

# **ANNUAL REPORT**

**& ACCOUNTS SUMMARY  
2018 - 2019**

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**PART 1 - ANNUAL REPORT 2018/19**

**TWINS TRUST:  
A RECORD OF SUCCESS**

# WHY WE ARE NEEDED

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The numbers of multiple births are at an all-time high. Approximately 12,000 multiple birth babies are born each year in the UK, but they are high risk pregnancies.

Devastatingly a multiple birth baby still dies nearly every day. Multiple birth babies are six times more likely to have cerebral palsy. Admission to a neonatal intensive care unit, which is far more common in multiples, and the resulting separation can lead to considerable anxiety which can last for up to three years.

Rates of Postnatal Depression (PND) were found to be higher in both mothers and fathers of multiples at two months and at two years

postpartum and, for mothers of triplets, even at four years.

The costs of childcare for many families are prohibitive and mean that many, often mothers, have to give up work for far longer than they would like. This can push many families into poverty or real financial hardship.

We know that many of these problems are avoidable. And we know that many of our families who don't encounter them, or receive support overcoming them, have a wonderful experience of being parents. This is what we are working to achieve.

# WHAT WE HAVE ACHIEVED

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## IMPROVING HEALTH

600 twin babies' lives have been saved thanks to our and our partners' efforts since 2015. Our projects have shown how many more lives can still be saved.

200 twin and triplet babies were stopped from ending up in neonatal care in the past 12 months because we helped their healthcare teams to improve the care they deliver.

100s of expectant parents who go on our courses or use our resources are less likely to develop postnatal depression. 1,000s of parents benefit from our services each year.



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## IMPROVING EDUCATION

3,000 four and five year old twins and triplets have been spared being split up across different primary schools against their wishes as a result of

us getting the school admissions code amended in 2014.

## IMPROVING FINANCES

100s of families with twins and triplets in Scotland will receive grants of £1,200 and £1,500 respectively, when they have their babies. Over the past year, we successfully campaigned for the new monies to reflect the additional costs of multiples.

800 of our poorest families across the UK now receive the Surestart Maternity Grant to help provide for their new born babies. Our successful campaign reintroduced this grant for families

having twins, triplets or more after a singleton pregnancy.

5,000 of our poorest babies and children have been shielded from additional financial hardship according to the latest Government records. We made sure they are exempt from the two child limit for Universal Credit and Child Tax Credit, introduced in 2017, if it is a result of having multiples. The number of our families protected is expected to grow every year.

# OUR VISION FOR THE FUTURE

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We're proud of the impact of our work and we're incredibly excited that this is just the start. We have impressive programmes being delivered across the country; a new name - Twins Trust, and a new brand; and an ambitious plan to ensure even more families and professionals know about the support we offer. All of this means we are well placed to deliver further successes.

This was the second year of [Twin Trust's strategic plan](#), which sets out our priorities for 2017-2022. It was created over many months with the help of our members, supporters, volunteers and staff team. It was updated during the course of the year as we learned what was working and what needed changing. Trustees decided to focus in on five key objectives to deliver in the next three years.

These will help us deliver our Vision: "Creating a world where families of twins, triplets and more

are happy, healthy and supported."

We set out our Mission to do this by: "Providing our families with the information and support they need to enable them to thrive. We will raise awareness, invest in research and campaign for the best possible outcomes for our families."

Over the next three years, we will:

- **Save 580 babies' lives**
- **Stop 1,100 babies needing neonatal care**
- **Reduce 8,300 expectant parents' anxiety and prevent up to 800 from developing PND**
- **Support 7,500 concerned or upset parents**
- **Be the first place our families go to for information**

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All involved with Twins Trust pledge to uphold the following values:

### **We're Passionate**

We care about what we do and are committed to the cause.

### **We're Supportive**

We want to be the trusted place for information, help and support.

### **We're Positive**

We are ambitious and determined to make having twins, triplets and more a great experience.

At the end of our second year, we are pleased to report back on what has been achieved.

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# THE STORY OF OUR YEAR

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## **SAVING BABIES' LIVES**

Following on from last year's national report that showed our efforts contributed to reducing twin stillbirths and neonatal deaths, all indicators are that this trend has continued. On this basis it

appears that since early 2015 around 600 twin babies' lives were saved. But we know how to continue improving this even more quickly.



*Twins Trust is such a professional organisation. It is well connected, it is research orientated and it is savvy. What really impresses me about the Maternity Engagement Project is that it is not a wish list. What it is doing is both thorough and imaginative, shows what can actually be achieved and how units can make a change for the better."*

**Baroness Julia Cumberlege, former health Minister and chair of 'Better Births' the national maternity review**

Our world first, Quality Improvement Programme, which involved us providing support to 30 maternity units in England to improve their practice, proved what it will take to save even more babies' lives. We estimate that if the lessons are rolled out across other units in the UK at least a further 100 babies' lives would be saved each year. And 1,000s of babies would

avoid ending up in neonatal care, which would save the NHS over £4 million every single year. More importantly it would spare families huge worry and anxiety, and improve babies' long term outcomes. The programme report has now been published and we are offering up practical support to other units across the UK.

“

*This research should inform the effective targeting of resources to where they are needed and raises the awareness of key issues in the provision of care for multiple pregnancies. It also emphasises the impact that external, expert support can have on an organisation's continuous quality improvement.”*

**Jackie Doyle-Price MP, former Parliamentary Under Secretary of State for Mental Health and Inequalities, Department of Health and Social Care**

We are delighted that the potential for this work has received national recognition. It has been incorporated into national care bundles, NHS contracts, updated clinical guidance, payment systems, inspection frameworks and safety

programmes. In short, it's widely recommended and the money is there to do it. All we need to do is make sure healthcare teams are aware of this and help them make changes. We have an exciting plan in place to do this.



Another part of the puzzle is closing gaps in medical knowledge to improve pregnancy outcomes. Commonly this means trying to find new treatments or discovering new indicators when things are going wrong. From a standing start five years ago, when we didn't fund multiple pregnancy related research, we have now funded 10 projects together with our partners the British Maternal Fetal Medicine Society including two new studies this year. During this time over £300,000 has been invested. The first studies have now been published. We have seen the creation of [twin pregnancy growth charts](#) which

should [prevent clinicians delivering twins unnecessarily early and reduce the risks associated with prematurity](#). We now better understand the risks and treatment for rare high risk [monochorionic monoamniotic pregnancies](#) and outcomes in [triplet pregnancies](#). The ongoing challenge is to ensure that the findings are translated into improvements in practice.

Externally there are two large studies underway into trying to prevent prematurity in twin pregnancies. We expect the results to be published during the year ahead. Because over

50% of all twin pregnancies, and even more for higher order ones, are delivered early, we have continued to prioritise this area for further support. With our partners, two grants were issued this year to better understand how to predict and prevent it. Meanwhile, our multiple pregnancies register, which gathers data on some of the most complex pregnancies like Twin to Twin Transfusion Syndrome has been nationally recognised. As a result, units across the UK can access government research funding to support

entering the data. Around a third of all units are signed up to take part. There will be sufficient data shortly to begin to understand some of the longer term consequences of the treatments used.

Plus we've put in place plans for the future by funding an [international priority setting partnership](#) to make sure there is a shared strategy across the world of key topics to look at next.

## SUPPORTING MORE FAMILIES

But that's not all. Nearly 3,600 parents expanded their parenting knowledge by attending one of our [live classes or webinars](#). For many expectant parents, it's a scary time and the evaluations by attendees after they have had their babies show that they work. For the vast majority, it helps them both practically and

emotionally to prepare for the journey ahead. For instance, attendees are more likely to have organised social, practical or emotional support and this helps protect them from developing postnatal depression or becoming isolated during their parenting journey.



*I just want to say a big thank you to your wonderful phone service team.*

*My husband rang last Wednesday asking for advice on getting a private sonogram when we couldn't get a same day consultant scan and suspected TTTS (having known the symptoms from your TTTS guide).*

*Not only did your team provide excellent advice that saved us wasting time, stress and money on a private sonogram, they calmed our worries, which at the time was very gratefully received.*

*It turned out we did have severe TTTS, and had laser ablation the next day. Thankfully both twins survived and the TTTS is now resolving.*

*This is really just a message to let you know what a great job you do and how powerful your work is - keep it up!*

## AWARD WINNING SERVICES

Around 1,700, often worried or distressed parents and professionals were supported by our [support services](#). And it's fantastic that over 50,000 families used our videos and written resources from navigating pregnancy and birth and preparing for parenthood to life hacks on how to feed babies, get them off to sleep, build routines, potty train and develop their individuality. We've looked to pick up the pieces

when things start to go wrong like neonatal care, postnatal depression or bereavement. Plus we've supported the whole family with information for partners and grandparents who are often fundamental to a great start in life.

We have seen a fall off in families making contact by phone whilst more people seek support online. But we have also noted that in-person support,

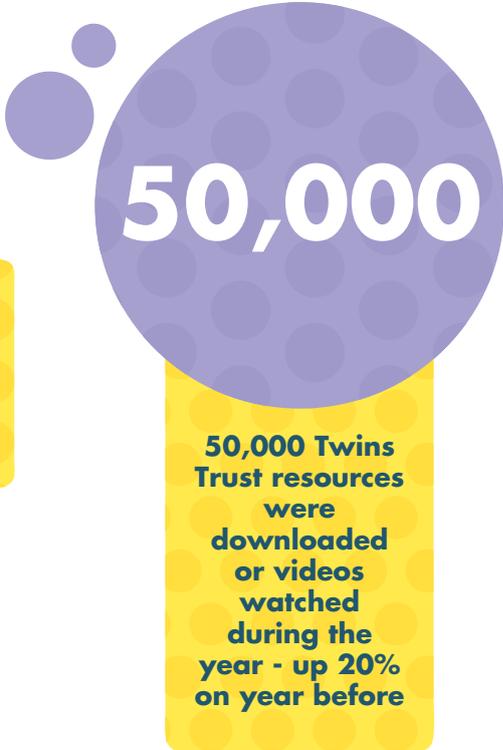
usually by phone, is increasingly being used to support families with more complex challenges. This is evident from the rising amount of time given by our volunteers to helping their fellow families. Nevertheless, it is clear that we could engage with more families and successfully

support more people by investing in our digital services. To this end, we are investing significantly in upgrading our digital services with a new website and community forums planned for the coming year.



**89%**

**After participating in one of our Preparing for Parenthood courses, 89% said it had improved their knowledge**



**50,000**

**50,000 Twins Trust resources were downloaded or videos watched during the year - up 20% on year before**



**79%**

**After speaking to one of the trained advisors on our Twinline service, 79% of those responding said they felt calm/reassured**

**An 11% fall in families making contact by phone (from 1,233 to 1,110) is most likely due to the increase in use of online support.**

We monitor the effectiveness of all our services and new resources. For the vast majority of people these work by improving their knowledge, reducing their stress, and improving their confidence. For a small minority, they do not, because often their needs are more complex or their challenges are so great that only practical help in the home will do. Our Helping Hands service, which places a trained early years practitioner in the home to support families with practical help and advice, continues to develop. We have seen an upturn in demand for the service, which creates a pressing need to recruit more volunteers to help. There is a plan in place

to grow capacity over the next twelve months. For those needing help the service can turn their lives around by supporting them to get to a place where they can cope and move forward, often by putting practical and manageable steps in place and setting up other sources of help that are there for the long term.

All our services are supported by a trained team of staff and are underpinned by a dedicated army of 150 volunteers who use their own experience to guide and support others. Our sincere thanks to all of them.

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*Just wanted to give you some positive feedback on the webinars. I was at my wits end... My 3 year old boy/girl twins were terrible at settling in the evening and staying in their beds... I work full time so I was exhausted! Now we have implemented the routines and followed the tips for a consistent environment, life is a lot calmer for us all and we are getting more sleep which once seemed impossible!”*

## BUILDING LOCAL NETWORKS

The role of clubs is vital to our families. Not only do they provide a source of social and emotional support but they also put families in touch with others experiencing a similar challenge to their own. Our families often report that they are not understood by their own family members or

friends who have only one child at a time. We have been undertaking a new pilot clubs programme in Northern Ireland and there are more details below. We await the results with interest so we can share the learning across the rest of the UK.



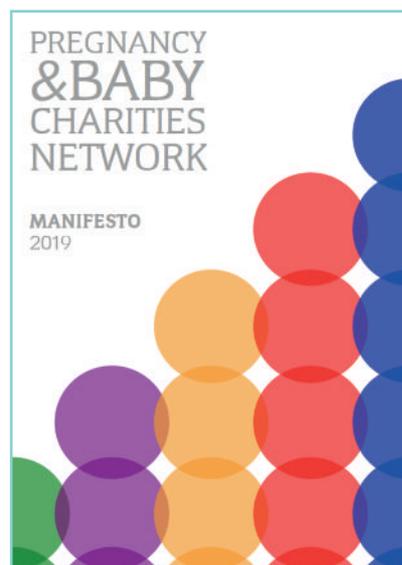
# A NATIONAL AND INTERNATIONAL VOICE

In Scotland, campaigning in the country led to us giving evidence in person to the Scottish Parliament Petitions Committee. There is more on this below. As noted in the highlights of the past year, the Scottish Government have recently introduced a new grant for expectant families and we continue to discuss further support with them.

In the UK, we have contributed to a review of neonatal leave and pay for parents with one or more babies in neonatal care and this has resulted in the launch of a [formal consultation](#). We plan to press for the findings to be delivered in forthcoming parliament.

We have been closely involved in producing a [whitepaper](#), with our partners Twins Research Australia and the International Council of Multiple Birth Organisations, setting out the challenges our families face and the steps governments and researchers need to take to address them. This will be used by many other charities across the world.

We chaired the Pregnancy & Babies Charity Network and pressed for political parties to adopt our collective [top four priorities](#) in their manifestos.



# RAISING AWARENESS

By investing in our online outreach, we saw over 470,000 visitors use our website to access [free advice and information](#) to help with their journey through pregnancy and in to the early years. More people than ever before have engaged with us digitally. We have also put in place a programme of updating existing and creating new resources for help with feeding, sleep

patterns and routines from birth through to how to ensure teenage twins get the space and time to develop as individuals. These have been uploaded regularly throughout the year. Awareness of our services and why they are important has been supported by a strong media campaign, which has seen our charity in the press every 2.3 days.

# RAISING & SPENDING MONEY

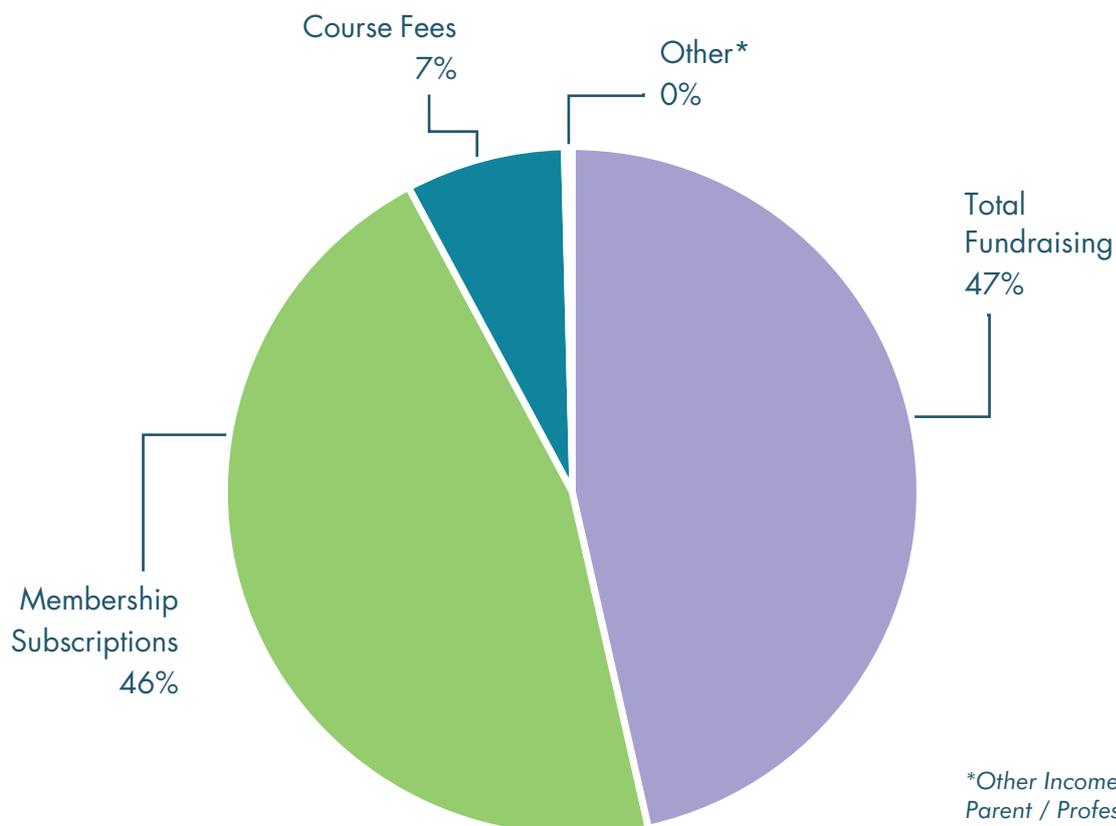
Expanding the programmes, research and services that we want to deliver has meant we need to raise more money. The team have been strong in doing this so that our income has grown to almost £1.3m, an increase of 4% on the previous year. This is thanks to our fantastic members who kindly pay a regular membership fee and the staff who look after them.

We are also inspired daily by the huge number of donors and fundraisers who often brave discomfort or sign up for life changing challenges to raise funds, or bake cakes or host a party to support the work we do. The whole Twins Trust

staff team love to roll up their sleeves and join in with the fundraising efforts whenever they can. And then there are also the Government Departments, trusts and companies who kindly back us with financial support or support in kind. Our thanks go to all of them.

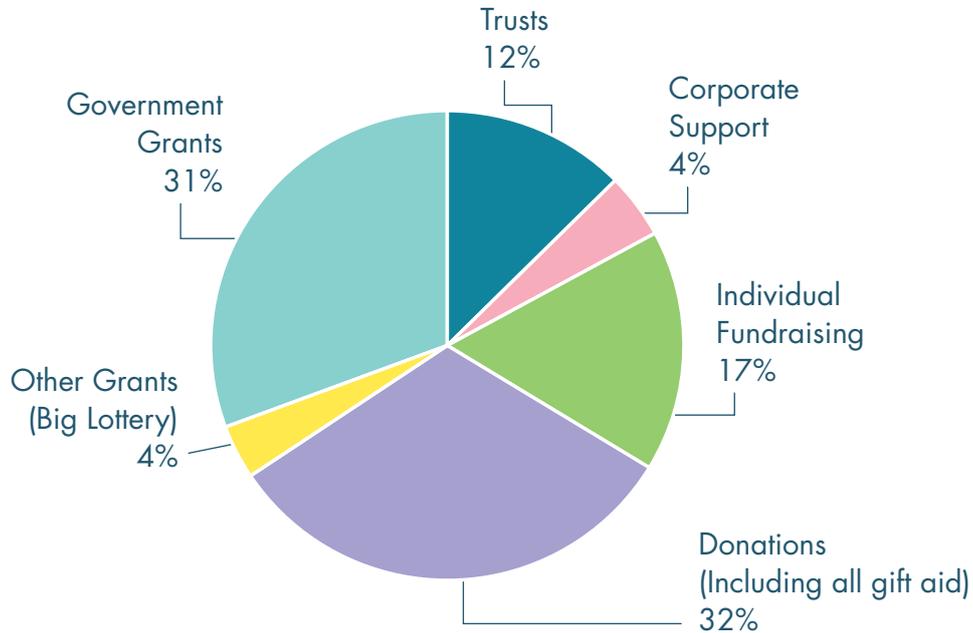
Nevertheless, we have seen a period of transition with the ending of a large Government grant resulting in us making some members of staff redundant to address the funding shortfall that would follow. This is always incredibly sad and we thank them for all their hard work.

## Total Income

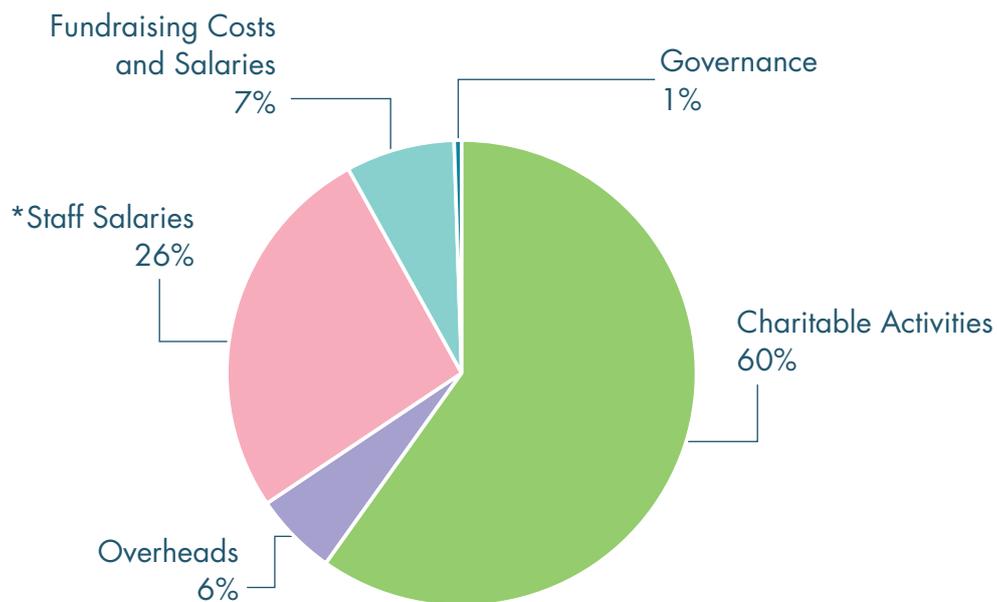


*\*Other Income includes Parent / Professional Information and Bank Interest*

# Fundraising Income



# Expenditure



*\*Includes Membership, Operations and PR/Comms*

# ACTIVITIES IN NORTHERN IRELAND

We continued to contribute to the maternity unit "Multiples Information" evenings which are run in all the Health and Social Care Trust (HSCT) areas. They run three to four times per year and reach around 350 expectant multiple parents.

Our Southern HSCT Health Visitor service has continued to grow. Our dedicated multiples specialist Health Visitor receives approximately 5 referrals per month and meets expectant mums at the antenatal "Multiples Information" evenings run by the 2 maternity units in the Southern Trust region.

We provided a lecture to 2nd year midwifery students at Queens University Belfast. We also represent Twins Trust at Southern HSCT, Belfast HSCT and Northern HSCT maternity services liaison committee meetings and the Maternal Mental Health Alliance.

We are heavily involved with the maternity units within Northern Ireland and we are working closely with the Public Health Agency to ensure that all multiple families have access to accurate information. We are grateful to them for funding a Twins Trust Pack for every expectant multiple birth mum in Northern Ireland.

We were delighted to have been granted funding totaling £91,136 over a 3 year period from the Northern Ireland Big Lottery. This has allowed us to employ a Northern Ireland Clubs Officer, who joined Twins Trust in April 2019. The money is to run and develop our club network across Northern Ireland as well as be present at hospital Twins Clinics to chat to expectant parents. We introduce them to Twins Trust, our clubs and also offer support and advice. There are now 6 Twins Trust clubs, 1 in each HSCT area.



# ACTIVITIES IN SCOTLAND

Due to staffing issues, we had to reduce the number of practical preparing for parenthood sessions run this year. However, with ongoing support from Awards for All Scotland Communities fund, we have been able to recruit a new Twins Trust midwife in Scotland to deliver our hugely successful "Multiple Matters" antenatal sessions. We held 7 day long sessions, matching last year's number with 189 attendees. We have the funding to continue running these sessions until April 2020 and have also applied for funding from the Scottish Government to cover our coordinator's post and to deliver further antenatal sessions until July 2020. We are still waiting to hear if we have been successful.

We have been actively involved in the restructuring of maternity and neonatal services in Scotland including advising on the new neonatal discharge pathway. This was a fantastic opportunity to improve how our families are cared for in neonatal care.

We continue to work with maternity units across Scotland providing information and support. We liaise with other charities, Bliss, Sands Scotland, Maternal Mental Health Alliance and sit on the Bliss Scotland Steering Group Committee.

We are actively supporting a member and mother of twins, Jennifer Anderson, who submitted a petition to the Scottish Parliament. The petition calls for better practical and financial support for multiple birth families. We have promoted the petition among other families, submitted written evidence to the committee and given evidence in person. We called on the committee to urge the Scottish Government to gather further evidence so they can better understand how existing and future proposals better meet our families' needs. The committee's consideration of this petition is ongoing.

We continue to work closely with local clubs in Falkirk, Forth Valley, Aberdeen, Edinburgh, East Kilbride and Glasgow.

# GETTING READY TO REACH AND HELP MORE FAMILIES IN OUR 40TH ANNIVERSARY

It's our 40th birthday this year. We have been working on updating our brand and changing our name from Tamba, Twins and Multiple Births Association to Twins Trust. The objective is to ensure an even greater reach in future years. It's imperative if we are going to reach our ambition of quadrupling the number of people we support. We estimate we will need to increase our income to £2m by 2022 to achieve this.

Our thanks to everyone who has helped on this journey so far. If you have any questions or want to understand anything in this report then please contact Keith Reed, our CEO, at [keithreed@twinstrust.org](mailto:keithreed@twinstrust.org) or call our offices.





**PART 2**

# **ACCOUNTS SUMMARY 2018 - 2019**

# Twins Trust Ltd

## Income and Expenditure Account for the Year Ended 30th June 2019

	2019			2018
INCOME	RESTRICTED	UNRESTRICTED	TOTAL	TOTAL
	£	£	£	£
<b>INCOME FROM DONATIONS AND LEGACIES</b>				
Individual Donations (includes gift aid, appeal income, individual and corporate donations)	38,035	153,175	191,210	185,672
Trust Income	54,250	21,100	75,350	79,670
	92,285	174,275	266,560	265,342
<b>INCOME FROM CHARITABLE ACTIVITIES</b>				
Course Income	974	94,613	95,587	89,520
Information to parents and professionals	–	3,709	3,709	4,537
Membership	–	589,177	589,177	570,870
Other Grants	22,281	–	22,281	22,495
Government Grants	183,579	–	183,579	164,747
	206,834	687,499	894,333	852,169
<b>OTHER FUNDRAISING ACTIVITIES</b>				
Individual Fundraising	41,164	58,574	99,738	87,222
Website Adverts/Corporate Sponsorship	–	15,141	15,141	17,138
Magazine and Booklet Advertising	–	11,710	11,710	14,840
	41,164	85,425	126,589	119,200
<b>INVESTMENT INCOME</b>				
Bank Interest	–	1,313	1,313	855
	–	1,313	1,313	855
<b>Total Income</b>	<b>340,283</b>	<b>948,512</b>	<b>1,288,795</b>	<b>1,237,566</b>

	2019			2018
<b>EXPENDITURE</b>	<b>RESTRICTED</b>	<b>UNRESTRICTED</b>	<b>TOTAL</b>	<b>TOTAL</b>
	£	£	£	£
<b>FUNDRAISING COSTS</b>	2,880	11,530	14,410	12,127
	2,880	11,530	14,410	12,127
<b>CHARITABLE ACTIVITIES</b>				
Scotland	48,390	–	48,390	27,668
Northern Ireland Twins Club Project (funded by Big Lottery)	9,696	–	9,696	–
Northern Ireland	36,873	–	36,873	42,056
Provision of New Resources (funded by Awards for All England and Wales)	3,895	–	3,895	9,954
Helping Hands	68,119	–	68,119	63,039
BSG	16,075	–	16,075	11,831
Research	48,160	–	48,160	33,779
Volunteer Day (funded by Tesco Bags of Help)	–	–	–	3,330
Twin to Twin Transfusion Syndrome	49,871	–	49,871	49,087
Courses	–	93,503	93,503	88,481
Maternity Unit Engagement	152,047	–	152,047	145,000
Support Services (Twinline and Professional)	–	71,835	71,835	50,264
General (mainly cost of delivering membership):				
-magazine	–	87,817	87,817	84,507
-website	–	28,777	28,777	25,425
-other (rebrand/digital/discounts/admin)	–	52,327	52,327	45,344
	433,126	334,259	767,385	679,765
<b>SUPPORT COSTS</b>				
Staff Costs:				
-Membership	–	68,378	68,378	61,470
-PR and Communications	–	107,286	107,286	95,974
-Digital	–	15,284	15,284	–
-Fundraising	–	81,880	81,880	74,192
-Operations	–	113,363	113,363	99,799
-Redundancies	–	34,703	34,703	–
	–	420,894	420,894	331,435
Office Overheads	–	73,736	73,736	65,753
Governance	–	6,576	6,576	7,958
	–	501,206	501,206	405,146
<b>Total Expenditure</b>	<b>436,006</b>	<b>846,995</b>	<b>1,283,001</b>	<b>1,097,038</b>
Transfers between Funds	50,268	-50,268	–	–
<b>Net Movement in Funds</b>	<b>-45,455</b>	<b>51,249</b>	<b>5,794</b>	<b>140,528</b>
<b>Total funds brought forward</b>	<b>90,667</b>	<b>373,174</b>	<b>463,841</b>	<b>323,313</b>
<b>Total funds carried forward</b>	<b>45,212</b>	<b>424,423</b>	<b>469,635</b>	<b>463,841</b>

# Twins Trust Ltd

## Balance Sheet as at 30th June 2019

	2019		2018	
	£	£	£	£
<b>FIXED ASSETS</b>				
Intangible assets		50,491		-
Tangible assets		11,336		7,910
		<b>61,827</b>		<b>7,910</b>
<b>CURRENT ASSETS</b>				
Debtors	83,100		84,115	
Cash at bank and in hand	486,849		582,963	
	569,949		667,078	
Creditors: amounts falling due within one year	-162,141		-211,147	
<b>Net current assets</b>		<b>407,808</b>		<b>455,931</b>
<b>Total net assets</b>		<b>469,635</b>		<b>463,841</b>
<b>CHARITY FUNDS</b>				
Restricted funds:				
-Clinical Research	-		19,025	
-Twin to Twin Transfusion Syndrome	10,649		24,137	
-Helping Hands Project	34,563		47,505	
<b>Total restricted funds</b>		<b>45,212</b>		<b>90,667</b>
Designated funds:				
-Parent Talks	3,074		1,194	
-Digital Project	109,509		120,000	
	112,583		121,194	
General funds	311,840		251,980	
<b>Total restricted funds</b>		<b>424,423</b>		<b>373,174</b>
<b>Total charity funds</b>		<b>469,635</b>		<b>463,841</b>

The detailed audited accounts for the year ended 30th June 2019 can be found [here](#).

# Twins trust.

 [www.twinstrust.org](http://www.twinstrust.org)  **01252 332344**    **@twinstrust**

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Registered Charity Numbers: 1076478 and SC041055. Registered Company Number: 3688825