



## Key Facts

### November 2008

#### ***About the Charity***

The Baby Café Charitable Trust has existed as a registered charity since July 2005. The Baby Café model itself has been around since 2000 with a huge growth in numbers of drop-ins from 4 in 2004 to the current 126.

The charity's turnover for 07/08 was £15,000. The bulk of this is made up of licence fee renewals and application fees but we also make money selling merchandise and by fundraising. Our governance is conducted by a trustee board made up of highly experienced trustees. We have extremely low overheads and any money we raise goes into providing support to drop-ins. We achieve our public benefit standard by providing a free-at-point-of-delivery service which is available to any breastfeeding mother, and her supporters, regardless of status or background.

#### ***About the drop-ins (our outputs)***

There are 126 drop-ins across the UK and a few abroad. Increasingly we are seeing interest at PCT level in developing clusters of Baby Cafés to meet their requirements for providing community breastfeeding support.

Baby Café drop-ins support almost 11,000 mothers a year – 1,000 a week.

All drop-ins have skilled professional staff on hand to facilitate the sessions and offer one-to-one support where needed. Most have an NHS midwife or health visitor. There are 225 paid staff working in drop-ins supported by 180 volunteers.

Most drop-ins see at least 10 mums per week per session. This makes it a cost-effective means of delivering healthcare.

Over half of our drop-ins are in areas of social deprivation and reach out to mothers often ignored by other services.

#### ***About the effect of attending drop-ins on our users (our outcomes)***

We know, from the hundreds of mothers' comments we have collected over the years and feedback from the drop-ins themselves, that mothers highly value their Baby Café experience. In countless cases mothers have told us that without the Baby Café they would have given up breastfeeding before they really wanted to. We are working on ways to capture this evidence more formally and have just piloted a survey which has given us valuable feedback on the model.

92% of mums agreed that the Baby Café helps mothers to breastfeed for longer. 60% of the mothers in our sample had started attending the Baby Café when their baby was under 8 weeks old and were still breastfeeding beyond the 6-8 week point, several beyond 6 months.

100% of respondents would recommend the Baby Café to other breastfeeding mothers

When asked to rate Baby Café services, mothers gave it an overall 9/10.

[www.thebabycafe.org](http://www.thebabycafe.org)