

Treasurer's Report – Financial Year 2021–22

1. Financial Headlines:

| | | | |
|-------------|--------------------|---------------------|------------------------|
| a. Income | Target £30,000 | Actual £43,757 | Exceeded by £13,757 |
| b. Balances | Opening £89,904 | Closing £113,655 | Increase £23,751 |

2. Financial Firsts:

- a. Reaching the £100K mark
- b. Securing grant funding
- c. Supporting a family in need beyond our defined catchment
- d. Acquiring membership with the Funding Regulator

3. Key Risks:

- a. During the period – the potential curtailment of support activities and fundraising due to COVID 19 precautions – mitigated effectively – minimal impact
- b. Current time – the financial crisis, both in terms of the reduction in the disposable incomes of our donors, and because of the increase in the cost of providing our services and managing the charity's activities – being mitigated – minimal impact to date

4. Expenditure:

a. Main costs were associated with achieving our charitable objects:

- delivering our services to beneficiaries
- raising awareness of baby loss via promotional materials and events, and by maintaining a visible online presence

b. First member of staff employed to ensure that consistent, high quality services are delivered to our beneficiaries at their time of need

c. Compliance, e.g. insurance, safeguarding checks and annual accounts

d. Subscriptions, e.g. Fundraising Regulator, Just Giving and Enthuse

5. Reserves Policy:

a. Short–medium term – minimum of £30K to ensure we can provide key services, at the time of need, in future years, including expansion across Devon and Cornwall

b. Longer–term – build to £200K year on year to acquire Luna's Lodge

6. Fundraising and Donations – numerous events and activities proceeded, despite COVID-19 precautions. Here are a few that stand out:

a. Family donations – in addition to the general donations, sponsorship and personal time devoted in support of our events and activities, family members directly raised a further £2.9K to express their gratitude and to support other families devastated by baby loss

b. Skydive – our second event, but a “first” for many who challenged themselves to take the leap, raising £4.6K in the process

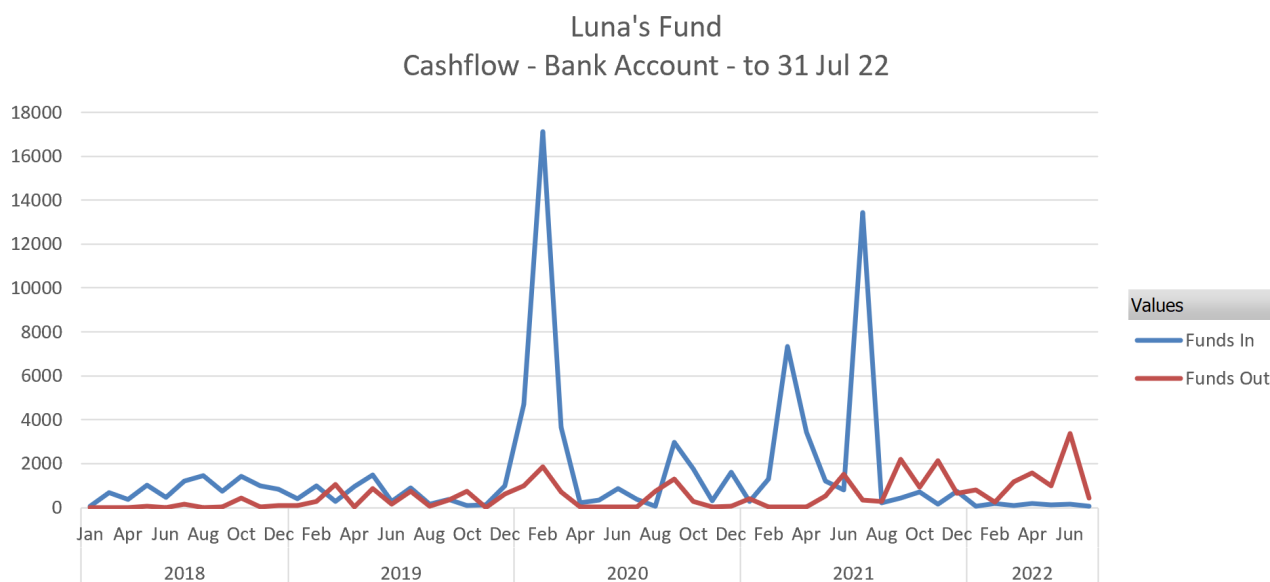
c. Gift aid – £2.7K – this was made easy and convenient for supporters of events by subscribing to online donation systems like Just Giving and Enthuse

d. Run for Luna – £13K was raised through challenges involving running, including the Plymouth half marathon and 10K, the Samworth Brothers' charity challenge, the London Landmarks half marathon, Hope 24 and the Cornish coastal path run

d. Golf – £4.5K was raised from our first golf event

e. Quiz nights – £4K was generated from regular quiz evenings in Torpoint, which are treasured by the local community

7. Cashflow – the following plots the cashflow position since the Charity's inception:



8. Analysis – income and expenditure are analysed in more detail at the Annex. This shows the current year side by side with the previous periods, as we would not want to lose sight of all the great work that has built the firm foundation of our Charity. It shows the wide variety of fundraising events and activities over time as well as the breadth of our donation base, which reflects the Charity's standing in the community.

9. Non-financial benefits – what the financial statements do not show are the intangibles – the emotion of conversations with grieving beneficiaries – the hours of

volunteer time – the personal satisfaction of achieving your first 10K run or your first skydive. Money is important, but our people, support systems and opportunities for personal growth are essential and make our Charity what it is – unique.

10. Summary – through the of generosity of each and every supporter, we have supported those in need and moved closer to the strategic goal of securing a lodge where we can tailor the support for those beneficiaries that need a relaxing get-away from the trauma and stress of baby loss – it will be a place to grieve and to re-energise to find the strength to face an unexpected and extremely challenging future. It will be a safe haven for “baby moon” breaks for parents during their pregnancy after loss. It will of course be “Luna’s Lodge”, an enduring legacy to the person that inspired us to establish Luna’s Fund.

**Steve Green CMgr FCSI
Treasurer and Luna’s granddad**

Annex:

A. Financial Analysis

Luna's Fund – Financial Analysis to 31 Jul 22

| Type | Detail/Activity | Period to Jul 20 | | | to Jul 21 | | | to Jul 22 | | |
|--------------------------------|-----------------------------|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| | | Funds In | Funds Out | Net | Funds In | Funds Out | Net | Funds In | Funds Out | Net |
| Service Provision | Respite | 0 | 564 | -564 | 0 | 2,779 | -2,779 | 163 | 10,394 | -10,231 |
| | Story Raine Project | | | | 0 | 423 | -423 | 0 | 1,482 | -1,482 |
| | Family Support | | | | 0 | 60 | -60 | 0 | 103 | -103 |
| | Food Hamper | | | | | | | 0 | 119 | -119 |
| Service Provision Total | | 0 | 564 | -564 | 0 | 3,262 | -3,262 | 163 | 12,098 | -11,935 |
| Branding | Marketing/Promotional | 1,421 | 6,716 | -5,295 | 569 | 886 | -316 | 304 | 3,597 | -3,293 |
| Branding Total | | 1,421 | 6,716 | -5,295 | 569 | 886 | -316 | 304 | 3,597 | -3,293 |
| Fundraising | Launch Party | 6,759 | 1,671 | 5,088 | | | | | | |
| | Auction Night | 5,389 | 285 | 5,105 | | | | | | |
| | Raleigh Open Day | 315 | 39 | 276 | | | | | | |
| | Charity Football Match | 2,659 | 122 | 2,537 | 0 | 331 | -331 | | | |
| | Psychic Night | 546 | 0 | 546 | | | | | | |
| | Craft Sale | 1,436 | 45 | 1,391 | | | | | | |
| | 2.6 Challenge | 1,160 | 0 | 1,160 | | | | | | |
| | Plymouth Half Marathon | 4,065 | 134 | 3,930 | 255 | 0 | 255 | 1,646 | 235 | 1,411 |
| | Plymouth 10K | 943 | 476 | 467 | | | | | | |
| | Bonfire Night | 1,041 | 297 | 744 | | | | | | |
| | Mudstock | 1,211 | 90 | 1,121 | | | | | | |
| | Skydive | 1,834 | 50 | 1,784 | 1,434 | 3,107 | -1,674 | 580 | 0 | 580 |
| | Raffle | | | | 300 | 0 | 300 | 1,610 | 0 | 1,610 |
| | March 100K | | | | 823 | 807 | 16 | | | |
| | May Challenge | | | | 50 | 0 | 50 | | | |
| | Street Market | | | | 32 | 0 | 32 | 424 | 0 | 424 |
| | Harry Potter Quiz | | | | 781 | 0 | 781 | | | |
| | Hope 24 | | | | 0 | 0 | 0 | | | |
| | 1000 Burpee Challenge | | | | 0 | 0 | 0 | | | |
| | London Marathon | | | | 0 | 0 | 0 | | | |
| | JustGiving | | | | | | | 20,761 | 0 | 20,761 |
| | Golf | | | | | | | 5,235 | 714 | 4,522 |
| | Quiz | | | | | | | 3,959 | 0 | 3,959 |
| | Santa Message | | | | | | | 75 | 0 | 75 |
| Fundraising Total | | 27,358 | 3,209 | 24,149 | 3,674 | 4,245 | -571 | 34,290 | 949 | 33,341 |
| Donations | General | 32,141 | 0 | 32,141 | 33,712 | 0 | 33,712 | 2,210 | 0 | 2,210 |
| | Miss South West | 3,164 | 0 | 3,164 | | | | | | |
| | HMS Raleigh | 2,516 | 0 | 2,516 | 130 | 0 | 130 | 250 | 0 | 250 |
| | Michael Spiers - Local Gems | 1,000 | 0 | 1,000 | | | | | | |
| | Liskeard School | 750 | 0 | 750 | | | | | | |
| | Stage struck Drama Group | 750 | 0 | 750 | | | | | | |
| | Pilgrim Primary School | 305 | 0 | 305 | | | | | | |
| | Liskeard Netball | 278 | 0 | 278 | | | | | | |
| | Plympton Athletic | 267 | 0 | 267 | | | | | | |
| | Torpoint Rugby Club | 281 | 0 | 281 | | | | | | |
| | Ivybridge Football | 189 | 0 | 189 | | | | | | |
| | Charity Pots | 881 | 0 | 881 | 800 | 0 | 800 | 207 | 0 | 207 |
| | Amazon Smile | 24 | 0 | 24 | 109 | 0 | 109 | 161 | 0 | 161 |
| | Family Members | | | | 3,000 | 0 | 3,000 | 2,723 | 0 | 2,723 |
| | Gift Aid | | | | 129 | 0 | 129 | 2,743 | 0 | 2,743 |
| | The Cornish Cake | | | | 50 | 0 | 50 | | | |
| | St John's Lodge | | | | | | | 200 | 0 | 200 |
| | G&R Electrical | | | | | | | 375 | 0 | 375 |
| | Grant | | | | | | | 500 | 0 | 500 |
| Donations Total | | 42,547 | 0 | 42,547 | 37,930 | 0 | 37,930 | 9,368 | 0 | 9,368 |
| Expenses | Insurance | 0 | 202 | -202 | 0 | 118 | -118 | 0 | 118 | -118 |
| | IT | 0 | 105 | -105 | | | | | | |
| | Stationery | 0 | 130 | -130 | 8 | 255 | -247 | 0 | 93 | -93 |
| | Supplies and Equipment | 0 | 185 | -185 | 0 | 532 | -532 | 0 | 241 | -241 |
| | Training | 0 | 572 | -572 | | | | | | |
| | Website | 0 | 941 | -941 | 0 | 355 | -355 | | | |
| | Subscriptions | 0 | 108 | -108 | 0 | 400 | -400 | 0 | 383 | -383 |
| | Story Raine Project | | | | 0 | 2 | -2 | | | |
| | Safeguarding | | | | 0 | 140 | -140 | | | |
| | Audit and Accounts | | | | 0 | 720 | -720 | 0 | 756 | -756 |
| | Communications | | | | 0 | 11 | -11 | 0 | 124 | -124 |
| | Employees | | | | | | | 0 | 2,016 | -2,016 |
| Expenses Total | | 0 | 2,243 | -2,243 | 8 | 2,533 | -2,525 | 0 | 3,730 | -3,730 |
| Bank | Interest | 55 | 0 | 55 | | | | | | |
| Bank Total | | 55 | 0 | 55 | | | | | | |
| Grand Total | | 71,381 | 12,732 | 58,649 | 42,181 | 10,926 | 31,254 | 44,124 | 20,373 | 23,751 |