

# Together Matters

Achievement Report  
2015-2016



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

# our achievements



Norman G Goodwin CBE

Chief Executive

## Continuing to demonstrate that adoption matters and that we can indeed make an impact in children's futures has remained the central theme of our work this year.

As Chief Executive Officer I am very proud of our **achievements** over this time:

The North West Concurrent Planning Service, a joint project with Caritas Care, has just **achieved** its 37th placement. It is the largest in the country, working with more local authorities and providing more placements than any other similar service. It continues to grow and strengthen; we feel passionately that we are undertaking some excellent work and offering a high standard of service to parents, carers and most importantly of all, the children.

These achievements are borne out by people who use the service:

**"Our experience of the Concurrent Planning Service has been very positive. We have received excellent guidance and support from our social worker. We have felt valued and well-informed at every stage of the process."**

**"The contact team have mediated very well between the birth family and Children's Social Care and I think they've really helped them to process the information. As a result of this they've managed to put their views across clearly through their contact supervisor."**

**Achievements** through the Centre for Adoption Support - Over 100 training sessions delivered to schools and nearly 200 referrals for support from adopters and their families many of whom echo the quote below.

**"Just a very quick, but extremely heartfelt thank you, for your support and all your ongoing work, with us during the year. We can't thank you enough and really don't think we could have managed without your help."**

The Centre has impacted on National Governments, through the work done for the National Adoption Service for Wales, working through The Regional Adoption Agencies in the North West of England and in Yorkshire and Humberside and with most of the

Local Authorities in these regions as well as with the families and young people who have accessed our service.

**64 children**, who found new families last year in what was a difficult year as fewer children were adopted overall and it seemed to take much longer for children to be matched and placed with adopters.

Our working partnership with Caritas Care in delivering a number of projects and our involvement working together in developing services with 5 Regional Adoption Agencies has continued to progress.

I hope this achievement report will inspire you about our work. My thanks go to every one of our supporters, volunteers and staff that have made it possible. We feel there is so much more that is left to do and with your help we can achieve more.

Support us to continue to improve children's lives by using some of the ideas on page 17 of the report or contact me personally for ideas about how you can help.



Professor David Cracknell, OBE

Chair, Board  
of Trustees

How do you keep going with what you know is right and vital, when the temptation is to give up or move on to something else? Time after time this challenge faces adopting families in unique ways as they try to build and sustain loving, rewarding and life-enhancing relationships. Most of the time they find the personal resources and motivation to make it work in amazing ways, to keep on keeping on... They deserve our deep respect and admiration.

In parallel, but in a different way, Adoption Matters has faced and met challenges to the sustainability of its work. We continue to work very hard to maintain our role in championing the principles and practices of adoption as a force for good in, what for some children, is a fraught, fractured and frightening world. Belief and determination are vital drivers for achieving this outcome but they are not sufficient in themselves.

The last year has been a time of political and financial uncertainty. Once again we have demonstrated that Adoption Matters must grow its capacity and resilience, through good leadership and management and a practical commitment to work in partnership with other key organisations whose values we share. Without the outstanding work of our Chief Executive, staff at all levels, trustees and wider support networks, this would not have been possible. We thank them all for their sustained support and hard work.

Adoption Matters has been a high achiever but also at the forefront in responding creatively and, where necessary, critically to the shifting expectations and policies of the Government. It has been a period of continuous experimentation, with opportunities to be taken and risks to be avoided. We believe that we are now well placed to pioneer and provide new forms of high quality support to children and families that build on our historic values and hard-won experience. We look forward to the next year.



# key achievements 2015–16



64

We placed 64  
children with  
families

1,229

Number of enquiries

61

Number of new approved adopters

64

Children placed

64

Adoption orders granted

64

Number of prospective adopters  
attended preparation training

2

Adoption placement  
disruptions

50%

Of that total over  
50% were part of  
a sibling group -

16 sibling groups  
= 35 children

28

We placed on  
behalf of 28 local  
authorities across  
the UK



## The Centre for Adoption Support

- 183 new adoption support referrals
- 76 families were supported to access the Adoption Support Fund
- 25 local authorities we supported to aid completion of their assessment of need
- 100+ attachment and trauma training sessions delivered to schools

### Adopters comments on training to schools

"The biggest change though has been CfAS giving a presentation in school. Suddenly there is more understanding of attachment difficulties and more awareness of adopted children's background hence certain behaviours."

## The NW Concurrent Planning Service

- 14 local authorities across the North West worked with the service
- 17 new placements made
- 21 number of new approved concurrent carers
- 9 adoption orders granted

### Sam & Abi, Concurrent Carers

"All our questions were answered and we were prepared well, we know this was something we wanted to do and more importantly we could do".

Our partnership  
services key  
achievements 2015-16



This has been a challenging year for the adoption sector nationally with the downturn in numbers of children being put forward for adoption by Local Authorities (around 50%) continuing to be an issue, particularly for the Voluntary sector. The intended growth has been replaced by an objective of maintaining our placement numbers at the previous year's level (around 60 – 65).

As well as there being a shortage of children awaiting placement, those who are available are increasingly those with the most complex backgrounds and needs placing additional demands on adopters who need the resilience and skills required. Consequently, for the first time in many years, we have found ourselves with a 'waiting list' of adopters.

We have therefore revisited our approach to recruiting adopters to ensure that the waiting list diminishes whilst new approvals are able to meet current needs.

We are beginning to see a slight upturn in the sector and as a result we have been able to reduce the number of families waiting and the signs are encouraging for us to increase recruitment at a cautious level.

## Adoption Matters – Strategic Plan Progress Summary

### Theme - Support Services

#### Aim

To increase awareness amongst all our potential and current adopters of the range of support services available to them.

#### Achievement

All applicants are provided with details of our award winning Centre for Adoption Support from the earliest stage, including information at preparation groups and access to our newsletters. Families are encouraged to consider children with more complex needs in the knowledge that a robust package of tailored support will be made available to them.

#### Aim

10 North West local authorities using and paying for CfAS services by 2016 providing wider access

#### Achievement

We are currently providing therapeutic support to 95 families across 28 Local Authorities including 20 North West authorities and 8 others in Yorkshire & Humberside. We have increased our pool of therapists to meet demand and are trialling new therapeutic approaches.

### Theme - Families

#### Aim

Maintain number of adopters approved (60 -70)

Maintain number of children placed (60-70)

#### Achievement

The growth targets set in 2014 have been revised given the national drop in placement numbers, however we have been able to maintain our approval and placement numbers in line with previous years which is a significant achievement.

Families approved = 61  
Children Placed = 64

#### Aim

Increase numbers of enquiries by 15% annually

#### Achievement

Through more sophisticated, targeted use of social media we have greatly increased the number of enquiries from 260 in 2014-15 to 1,229 in 2015-16 (an increase of 478%. We received 477 enquiries in Quarter 4 alone.

#### Aim

Concurrent Planning Service – target of 31 placements over 2 years

#### Achievement

The service has been highly successful and has provided 33 carers to 15 partner local authorities. We are now expanding the service across new LA partners and into new regions.

## Theme - Staff Board & Panels

### Aim

Develop the agency's staff base and management structure to meet the developing needs of the sector.

### Achievement

Additional staff recruited to support the growth agenda have been re-allocated to other areas of work, including adoption support, bespoke family finding and concurrent planning. We have developed a new tier of practice managers to add flexibility to our structure.

### Aim

Commitment to our staff's development, wellbeing and job satisfaction:

### Achievement

Our level of staff sickness absence has dropped to 1.5%, considerably below the average for the sector. At the same time, we appointed 5 new starters and 4 members of staff left the agency.

All social work staff have completed at least 5 days professional development, some of which enables them to become accredited to deliver programmes themselves (eg. Nurtured Heart).

## Theme - Infrastructure

### Aim

To expand our service into new areas across 6 office hubs.

### Achievement

We set up our 6th office base in Leeds in response to increased demand for our services.

### Aim

Development of more robust and effective data management systems.

### Achievement

We have invested in development of our two main databases, establishing shared data systems for our partnership working and enabling all communications to be electronic, saving on costs of printing and postage.

## Theme - Partners and Projects

### Aim

To secure new partnerships and collaborations with national and regional organisations that will help us achieve our objectives or develop new services.

### Achievement

We have secured a number of new partnerships this year:

1. Regional Adoption Agency Groups – see page 11 for full list
2. Local Authority consortia: We are in discussion with a number of local authorities regarding potential partnerships and service developments.
3. We are working with a VAA partner in Wales on the development of their National Adoption Support Service.



# the adoption matters team

## Chief Executive:

- Norman G Goodwin CBE

## Presidents:

- The Right Reverend Dr. Peter Forster Bishop of Chester
- The Right Reverend Julian Henderson Bishop of Blackburn

## Patron:

- Sir Mark Hedley

## Board of Trustees:

- Professor David Cracknell OBE Chair
- Marjorie Hearton
- Carolyn Johnson Vice-Chair
- Daphne Jordan
- Nicholas Lapham
- Joe McArdle
- Alan Rowntree MBE
- Christopher Samuels (retired Sept 2015)
- David Shield
- Sally Winstanley
- Annesley Wright

## Company secretary:

- Annesley Wright

## Panel Members:

- Janet Bodie
- Brenda Botten (left June 2015)
- Beverley Burke
- Julie Clark
- Ronan Connell
- Heather Dickinson (left March 2016)
- Sara Dubois (Medical advisor)
- Robert Dutton
- Wendy Feast
- Hazel Field Chester Vice-Chair
- Nicola Fielden Blackburn Vice-Chair
- Carole Hassall (left March 2016)
- Marjorie Hearton
- George Hobbs (Medical advisor)
- Rachel James
- Rosemary Jones Chester Chair
- Sara Jones
- Rashda Kholwadia (left June 2015)
- Rob Maclese (left March 2016)
- Mohmed Matadar
- Debbie Stoddard
- Sue Stratton-Symes
- Fiona Taylor
- Mike Thomas
- Peter Young Blackburn Chair

## Advisers:

- Hanif Dudwhala Muslim Welfare Adviser
- Andrew Larkin Human Resources
- Daphne Jordan Education

## Social Work Team:

- Ann Davison Team Manager
- Paul Dolan Team Manager
- Delyth Evans Service Manager
- Clive Gumbrell Practice Manager
- Julie Hogan Practice Manager
- Gwen Laird Team Manager
- Amreen Riaz Practice Manager
- Jacqui Shore Practice Manager
- Deborah Stoddard Practice Manager
- Fiona Taylor Practice Manager





### Adoption Practitioners:

- Nicola Abedin
- Bernadette Bailey
- Liz Boulter
- Lisa Bryan
- Patricia Dalton
- Alexis Draper
- Joanne Ebrey (left July 2015)
- Karen Ferguson
- Hazel Field
- Sally Frances
- Ruth Froggatt
- Nick Gore (left Sept 2015)
- Sarah Grant
- Sharon Hesketh
- Furzana Ibrahim
- Nigel Johnson
- Sarah Jones
- Roxanne McGough
- Linda McNeill
- Linda Mullineaux
- Kath Parker (left June 2015)
- Ian Pearson

### Adoption Practitioners:

- David Robinson-Field
- Claire Roscoe
- Aileen Somerset
- Ronnie Sumner
- Corinne Tootle (left July 2015)
- Hedwig Verhagen
- Joanne Whitworth
- Kelly Wise

### Social Work Assistants:

- Sally Broadhurst
- Pip Jones

### Business Development & Marketing:

- Gaynor Richards  
Business Development Manager
- Jenny Macquire Marketing Manager
- Rachel Walker  
Marketing and Fundraising Assistant

### Business Section Team

- Susy White Business Manager
- Karen Davies  
Assistant Business Manager
- Diane Handley HR Specialist
- Shirley Sheen HR Advisor
- Emma Price  
Administration Supervisor
- Hafina Thomas  
Administration Supervisor
- Sophie Challinor  
PA to Chief Executive
- Kerry Sommerton  
Finance Assistant

### Adoption Administrators:

- Charlotte Davies
- Loraine Exton
- Rebecca Harding
- Hannah Martin
- Amy Massey
- Nikki Raistrick
- Jackie Rixon
- Lynn Scott
- Kathryn Westbrook

# partnership services

Our two partnership services delivered jointly with Caritas Care, have continued to grow and develop throughout the last year.

## The Centre for Adoption Support

Over the last 12 months the Centre for Adoption support has continued to grow and received 183 new adoption support referrals, from both adoptive families and from professionals, including social care, health and education.

We also launched a bespoke website for the service:

➔ [www.centreforadoptionssupport.org](http://www.centreforadoptionssupport.org)

## The North West Concurrent Planning Service

The North West Concurrent Planning service worked with over 14 local authorities across the region in 2015-16, placing 17 children. Other local authorities have expressed an interest in joining the scheme and we are looking at further expansion plans.

We also launched a bespoke website for the service:

➔ [www.nwconcurrentplanning.org.uk](http://www.nwconcurrentplanning.org.uk)

Our  
recently  
launched  
website



Concurrent  
planning  
carer

“We have been really pleased with the support, communication, information and training we have been offered, both whilst being assessed and whilst we have had a placement. The whole team has been really helpful and supportive and our social worker has been fantastic at supporting us with visits and advice”



## Home for Good Partnership

Home for Good is a charity that exists to put fostering and adoption on the agenda of the Church. They raise awareness, encourage people to consider fostering and adoption, and inspire and equip churches to better support families that foster and adopt.

Our partnership with Home for Good has enabled the agency's profile to be established across a wider network of churches and national events, such as Adoption Sunday, which involved 300+ churches simultaneously running events. Home for Good's mission blended well with our own aims to find families for specific hard to place children. Over 100 enquiries have been received as a result of our partnership and we continue to work together.

## Regionalisation - leading the way

We were successful in securing partnerships in 5 regional adoption agencies, including all North West groups and the 'exemplar' RAAs for the North West and Yorkshire & Humber (2 of only 5 national exemplars selected by the DfE).

The regional adoption agencies are groups of Local Authorities and voluntary adoption agencies coming together with one single purpose - to place children waiting for adoption with their forever family without delay.

Adoption Matters Chief Executive Norman Goodwin, CBE commented:

**"We are delighted to be involved with a number of regional agency projects. We have shown through our existing partnership with WWiSH (Warrington, Wigan & St Helens Councils) that this works to assist and enhance the adoption process for both the adopter and more importantly the child".**



**300+**  
CHURCHES  
WERE INVOLVED  
IN ADOPTION  
SUNDAY

### Lead local authority & it's members

#### Yorkshire and Humber

All 15 local authorities in the Yorkshire and Humber region

#### West Pennine

Bolton, Blackburn with Darwen, Bury, Oldham, Rochdale, Tameside

#### Stockport & Greater Manchester

Stockport Metropolitan Borough Council, Trafford Metropolitan Borough Council, Manchester City, Salford City, Cheshire East Borough Council

#### WWiSH

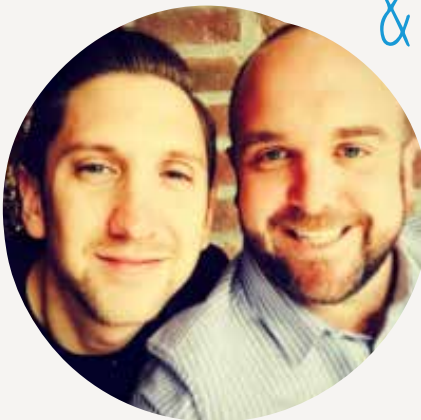
Wigan, Warrington, St Helens, Cheshire West & Chester, Halton

#### Merseyside

Liverpool, Wirral, Sefton, Knowsley

# events

LUKE  
& SAM



LGBTadoption  
&fosteringweek 7<sup>th</sup> – 13<sup>th</sup>  
March 2016

## LGBT Adoption & Fostering Week

We continue to be a member of New Family Social the UK network for LGBT (lesbian, gay, bisexual and transgender) adoptive and foster families. We were delighted that two of our adopter couples, Sam & Luke and Michael & Les shared their stories during LGBT Adoption & Fostering week to help raise awareness of adoption in the LGBT community.

LES &  
MICHAEL



## Big Adoption Day

During the year we were involved in a government-funded project intended to underline the importance of our work in the voluntary adoption sector. As part of this initiative, on Wednesday 16th March, we along with many voluntary agencies across the UK held simultaneous information evenings where we spoke to prospective adopters.

Our evenings  
held in Chester,  
Salford Blackburn  
and Leeds attracted  
**67 attendees – 34  
potential families.**



Big  
Adoption  
Day  
16th March, 2016



## National Adoption Week

This years National Adoption Week theme was 'Too old at 4?', aiming to dispel the myth that children over the age of 4 should not be considered for adoption. This is something we strive to promote all year as we have placed up to the age of 9 and 10 years old. During the week our charity partners, Bolton Wanderers Football Club hosted a special adoption football match. Leaflets were handed to supporters, adverts were displayed in the match programme and on the big screens and our fundraising team shook their collection boxes. First4Adoption ([www.first4adoption.org.uk](http://www.first4adoption.org.uk)) also chose our event to be one of their 'projection sites' to promote the campaign. A light projection of an image shot exclusively by Mary McCartney (below) was beamed onto the Stadium for an hour whilst supporters entered the match and we were featured in national PR coverage for the week.



The National Adoption Week projection at our charity match at Bolton Macron Stadium



Chester staff get ready for the week



The fundraising team at the match

# centre for adoption support events

## EXCITING OUTDOOR ACTIVITIES

The centre holds many events for children & families throughout the year including Rock & River (below), which is a day of exciting outdoor activities for children aged 13-18 including rock climbing, raft building and lots of outdoor pursuits.

'What are we doing at half term Mum?' Was the first question on getting into the car after school. 'I've booked to go on Rock & River' 'Excellent!' came the chorus from the back seat. Thanks for a wonderful day out, it was great.



**Delyth Evans, Service Manager presented at the University of Chester Warrington Works Research Festival to talk about the centre's work.**

Professor Annette McIntosh-Scott, Pro Vice Chancellor and Provost (Warrington) commented:

'Many thanks for presenting at Warrington's Works Research Festival. There was a real buzz about the place, due in no small part to the quality and enthusiasm of the speakers!'

The Centre also delivered a presentation on Life Story work to a local authority adoption service, joined by Imogen, whom the centre have been supporting with her own life story work, meeting birth family and making sense of her life to date. The authority were impressed with Imogen's contribution but not as much as we were.



Imogen and the team delivered a presentation on Life Story

## We stood up for Social work and Tweeted for the day

In February, our staff were encouraged to 'stand up for social work' to showcase what the day-to-day life of a social worker in the 'voluntary' sector is really like. The day was part of a 'stand up for social work' campaign to give people an idea of the important work we do. We received coverage in local press as well as national online social work website Community Care who re-tweeted us for the day.

Visit: <http://bit.ly/1KpQUau>



Follow us on Twitter!

@ADOPT\_MATTERS



## Norman meets her Majesty The Queen

In October 2015, our CEO Norman Goodwin was presented with his CBE medal by the Queen in recognition of his outstanding contribution and distinguished service to adoption and the family.



Norman commented:  
**Meeting the Queen was an incredible experience, one my family and I will treasure forever**



# fundraising



Graham far right and some of his team

**A thank you to all of our supporters and fundraisers in the last year of which there have been many. One amazing fundraising story stands out...**

## **Graham smashes all records for a single event!**

In September 2015, adopter Graham Jump took on the Boston Rowing Marathon along with 46 other rowers ranging in age from 16 to 49 including pupils from The Grange School in Hartford. Graham, who is the Head of Rowing at The Grange School, and his partner Kirsty, adopted their son at 5 years old through ourselves and wanted to 'give something back' by raising funds in one of rowing's toughest challenges.

Following the event the School held a special school assembly where Graham spoke about his adoption journey followed by Chief Executive Norman Goodwin, CBE being presented with a cheque for the final sum raised of £6,250, completely smashing the initial target of £1,000 and breaking all our fundraising records for a single event.

“

Graham commented:

Putting something back into adoption was very important to Kirsty and I and we are both overwhelmed and so proud of everyone that helped me to do it, either on the water, providing the essential back up or simply donating.

”

**£6,250  
RAISED!**

## **A huge thank you...**

To ALL our supporters, fundraisers and regular donors of which there are too many to mention. Last year, our fundraisers:

**RAN MARATHONS**

**CLIMBED MOUNTAINS**  
(3 peaks challenge)

**HELD COFFEE  
MORNINGS**

**Some also nominated us as their employer or sport club charity of the year.**



There are many ways in which you can support our charity, one of them being to make a direct donation. We welcome all donations, however big or small and every penny is used to provide essential support for children and families.

To give you an example of how your funds raised can help:

£5

Purchase a toy for young children to play with at a Concurrent Planning contact session

£35

Buys a teddy-bear empathy doll, designed to help strengthen a child's bonding through sensory stimuli

£100

Provides a place for an adoptive parent on a therapeutic parenting training day

£400

Provides an adoptive family a full consultation session with our adoption professionals

£1,000

Offer a parenting programme, training workshop or online course to a family in need

£10,000

Would contribute towards additional Social Work staff and sessional workers to allow us to provide support to even more families

Every penny of your donations **matter**. Especially at this crucial stage of our agency growth and development. Together we can make it **matter**.

If you would like to walk, run, bake, skydive, climb mountains or become a regular donor, please do get in touch. Visit:

[WWW.ADOPTIONMATTERS.ORG/DONATE](http://WWW.ADOPTIONMATTERS.ORG/DONATE)

or call us on [01244 390 938](tel:01244 390 938)



## DID YOU KNOW...

There are many ways you can support our charity...

### BT My Donate

MyDonate is the free online fundraising page where every penny goes straight to the chosen charity (apart from a tiny fee taken by credit and debit card companies).

### Easy Fundraising

Easy Fundraising is a brilliant way to raise money for Adoption Matters. Shop online from over 2,700 retailers and they'll give a donation every time you buy something, at no extra cost.

### Raise money yourself

Have you ever thought about getting active for Adoption Matters? Maybe you fancy the challenge of a marathon, skydive, iron man or something else? We will support you with sponsorship, fundraising and plenty of motivation.

### Ebay

Mission Fish is a company that helps charities to auction items via ebay but allows the money to be legitimately donated to the charity, maintaining our status as a non-profit making member.

For more information on any of the above fundraising ideas visit our website at:

[www.adoptionmatters.org/donate](http://www.adoptionmatters.org/donate)

## Summary Financial Statements Balance Sheet

31 March 2016 Adoption Matters	2016 (£)	2015 (£)
<b>FIXED ASSETS</b>		
Tangible assets	164,162	179,079
Investments	403,896	404,924
	<u>568,058</u>	<u>584,003</u>
<b>CURRENT ASSETS</b>		
Debtors	929,639	740,352
Cash at bank	917,720	806,588
	<u>1,847,359</u>	<u>1,546,940</u>
<b>CREDITORS</b>		
Amounts falling due within one year	(365,376)	(265,782)
<b>NET CURRENT ASSETS</b>	<u>1,481,983</u>	<u>1,281,158</u>
<b>TOTAL ASSETS BEFORE PENSION DEFICIT</b>	2,050,041	1,865,161
Pension scheme net liability	(227,000)	(1,049,000)
<b>NET ASSETS</b>	<u>1,823,041</u>	<u>816,161</u>
<b>GENERAL FUND</b>	2,050,041	1,865,161
<b>LESS: PENSION RESERVE (DEFICIT)</b>	(227,000)	(1,049,000)
<b>TOTAL FUNDS</b>	<u>1,823,041</u>	<u>816,161</u>

## Income and Expenditure Account and Statement of Financial Activities

31 March 2016 Adoption Matters	Total Funds 2016 (£)	Total Funds 2015 (£)
<b>INCOMING RESOURCES</b>		
Donations and grants	27,412	31,313
Fundraising	5,522	6,801
Investment income	8,293	9,412
Service income	3,189,979	2,527,912
<b>TOTAL INCOMING RESOURCES</b>	<u>3,231,206</u>	<u>2,575,438</u>
<b>RESOURCES EXPANDED</b>		
Costs of generating voluntary income	34,018	31,167
Fundraising costs	1,754	1,216
Charitable activities	2,956,062	2,406,649
Governance costs	54,492	56,064
<b>TOTAL RESOURCES EXPANDED</b>	<u>3,046,326</u>	<u>2,495,096</u>
<b>NET INCOMING RESOURCES FOR THE YEAR</b>	184,880	80,342
<b>OTHER RECOGNISED GAINS AND LOSSES</b>		
Pension scheme gain in year	822,000	(337,000)
<b>NET INCOME/ EXPENDITURE FOR YEAR</b>	<u>1,006,880</u>	<u>(256,658)</u>

These accounts are a summary of the information extracted from the annual accounts which were approved by the members of the Board on 5 August 2016 and are signed on their behalf by:

Professor David Cracknell OBE, Trustee  
Mrs Carolyn Johnson, Trustee

### Independent Auditor's Statement

To the members, Adoption Matters

We have examined the summarised accounts set out on these pages. You are responsible as Board members for the preparation of the summarised accounts.

We have agreed to report to you our opinion on the summarised accounts' consistency with the full accounts on the which we reported to you on 31 August 2016.

We have carried out the procedures we consider necessary to ascertain whether the summarised accounts are consistent with the full accounts from which they have been prepared.

In our opinion, the summarised accounts are consistent with the full accounts for the year ended 31 March 2016.

The summarised accounts on these pages are an abridged version of the full accounts of Adoption Matters, which are filed with the Registrar of Companies and the Charities Commission.

The Auditors' report on the full accounts was unqualified. These summarised accounts may not contain sufficient information to allow a full understanding of the financial affairs of the Charity.

For further information, the full accounts, the Auditor's Report on these accounts and the Board of Trustees' Report should be consulted. Copies of these are available, 14 Liverpool Road, Chester CH2 1AE.

UHY Hacker Young, Registered Auditors, Chartered Accountants, St John's Chambers, Love Street, Chester CH1 1QN

**Social media is very important to our communications, marketing and recruitment strategies and we continue to embrace this fast moving market.**

We would encourage you to like and follow our pages, as well as keeping you up to date with all the latest news and views from the agency, you can help us reach a wider audience by liking, sharing and re-tweeting. Re-tweets and shares from 'real' people go much further and have more influence than ourselves sharing so you really can make a difference.

We have continued to increase our social media audience this year:

### Facebook 'likers'

1 April 2015

469

31 March 2016

2,668

140% INCREASE

### Twitter followers

1 April 2015

1,504

31 March 2016

2,673

56% INCREASE

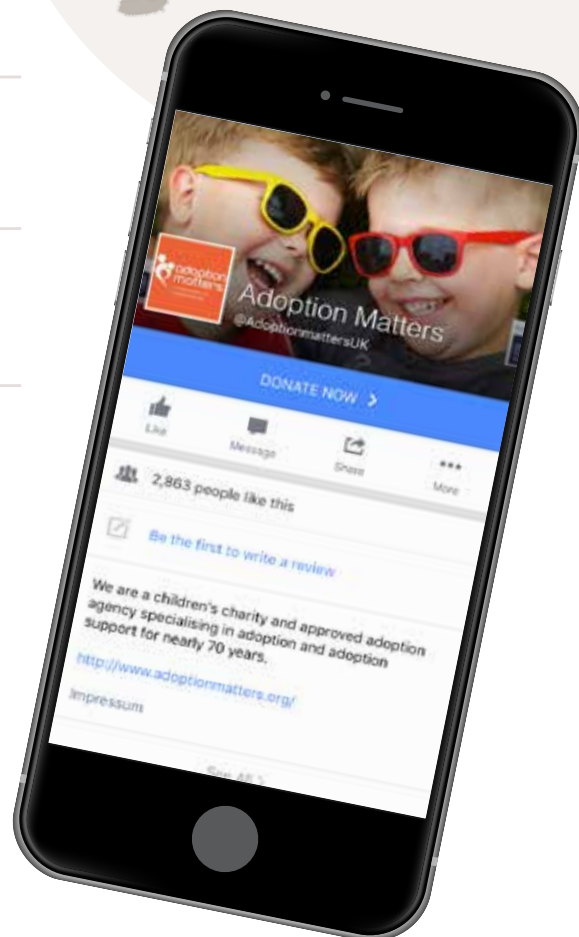
### Social media champions

As part of a government funded project, we took part in a scheme aimed to amplify the voice of the voluntary sector online by asking our own adopters to share their experiences in blogs and on social media. We invited all our adopters to volunteer and we are delighted that we now have 9 fully trained social media champions, many of whom are now active adoption bloggers. For more information visit: [www.adoptionmatters.org/blogs](http://www.adoptionmatters.org/blogs)

FOLLOW US

 **AdoptionMattersUK**

 **@adopt\_matters**



social media



## Adoption Matters

Registered office:  
14 Liverpool Road,  
Chester, CH2 1AE

**Tel:** 01244 390 938

**Fax:** 01244 390 067

**All enquiries:** 0300 123 1066

**Email:** [info@adoptionmatters.org](mailto:info@adoptionmatters.org)

Blackburn, Hale, Salford,  
Warrington & Leeds.

**[www.adoptionmatters.org](http://www.adoptionmatters.org)**

CHARITY REGISTERED NUMBER: 512892



Scan here to register your  
interest with us.



## Rated 'Outstanding' by Ofsted



MEMBER OF  
**coramBAAF**  
ADOPTION & FOSTERING ACADEMY

BAAF Voluntary  
Adoption Agency  
of the Year 2012 & 2014



Consortium of Voluntary Adoption Agencies