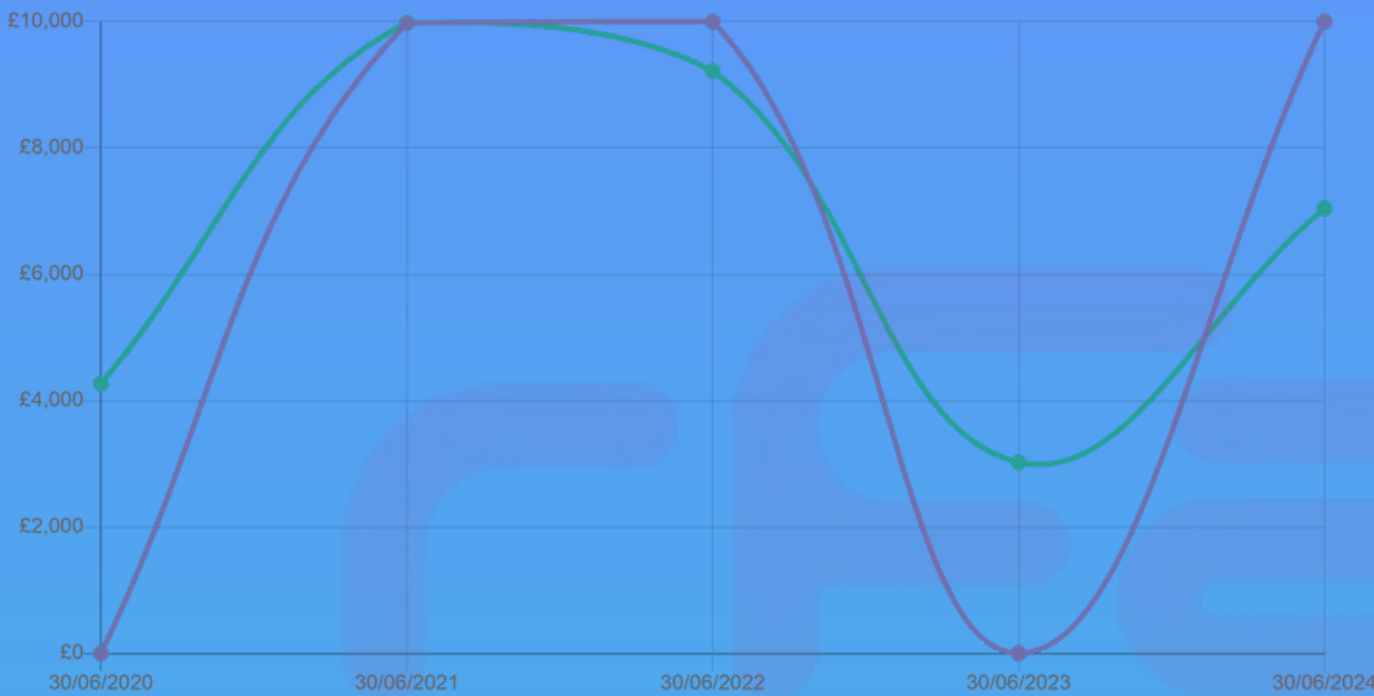


Organisational Financial Context

RFA Beauty Foundation operates as a grassroots charity supporting vulnerable mothers and young families through its core programme, The Mother's Nest, which provides essential baby supplies, safeguarding support, and community engagement for mothers experiencing hardship, isolation, or crisis. Financially, the organisation operates within the small-charity income band typical of community-based organisations and relies primarily on charitable donations and grant funding. This lean operational model enables the charity to respond quickly to community need while maintaining careful financial oversight and responsible stewardship of resources.



Financial Overview

Over recent years, RFA Beauty Foundation has maintained a modest but stable financial base, with annual income typically around £10,000. Draft management accounts for the financial period ending June 2025 show total income of £17,681, representing a 76.8% increase compared with the previous year's income of £10,000. Expenditure during the same period increased to £11,240, a 59.7% increase from the previous year's £7,040 as programme delivery expanded. Despite increased activity, the charity generated a surplus of £6,440, equivalent to approximately 36% of total income, strengthening the organisation's financial position and enabling further service development. This reflects an operational expenditure ratio of approximately 64% of total income, demonstrating disciplined financial management while allowing the charity to reinvest surpluses into programme sustainability.

Historical Financial Performance

The charity's financial history reflects the funding patterns typical of small voluntary organisations operating within grant cycles. In 2019 the organisation generated income of £12,171 with expenditure of £7,886, producing a surplus of £4,285 which was carried forward to support activity in the following year. During 2020 no new income was recorded, representing a 100% decrease compared with 2019, and the charity relied on existing reserves to fund expenditure of £4,271.

Income recovered in 2021 to approximately £9,970, representing a full financial rebound following the previous year's funding gap. In 2022 income remained stable at £10,000, representing a 0.3% increase compared with 2021, while expenditure reduced by approximately 7.6%, demonstrating improved cost efficiency.

The financial year ending 2023 again recorded no new income, representing a 100% decrease from 2022. However, expenditure reduced significantly to £3,020, a 67% decrease compared with the previous year, reflecting careful financial management and the trustees' ability to scale operational activity responsibly during periods of limited funding.

Income recovered again in 2024 to £10,000 while expenditure increased to £7,040, representing a 133% increase compared with 2023 as programme activity resumed. The 2025 draft accounts show the strongest financial performance to date, with income rising to £17,681, a 76.8% increase compared with 2024, reflecting increased demand for support services and successful fundraising activity.

Financial Position and Reserves Policy

At the end of the 2025 financial period the charity holds total funds of £10,287, consisting of £6,665 in unrestricted funds and £3,623 in restricted funds. The trustees maintain a reserves policy requiring sufficient unrestricted funds to cover at least three months of operating costs. Current reserves exceed this threshold, ensuring the charity can maintain service delivery and respond to urgent beneficiary needs while continuing to grow its programmes.

Financial Sustainability and Strategic Development

RFA Beauty Foundation continues to strengthen its financial sustainability by expanding engagement with charitable trusts and foundations and developing collaborative partnerships that support its work with vulnerable mothers. The charity works alongside referral and safeguarding partners including Women's Aid Staffordshire, Refugee Action Midlands, local Child Sexual Exploitation safeguarding services, and Stoke-on-Trent City Council Early Help Teams and Children's Centres, which regularly refer vulnerable young mothers to the programme. These partnerships strengthen service reach while supporting coordinated safeguarding interventions for families in crisis.

Financial Outlook

Demand for services delivered through The Mother's Nest programme continues to increase as more vulnerable mothers seek support. Based on current funding applications and growing service demand, projected income for the 2026 financial year is expected to reach between £25,000 and £30,000. This represents a projected increase of approximately 41% to 69% compared with 2025 income levels. This projected growth trajectory reflects both the increasing demand for The Mother's Nest programme and the organisation's expanding grant funding pipeline. With expenditure expected to scale proportionally with programme activity, the organisation is positioned to maintain a healthy operating surplus while expanding its support for vulnerable mothers and infants.

Strategic Financial Priorities

RFA Beauty Foundation's financial strategy focuses on strengthening long-term sustainability while supporting the continued expansion of services for vulnerable families. Key priorities include securing multi-year grant funding from charitable trusts and foundations, strengthening partnerships with organisations that support safeguarding and family welfare, and maintaining disciplined financial management through prudent expenditure and a strong reserves policy. These measures will enable the organisation to stabilise income growth, maintain financial resilience, and scale its services responsibly in response to increasing community demand.