors	<b>866</b>	7,666
Accruals and deferred income	<b>157,982</b>	61,300
	<u><b>185,792</b></u>	<u>93,548</u>
	<b>2023</b>	2022
	£	£
Deferred income at 1 April 2022	<b>60,300</b>	42,525
Resources deferred during the year	<b>152,440</b>	60,300
Amounts released from previous periods	<b>(60,300)</b>	(42,525)
	<u><b>152,440</b></u>	<u>60,300</u>

Deferred income comprises monies received in advance for counselling sessions.

**12. PRIOR YEAR ADJUSTMENTS**

A prior year adjustment has been posted to reclassify prior year income and expenditure as unrestricted, where originally classified as restricted. The nature of the counselling charitable activity has been re-evaluated, and on the basis that this represents contractual service income, it has been determined that this should be unrestricted.

As such, the comparatives for 2022 have been restated so that there are no restricted funds as at 31 March 2022, and unrestricted funds have been adjusted from £88,774 to £166,395. There has been no change in total closing funds as at 31 March 2022.

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**13. STATEMENT OF FUNDS**

**STATEMENT OF FUNDS - CURRENT YEAR**

	As restated Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 March 2023 £
<b>UNRESTRICTED FUNDS</b>					
<b>DESIGNATED FUNDS</b>					
Fundraising from specific events	50,255	-	-	(50,255)	-
<b>GENERAL FUNDS</b>					
General Fund	166,395	571,514	(547,757)	50,255	240,407
<b>TOTAL UNRESTRICTED FUNDS</b>	<b>216,650</b>	<b>571,514</b>	<b>(547,757)</b>	<b>-</b>	<b>240,407</b>

Designated funds represent those set aside for planned events. At the yearend it was determined that the designated funds were no longer required as the events did not go ahead and so the fund was transferred to unrestricted funds.

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**13. STATEMENT OF FUNDS (CONTINUED)**

**STATEMENT OF FUNDS - PRIOR YEAR**

	As restated Balance at 1 April 2021 £	As restated Income £	As restated Expenditure £	As restated Balance at 31 March 2022 £
<b>UNRESTRICTED FUNDS</b>				
<b>DESIGNATED FUNDS</b>				
Fundraising from specific events	50,255	-	-	50,255
	<u>50,255</u>	<u>-</u>	<u>-</u>	<u>50,255</u>
	As restated Balance at 1 April 2021 £	As restated Income £	As restated Expenditure £	As restated Balance at 31 March 2022 £
<b>GENERAL FUNDS</b>				
General Fund	151,861	483,414	(468,880)	166,395
	<u>151,861</u>	<u>483,414</u>	<u>(468,880)</u>	<u>166,395</u>
<b>TOTAL UNRESTRICTED FUNDS</b>	<u><u>202,116</u></u>	<u><u>483,414</u></u>	<u><u>(468,880)</u></u>	<u><u>216,650</u></u>

**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**14. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2023 £	2022 £
Net income for the year (as per Statement of Financial Activities)	<b>23,757</b>	<b>14,534</b>
<b>ADJUSTMENTS FOR:</b>		
Depreciation charges	4,194	5,194
Dividends, interests and rents from investments	(20)	(4)
Increase in debtors	(122,380)	(8,266)
Increase in creditors	92,244	19,135
<b>NET CASH PROVIDED BY/(USED IN) OPERATING ACTIVITIES</b>	<b>(2,205)</b>	<b>30,593</b>

**15. ANALYSIS OF CASH AND CASH EQUIVALENTS**

	2023 £	2022 £
Cash in hand	246,827	254,197
<b>TOTAL CASH AND CASH EQUIVALENTS</b>	<b>246,827</b>	<b>254,197</b>

**16. ANALYSIS OF CHANGES IN NET DEBT**

	At 1 April 2022 £	Cash flows £	At 31 March 2023 £
Cash at bank and in hand	254,197	(7,370)	246,827
	<b>254,197</b>	<b>(7,370)</b>	<b>246,827</b>

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**PREGNANCY EXPECTATIONS TRAUMA AND LOSS SOCIETY**  
**(A Company Limited by Guarantee)**

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**17. PENSION COMMITMENTS**

The Charity operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge representing employer contributions payable by the company to the fund amounted to £3,214 (2022: £2,314). Contributions of £Nil (2022: £568) were payable to the fund at the balance sheet date. The Charity was due a reimbursement of £31 at the balance sheet date (2022: £Nil).

**18. OPERATING LEASE COMMITMENTS**

The Charity had no commitments under non-cancellable operating leases at 31 March 2023.

**19. TRUSTEES' PERSONAL GUARANTEES**

The charity is limited by guarantee, incorporated in England and Wales. Each trustee is liable to contribute an amount not exceeding £10 towards the assets of the charity in the event of liquidation.

**20. RELATED PARTY TRANSACTIONS**

There were no related party transactions during the year other than disclosed in note 8.