



Charity Name:	Luna's Fund
Registered Charity in England & Wales:	1184371
Charitable Incorporated Organisation:	(CIO)
Accounting Period:	1st August 2020–31st July 2021
Registered Address:	24 Dartmoor View, Saltash, Cornwall, PL12 6WF
Trustees:	7

Luna's Fund Treasurer Report 2020/2021

Treasurer's Report – Financial Year 2020–21

COVID-19 – Impact on Fundraising

1. Due to the global pandemic and the associated lockdowns and social distancing restrictions, much of the planned fundraising had to be curtailed.
2. However, the Trustees were keen to promote the Charity and raise awareness of baby loss and creatively devised an event that complied with the prevailing restrictions by setting individuals the challenge to “March 100k in March”. This encouraged active physical participation in pursuit of the 100k target following a period of personal inactivity for many during the lockdown, improving the mental and physical wellbeing of participants while raising a staggering £7K in donations, and of course boosting awareness of the Charity immensely.

COVID-19 – Impact on Services to Beneficiaries

3. The pandemic and associated restrictions constrained the marketplace, impacting on the availability of services such as the lodges for get-away breaks and antenatal scans.
4. Market constraints in turn impacted on the cost to the Charity of procuring these services when there was availability, with some prices accelerating to 100% above their pre-pandemic levels. However, the Trustees were resolute that the Charity would deliver its objectives despite the unprecedented market forces and we provided our unique, tailored support to all service users, albeit at an inflated financial cost.

General Fundraising and Donations

5. There were numerous events and activities that were able to proceed despite the turmoil of lockdowns and restrictions. Here are a few that stand out during a challenging year:

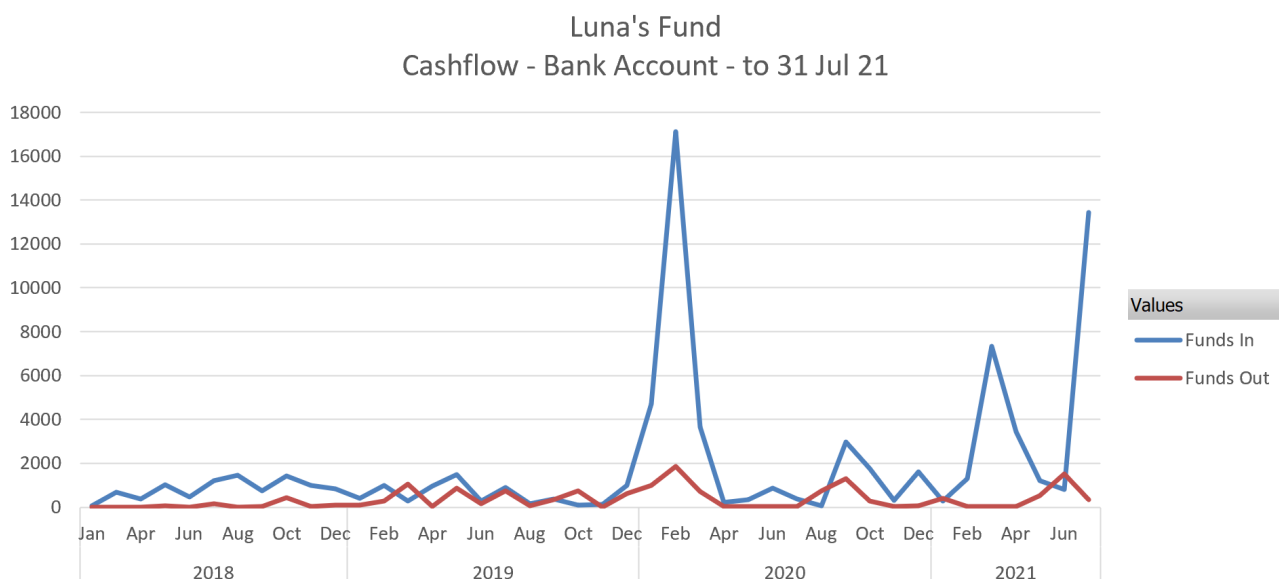
- a. Skydive – after several attempts of securing a date due to the shifting restrictions of the pandemic, our brave volunteers overcame their fears and completed their Skydive, earning every penny of their sponsorship, which, after fees raised £1K.
- b. Gift aid – we received our first contribution having registered the Charity for gift aid, boosting income by an amazing £5K. This will be an enduring income stream and supporters are encouraged to consent wherever gift aid qualifies.
- c. Family donations – Over £14.6K was generously donated directly from the families that we have supported, to express their gratitude, this is in addition to all of the general donations they have made in support of our other events and activities.
- d. Amazon Smile – we received increasing donations from this source having encouraged users of this company to make their routine purchases via the relevant route.
- e. Charity collection pots – despite the pots being located in places that were impacted by lockdowns, we managed to secure a similar level of income to that of the previous year, which reflects the strength of the Charity’s reputation in the local community.

General Expenditure

6. Ensuring the Charity is compliant required expenditure on things like insurance, safeguarding checks and the preparation of the annual audit and accounts.
7. Sustaining and growing the Charity in a crowded space where there is fierce competition for the limited funds available from the generous members of the general public is generally challenging, but during a financially constrained time for many people required us to proactively raise our profile and maintain awareness. To achieve this, we incurred expenditure on things like our website and branding, including the procurement of bespoke items to tangibly and visibly promote the Charity, such as the highly prized purple and yellow Luna’s Fund T-shirts that are worn with pride by our volunteers and supporters, while at the same time advertising and positively promoting the Charity and baby loss awareness within the local community.

Cashflow

8. The following plots the cashflow position since the Charity’s inception:



Analysis

9. Income and expenditure are analysed in more detail at Annex A. This shows the current year side by side with the previous period and then shows the combined total as it stood on 31 July 2021.
10. Most impressive here are:
 - a. the wide variety of fundraising events and activities, so many of which have brought the community together, sparked enduring friendships and have personally challenged the participants who have grown from that experience.
 - b. the broad base for our donations, which reflects the Charity's standing in the community.
11. What the financial statements do not show are the intangibles – the hours of volunteer time – the emotion of conversations with grieving beneficiaries – the relief from sharing how you are feeling with a group of like-minded people who get it, who get you, who have travelled down the same path. Money is important, but our people and support systems make our Charity what it is – unique.

Overall Position

12. The opening balance of free reserves was £58,649 and, despite all of the challenges of the pandemic, this increased further during the financial year to provide a closing balance of £89,903.
13. Through the generosity of all of our amazing supporters, we have moved closer to the strategic goal of securing a lodge for those beneficiaries that need a relaxing get-away from the trauma and stress of baby loss, a place to grieve and to find the strength to face an unexpected and challenging future. It will also 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 FCMI
Treasurer and Luna’s Grandad

Annex A

A. Financial Analysis

Type	Detail/Activity	to Jul 20			to Jul 21			for both FYs
		Funds In	Funds Out	Net	Funds In	Funds Out	Net	
Service Provision	Respite	0	564	-564	0	2,779	-2,779	-3,344
	Story Raine Project				0	423	-423	-423
	Family Support				0	60	-60	-60
Service Provision Total		0	564	-564	0	3,262	-3,262	-3,826
Branding	Marketing/Promotional	1,421	6,716	-5,295	569	886	-316	-5,611
Branding Total		1,421	6,716	-5,295	569	886	-316	-5,611
Fundraising	Launch Party	6,759	1,671	5,088	0	0	0	5,088
	Auction Night	5,389	285	5,105	0	0	0	5,105
	Raleigh Open Day	315	39	276	0	0	0	276
	Charity Football Match	2,659	122	2,537	685	331	354	2,891
	Psychic Night	546	0	546	0	0	0	546
	Craft Sale	1,436	45	1,391	0	0	0	1,391
	2.6 Challenge	1,160	0	1,160	0	0	0	1,160
	Plymouth Half Marathon	4,065	134	3,930	465	0	465	4,395
	Plymouth 10K	943	476	467	0	0	0	467
	Bonfire Night	1,041	297	744	0	0	0	744
	Mudstock	1,211	90	1,121	0	0	0	1,121
	Skydive	1,834	50	1,784	2,257	3,107	-850	934
	Raffle				300	0	300	300
	March 100K				7,238	807	6,431	6,431
	May Challenge				50	0	50	50
	Street Market				32	0	32	32
	Harry Potter Quiz				781	0	781	781
	Hope 24				485	0	485	485
	1000 Burpee Challenge				378	0	378	378
	London Marathon				473	0	473	473
Fundraising Total		27,358	3,209	24,149	13,143	4,245	8,898	33,047
Donations	General	32,141	0	32,141	7,770	0	7,770	39,912
	Miss South West	3,164	0	3,164	0	0	0	3,164
	HMS Raleigh	2,516	0	2,516	130	0	130	2,646
	Michael Spiers - Local Gems	1,000	0	1,000	0	0	0	1,000
	Liskeard School	750	0	750	0	0	0	750
	Stagestruck Drama Group	750	0	750	0	0	0	750
	Pilgrim Primary School	305	0	305	0	0	0	305
	Liskeard Netball	278	0	278	0	0	0	278
	Plympton Athletic	267	0	267	0	0	0	267
	Torpoint Rugby Club	281	0	281	0	0	0	281
	Ivybridge Football	189	0	189	0	0	0	189
	Charity Pots	881	0	881	800	0	800	1,681
	Amazon Smile	24	0	24	109	0	109	133
	Family Members				14,630	0	14,630	14,630
	Gift Aid				4,971	0	4,971	4,971
	The Cornish Cake				50	0	50	50
Donations Total		42,547	0	42,547	28,460	0	28,460	71,007
Expenses	Insurance	0	202	-202	0	118	-118	-319
	IT	0	105	-105	0	0	0	-105
	Stationery	0	130	-130	8	255	-247	-378
	Supplies and Equipment	0	185	-185	0	532	-532	-717
	Training	0	572	-572	0	0	0	-572
	Website	0	941	-941	0	355	-355	-1,296
	Subscriptions	0	108	-108	0	400	-400	-508
	Story Raine Project				0	2	-2	-2
	Safeguarding				0	140	-140	-140
	Audit and Accounts				0	720	-720	-720
	Communications				0	11	-11	-11
Expenses Total		0	2,243	-2,243	8	2,533	-2,525	-4,768
Bank	Interest	55	0	55				55
Bank Total		55	0	55	0	0	0	55
Grand Total		71,381	12,732	58,649	42,181	10,926	31,254	89,904