



**Feed**

Trustees' Annual Report

1<sup>st</sup> August 2024 - 31<sup>st</sup> July 2025

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## FOREWORD FROM THE TRUSTEES

It is with huge pride that we present this year's annual report. Over the past twelve months, our charity has continued to shape the face of infant feeding, championing accessibility, supporting women's infant feeding choices, and spearheading innovative research. Our commitment to these goals has meant we are now widely viewed as a beacon of trust and expertise in the field.

Accessibility has been a key part of our mission, particularly with regard to the availability of infant formula. In a year where economic uncertainty continues to persist and the cost-of-living has once again continued to rise, we continue to lead initiatives to ensure women and their families across the UK have reliable access to essential feeding supplies and support, working closely with a wide range of partners.

We know there is still much more to do. Our support for all methods of infant feeding continues to be a guiding principle. We believe every woman should have her choices respected, and that policy and practice needs to reflect the real and lived experiences of families today. We will continue to work to achieve frameworks that are fit for purpose and able to meet the needs of women however they choose to feed their baby.

Research remains a pivotal aspect of our work. We are proud to be the sole infant feeding organisation with a dedicated research programme, a testament to our commitment to evidence-based practice and policy-making. This year, our team has published a groundbreaking study showing the impact of maternal food insecurity on infant feeding, offering evidence to underpin future policy and reinforcing our reputation as leaders in the field.

Our work and contribution is increasingly recognised by the media, the public and policy makers, and this report details the inroads we are making in raising the profile of our advocacy and support for families.

There are both significant challenges and huge opportunities ahead. Come what may, we remain dedicated to improving the landscape of infant feeding, guided by compassion, innovation, and a steadfast commitment to the families we serve.

Our organisation depends entirely on the voluntary contributions of our Trustees and members, women with demanding careers and families alongside our charitable work as part of Team Feed. But most of all, we thank women for continuing to share their stories and experiences, for lending their voices to our campaigns, because this is how we will build an infant feeding framework that absolutely reflects their needs and their wants.

And that's what we are here to deliver.

Thankyou

**Board of Trustees, Feed**

## OUR YEAR IN SUMMARY

As the UK's only infant feeding charity that offers unbiased, inclusive and research-backed infant feeding support and information, this year was Feed's most successful to date. Our small team of volunteers made an outsized impact, achieving far beyond the constraints of our resources across our main areas of activity: support, campaigning and advocacy, and research. A highlight was winning the SCVO Campaign of the Year Award for our Formula for Change Campaign!



### We put women and families at the heart of infant feeding



To ensure we are always driven by the needs of women, we established our Feed Advocates group. These individuals volunteer as a patient and public involvement (PPI) group, ensuring that the voices of those directly affected by infant feeding policy are heard and valued. Our Advocates help shape our charitable activities to better reflect women's real-life experiences, needs, and priorities. Their voices have been included in consultations, research and support activities, helping to ensure guidance and policy meets the needs of women and their babies

The film MILK by filmmaker Naomi Waring and producer Ferne Scott. This is a hard-hitting, emotive film that brings our work to life, showing the experience of formula poverty from a Mums point of view. The film is currently touring the UK with private screenings in Aberdeen, Sheffield and London.

### We campaign for positive change for women and families

Our ground-breaking Formula for Change campaign has brought about unprecedented public awareness of the issues families face in accessing affordable infant formula. We had significant retailer buy-in to our campaign, with the initiative championed by Iceland chairman Richard Walker, and this directly resulted in prices of infant formula reducing across the UK, meaning more affordable formula for those who need it. In addition, over 108,000 members of the public signed our petition in support of allowing families to use cash equivalents to buy formula and we delivered this to 10 Downing Street in April 2025.

Our efforts were recognised this year by the Scottish Council for Voluntary Organisations (SCVO) who awarded us Campaign of the Year at their annual awards ceremony in June 2025.



## **Our work is grounded in evidence**

This year we conducted a rigorous and in-depth study on the impact of food insecurity on infant feeding - the Out of Milk inquiry. The final report was published in October 2024 and is the first UK study exploring this relationship and its impact on women's feeding choices and experiences. Our results will help guide appropriate healthcare advice and policy development to better support food insecure women and their infants.

We hosted a workshop on 'Ending infant food insecurity: how do we gather routine data on something people are fearful to disclose' at the Society for Social Medicine and Population Health Annual Conference in Glasgow in September 2024. The workshop brought together key stakeholders and sparked deep discussion on how professionals can support families to get the help they need. We also presented our work to an Academic audience at the Nourishing Futures Network Annual Conference in Newcastle in October 2024. Alongside our presentation titled 'The impact of household food insecurity on breastfeeding in UK mothers' we hosted an information booth helping raise the profile of the charity and our work.



Feed is unique in that our advice, advocacy and policy work is underpinned by rigorous research and evidence, and our Feed Lab at the University of Edinburgh continues to grow. This year we collaborated with researchers from the University of the West of Scotland in a successful bid to the Digital Dairy Chain programme, a research scheme delivered by the government funded body, UK Research and Innovation (UKRI). Our project, 'An analysis of the UK market opportunity for a not-for-profit infant formula milk' will explore the potential for introducing a no-for-profit infant formula into the UK market, offering more choice for families and addressing the influence of the formula industry in healthcare settings.

## **We are recognised as an expert voice**

Feed are now widely recognised as an expert voice in the field of infant feeding and maternal and infant food security, frequently called upon to speak to the experiences of women and their families – particularly in the context of a cost of living crisis and the soaring cost of formula.

Our collaboration with Metro has enabled us to amplify the voices of women and their families, bringing widespread awareness to the issues important to them. We are regularly asked to provide expert commentary on media stories related to infant feeding.

Notably, this year we were invited to co-host a Parliamentary drop-in session on formula access in Westminster with MP Chris Webb. The event was a huge success, attended by MPs across all political parties, and sparked key discussion around the policy and legislative restrictions on formula access and the impact this is having on families.

## **We work collaboratively to maximise our impact**

We know that change in what sometimes feels like a very contested area can only happen through collaboration and partnerships. We have some great partners across sectors – from other charities, to Academics to retailers – and are open to working with any organisation who shares our values.

## FINANCIAL REVIEW

The Statement of Financial Activities shows that for the year, Feed had a net income of £1,404.

### Where our money came from

The work we do is made possible by donations from our founding members and the general public. All income this year was from small donation from supporters.

### Our funding policy

We have never, and will never, accept funding, direct or indirect, from any organisation which profits from infant feeding. This includes companies who manufacture and distribute infant formula, baby food or feeding equipment including bottles, teats and breast pumps for profit.

## INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES

I report on the financial statements of Feed for the year ended 31<sup>st</sup> July 2025 which comprise the receipts and payments account, the statement of balances and the related notes.

### Respective responsibilities of trustees and independent examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations (2006). They consider that the audit requirement of Regulation 10(1)(a) to (c) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

### Basis of independent examiner's statement

My examination was carried out in accordance with Regulation 11 of the Charity Accounts (Scotland) Regulations (2006). An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 44(1)(a) of the 2005 Act and Regulation 4 of the 2006 Regulations; and
  - to prepare accounts which accord with the accounting records and to comply with Regulation 8 of the 2006 Regulations

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*Joanne Boyle, 58 Turnberry Place, East Kilbride, G75 8TD. 27<sup>th</sup> April 2026*

## STATEMENT OF FINANCIAL ACTIVITIES

### Notes to the accounts for the year ending 31st July 2025

#### 1. Basis of accounting

These accounts have been prepared on the Receipts and Payments basis in accordance with the Charities & Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

#### 2. Nature and purpose of funds

Unrestricted funds are those that may be used at the discretion of the trustees in furtherance of the objects of the charity. The trustees maintain a single unrestricted fund for the day-to-day running of the club.

Restricted funds were those specific monies received for the Winter Formula Fund.

#### 3. Trustees Remuneration

No trustees received any remuneration nor expenses for their services during the year.

### Statement of Receipts and Payments for the year ending 31<sup>st</sup> July 2025

|                        | Unrestricted   | Restricted   | 2025           | 2024          |
|------------------------|----------------|--------------|----------------|---------------|
| <b>Receipts:</b>       |                |              |                |               |
| Donations              | 1,404          | -            | 1,404          | 36,801        |
| Grants                 | -              | -            | -              | 2,000         |
| <b>Total receipts</b>  | <b>1,404</b>   | <b>-</b>     | <b>1,404</b>   | <b>38,801</b> |
| <b>Payments:</b>       |                |              |                |               |
| Restricted Spend       | -              | -            | -              | (38)          |
| Charitable Donations   | -              | -            | -              | 32,300        |
| Charitable Activities  | 927            | -            | 927            | -             |
| Consultancy            | -              | 200          | 200            | 1,500         |
| Computer Software      | -              | -            | -              | 49            |
| Computer Hardware      | -              | -            | -              | 59            |
| Advertising/Marketing  | 583            | -            | 583            | 121           |
| Printing               | -              | -            | -              | 135           |
| Web Hosting            | 305            | -            | 305            | 264           |
| Travel                 | 867            | -            | 867            | 333           |
| Fundraising            | 99             | -            | 99             | -             |
| <b>Total payments</b>  | <b>2,781</b>   | <b>200</b>   | <b>2,981</b>   | <b>34,723</b> |
| <b>Profit for year</b> | <b>(1,377)</b> | <b>(200)</b> | <b>(1,577)</b> | <b>4,078</b>  |

**Statement of Balances - At 31<sup>st</sup> July 2024**

|                             | <b>Unrestricted<br/>funds</b> | <b>Restricted<br/>funds</b> | <b>Total<br/>2025</b> | <b>Total<br/>2024</b> |
|-----------------------------|-------------------------------|-----------------------------|-----------------------|-----------------------|
| <b>Funds:</b>               |                               |                             |                       |                       |
| Opening cash at bank        | 3,638                         | 459                         | 4,097                 | 19                    |
| (Deficit)/surplus for year  | (1,377)                       | (200)                       | (1,577)               | 4,078                 |
| <b>Closing cash at bank</b> | 2,261                         | 259                         | 2,520                 | 4,097                 |
| Represented by:             |                               |                             |                       |                       |
| <b>Bank deposit account</b> |                               |                             | 2,520                 | 4,097                 |

## GOVERNANCE

Feed works to a constitution, adopted in May 2020, that sets out our purpose, structure and operating procedures, and to which our Trustees ensure compliance. We are a Scottish Charitable Incorporated Organisation.

### Trustee recruitment and appointment

Our Trustees have been selected by the Members based on a broad range of skills and experience best suited to helping Feed achieve our aims.

#### Current Trustees:

- Clíodhna Ni Cheileachair      Barrister
- Rachael Ellis                      Clinical Scientist
- Rhona Drummond                Senior Midwife
- Dr Amanda Reid                  NHS Doctor
- Donagh Stenson                  Marketing and Strategy Expert

#### Team Feed:

- Clare Murphy                      Chief Executive Officer
- Dr Erin Williams                  Co-Founder & Director of Research and Communication
- Dr Rosie McNee                    Co-Founder & Director of Public Health and Policy

## ACKNOWLEDGEMENTS

We remain indebted to the women and men who have stood with us to campaign for inclusive, compassionate and science based infant feeding information and support for all families. We extend our sincere gratitude to those who have shared their infant feeding experiences and advice, and given their time and expertise in supporting us in our work.

We would like to give special thanks to the fantastic people and organisations who have championed Feed and collaborated with us to help us achieve our goals, and we look forward to fruitful partnerships in the year ahead to bring us ever closer to achieving our mission. In particular, we thank our Feed Advocates who volunteer their time to help support and guide our work, ensuring that women and families remain at the heart of everything we do.

Finally, thank you to our families who enable us to volunteer our time to Feed, and to the women and babies who need us.

*Team Feed x*

## DECLARATION

These accounts have been approved by the board of trustees and signed on their behalf on 30th April 2026.



Print name

Rhona Drummond

Designation

Trustee

Date

30th April 2026

## CONTACT

**Feed**

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