Charity Registration No. 1181584

MADDIE'S MIRACLE

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

Waverley House
115-119 Holdenhurst Road
Bournemouth
Dorset
BH8 8DY

MADDIE'S MIRACLE

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MADDIE'S MIRACLE

COMPANY INFORMATION

Trustees	Ms S Camsell Ms K Thomas Ms L Smith Ms C L Morris Ms A Coutisson Miss A E Brown Ms H Shing
Charity number	1181584
Independent examiner	TC Group Waverley House 115-119 Holdenhurst Road Bournemouth Dorset BH8 8DY

The trustees present their annual report and financial statements for the year ended 31 December 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "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).

Objectives and activities

Maddie's Miracle is committed to serving mothers, babies and families in the UK. We recognise that our specialist support services provide significant positive changes.

Our charity provides specialist evidence-based expertise, psycho-social support and niche counselling techniques related to maternal mental health in order to help mothers, babies and families; and to ensure mothers are provided with fit for purpose support, that they are empowered and confident, fully equipped with facts and have access to support networks. This is done with our team of highly qualified Lactation Consultants who use evidence-based approaches and counselling techniques.

Outcomes of our work include the following:

- Reduced Isolation
- Reduced Loneliness
- Improved Mental Health of Mothers
- Improved Physical Health of Mothers
- Improved Physical Health of Babies
- Improved Spousal Relationships (due to better mental health)
- Stronger Family Unit
- Improved Community Cohesion

Our unique offering is that of specialist expertise in breastfeeding and infant feeding together with providing breastfeeding counselling to mothers, thereby supporting perinatal mental health.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Significant activities and achievements against objectives

Maddie's Miracle is a small volunteer-led charity, supporting families during the often challenging perinatal period. Maddie's Miracle services have been recognised and praised in Scottish Parliament by Michelle Thomson SMP in 2024. We have been nominated for Awards including BBC Community Award and we have authored articles in publications like All 4 Maternity. In 2024, our team member, Caroline Harrower IBCLC, won the coveted Pam Lacey award for services to breastfeeding awarded by Association of Breastfeeding Mothers.

In 2025, Maddie's Miracle provided free, specialist breastfeeding and infant feeding support, alongside compassionate support for maternal wellbeing. Our community groups offered welcoming spaces where mothers could receive practical guidance, share their experiences and build connections with other families. Our breastfeeding counsellors and lactation consultants provided person-centred support, helping mothers navigate feeding difficulties, build confidence and feel less isolated.

Our national Zoom service enabled families across the UK to access specialist support from home, including those who faced barriers to attending face-to-face services. These sessions offered time to listen, explore concerns and provide information to help mothers make informed decisions about feeding their babies.

Our breastfeeding support bus attended the Purbeck Valley Folk Festival, where Maddie's Miracle was the festival's supported charity. We delivered breastfeeding support at the event and provided a welcoming space for families, while raising awareness of our work and the importance of accessible infant feeding support.

Our approach was kind, inclusive and non-judgemental, recognising that feeding experiences are closely connected with maternal mental health and family wellbeing.

The UK has some of the lowest breastfeeding rates in the world with 80% of mothers stopping breastfeeding before they're ready due to inadequate support. Maddie's Miracle supports mothers in their breastfeeding journey in a calm and nurturing way. Evidence that is backed by The World Health Organisation and UNICEF shows supporting women to breastfeed delivers outcomes including:

- Reduced risk of childhood illnesses
- Reduced risk of several cancers and other diseases in women
- Reduced risk of postnatal depression and improved mental wellbeing for mothers
- Reduced risk of mortality for premature babies
- Reduced costs for the NHS
- Reduced environmental damage

It is estimated that increasing breastfeeding rates could save the NHS £50 million per year due to the health benefits it brings.



Maddie's Miracle Breastfeeding Community Group, Bournemouth (Dorset)

Fundraising

Trustees note that we must strengthen our fundraising and income generation with a focus on securing a paid fundraiser, building trade income and working towards financial security.
Our intention is to diversify our income streams, build corporate fundraising relationships and to build the trade income of our online shop.

Financial review

During the year the charity had total income of £61,252 (2024: £63,939) and total expenditure of £56,180 (2024: £66,615).

At 31 December 2025 the charity had £12,761 (2024: £2,722) of free reserves, the trustees have commitments to spend these in the next financial period.

Reserves policy

At present date the charity does not have reserves due to having used these funds during a financially challenging period in early 2025. Trustees are working towards being in a position where we achieve a minimum of 6 month's operating costs as our reserves.

We plan to fund services through grants and divert any unrestricted income to rebuilding our reserves.

Plans for future periods

Trustees are working towards increasing our volunteers, increasing income to fund paid staff and securing a permanent office and hub for our team and beneficiaries.

We will continue working with freelance fundraisers in order to move out of being volunteer-led and move towards having paid staff; we aim to fund a permanent employer fundraiser to be responsible for income generation, as well as a Services Coordinator to manage our services. We expect that these roles will provide further stability and security for the charity.

Structure, governance and management

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution and Board of Trustees, who are responsible for strategic direction, financial oversight, and ensuring compliance with regulatory requirements. The day-to-day operations are managed by a small team of dedicated staff and volunteers.

The trustees who served during the year and up to the date of signature of the financial statements were:

Mrs M L McMahon (Deceased 31 May 2026)
Ms S Camsell
Ms K Thomas
Ms L Smith
Ms C L Morris
Ms A Coutisson
Miss A E Brown
Ms H Shing
Ms V Henchy (Resigned 25 June 2025)

Recruitment and appointment of trustees

Trustees are selected based on specific skill set, knowledge, experience and expertise . Every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

Organisational structure

The Board of Trustees brings together a wealth of professional and lived experience in perinatal health, breastfeeding, research, and charity governance. It includes Professor Amy Brown of Swansea University, an internationally recognised researcher and author in the field of infant feeding and maternal wellbeing. The Board also includes Sally-Ann Camsell, who works within the NHS perinatal mental health services, alongside other Trustees with significant experience in childbirth, breastfeeding support, and family health.

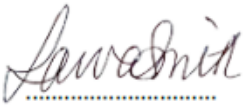
This strong, multidisciplinary leadership ensures that the charity's strategic decisions are grounded in clinical expertise, academic evidence, and real-world understanding of the challenges faced by parents and babies across the UK.

The charity continues to review its systems, governance policies, and operational processes to ensure efficiency, transparency, and accountability.

Maddie McMahon

As we write this, we would like to add a note that our co-founder and visionary, Maddie McMahon, was Chair of Trustees during 2025 and until 31st May 2026 when she sadly passed away. Our new Chair of Trustees, Ms Laura Smith, will be signing the Trustees Annual Report on her behalf for the year 2025 despite Maddie leading as Chair during this year. Laura is a nurse with years of experience within the NHS and is utilising her skills to serve Maddie's Miracle in levelling up its logistics and leadership.

The trustees' report was approved by the Board of Trustees.



Ms L Smith

Trustee

Date: 29 October 2026

MADDIE'S MIRACLE

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF MADDIE'S MIRACLE

I report to the trustees on my examination of the financial statements of Maddie's Miracle (the charity) for the year ended 31 December 2025.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or

2 the financial statements do not accord with those records; or

3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.



TC Group

Waverley House
115-119 Holdenhurst Road
Bournemouth
Dorset
BH8 8DY

Dated: 30 October 2026

MADDIE'S MIRACLE

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	**3**	50,312	10,940	61,252	49,404	14,535	63,939
Total income		50,312	10,940	61,252	49,404	14,535	63,939
Expenditure on:							
Charitable activities	**4**	45,240	10,940	56,180	52,080	14,535	66,615
Total expenditure		45,240	10,940	56,180	52,080	14,535	66,615
Net income/(expenditure) and movement in funds		5,072	-	5,072	(2,676)	-	(2,676)
Reconciliation of funds:							
Fund balances at 1 January 2025		10,473	-	10,473	13,149	-	13,149
Fund balances at 31 December 2025		15,545	-	15,545	10,473	-	10,473

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MADDIE'S MIRACLE

BALANCE SHEET

AS AT 31 DECEMBER 2025

	Notes	2025		2024	
		£	£	£	£
Fixed assets					
Tangible assets	**10**		2,784		7,751
Current assets					
Cash at bank and in hand		16,701		4,162	
Creditors: amounts falling due within one year	**11**	(3,940)		(1,440)	
Net current assets			12,761		2,722
Total assets less current liabilities			15,545		10,473
The funds of the charity					
Unrestricted funds	**13**		15,545		10,473
			15,545		10,473

The financial statements were approved by the trustees on 29th October 2026

Ms L Smith
Trustee

1 Accounting policies

Charity information

Maddie's Miracle is a CIO registered with the Charity Commission on the 16th January 2019 and governed by its constitution.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011, FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”) and the Charities SORP "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 charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

1 Accounting policies **(Continued)**

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 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.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	Straight line over 3 years
Motor vehicles	Straight line over 5 years

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1 Accounting policies (Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	27,312	-	27,312	26,851	-	26,851
Grants	23,000	10,940	33,940	22,553	14,535	37,088
	50,312	10,940	61,252	49,404	14,535	63,939

4 Expenditure on charitable activities

	Total 2025 £	Total 2024 £
Direct costs		
Depreciation and impairment	4,967	4,966
People costs	28,460	41,084
Other charitable expenditure	15,810	14,520
	49,237	60,570
Share of support and governance costs (see note 5)		
Governance	6,943	6,045
	56,180	66,615
Analysis by fund		
Unrestricted funds	45,240	52,080
Restricted funds	10,940	14,535
	56,180	66,615

5 Support costs allocated to activities

	2025	2024
	£	£
Governance costs	6,943	6,045
Analysed between:		
Total	6,943	6,045

	2025	2024
Governance costs comprise:	£	£
Audit fees	1,440	1,440
Accountancy	5,503	4,605
	6,943	6,045

6 Net movement in funds

	2025	2024
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	1,440	1,440
Depreciation of owned tangible fixed assets	4,967	4,966

7 Trustees

One (2024: One) trustee has been paid a total of £1,877 (2024: £5,207) for their work on the charitable activities and not for their role as a trustee.

8 Employees

The average monthly number of employees during the year was:

	2025	2024
	Number	Number
Total	-	-

During the year the charity did not employ anyone, all work carried out was by subcontractors or volunteers.

There were no employees whose annual remuneration was more than £60,000.

9 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

10 Tangible fixed assets

	Computers	Motor vehicles	Total
	£	£	£
Cost			
At 1 January 2025	2,255	25,920	28,175
At 31 December 2025	2,255	25,920	28,175
Depreciation and impairment			
At 1 January 2025	2,072	18,352	20,424
Depreciation charged in the year	183	4,784	4,967
At 31 December 2025	2,255	23,136	25,391
Carrying amount			
At 31 December 2025	-	2,784	2,784
At 31 December 2024	183	7,568	7,751

11 Creditors: amounts falling due within one year

	2025	2024
	£	£
Other creditors	2,500	-
Accruals and deferred income	1,440	1,440
	3,940	1,440

12 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2025	Incoming resources	Resources expended	At 31 December 2025
	£	£	£	£
Bournemouth Group	-	5,000	(5,000)	-
Cheshire Group	-	5,940	(5,940)	-
	-	10,940	(10,940)	-

Previous year:	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
Bournemouth Group	-	6,460	(6,460)	-
Cambridgeshire Group	-	8,075	(8,075)	-
	-	14,535	(14,535)	-

Purpose of the restricted funds

Cambridgeshire Group - Restricted to service provision of breastfeeding support in Cambridgeshire.

Bournemouth Group - To enable the running of Maddie's Miracle Breastfeeding Support Group - Bournemouth.

Cheshire Group - Restricted to for the Maddie's Miracle Ramsey Group (who renamed themselves to 'Connected Parents'.

13 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2025	Incoming resources	Resources expended	At 31 December 2025
	£	£	£	£
General funds	10,473	50,312	(45,240)	15,545

Previous year:	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
General funds	13,149	49,404	(52,080)	10,473

14 Related party transactions

Transactions with related parties

During the year the charity entered into the following transactions with related parties:

One (2024: One) trustee has been paid a total of £1,877 (2024: £5,207) for their work on the charitable activities and not for their role as a trustee.