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# Welcome to the **Doula UK AGM**

**7th October 2022**

# Welcome

The Doula UK Directors welcome you to the 2022 Annual General Meeting.



Leila Baker  
Director  
Team Leader



Olivia Southey  
Director



Katrina Hampson  
Director  
Head of Finance



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# Leadership Team

The Leadership Team Volunteers



Nicola Wilson  
Resolution



Alison Ogier  
Training



Bria Buckle  
Communications  
& Relationships



Sara Benetti  
Course Liaison



Anna Rutkowska  
Community



Michelle Bennett  
Mentoring

Thank you to the Doula UK volunteers who have stepped down from their volunteer roles since our last AGM: Saima Kara, Abbi Leibert, Kim Sterling-Haig, Kate Ewert and Hazel Acland.



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# Annual Report

With each new decision, direction or idea we look into we ask how we are serving our aims. They not only ground the work we do but give us a terrific focus to ensure we are leading the organisation our members and the general public want us to be.

## Aims

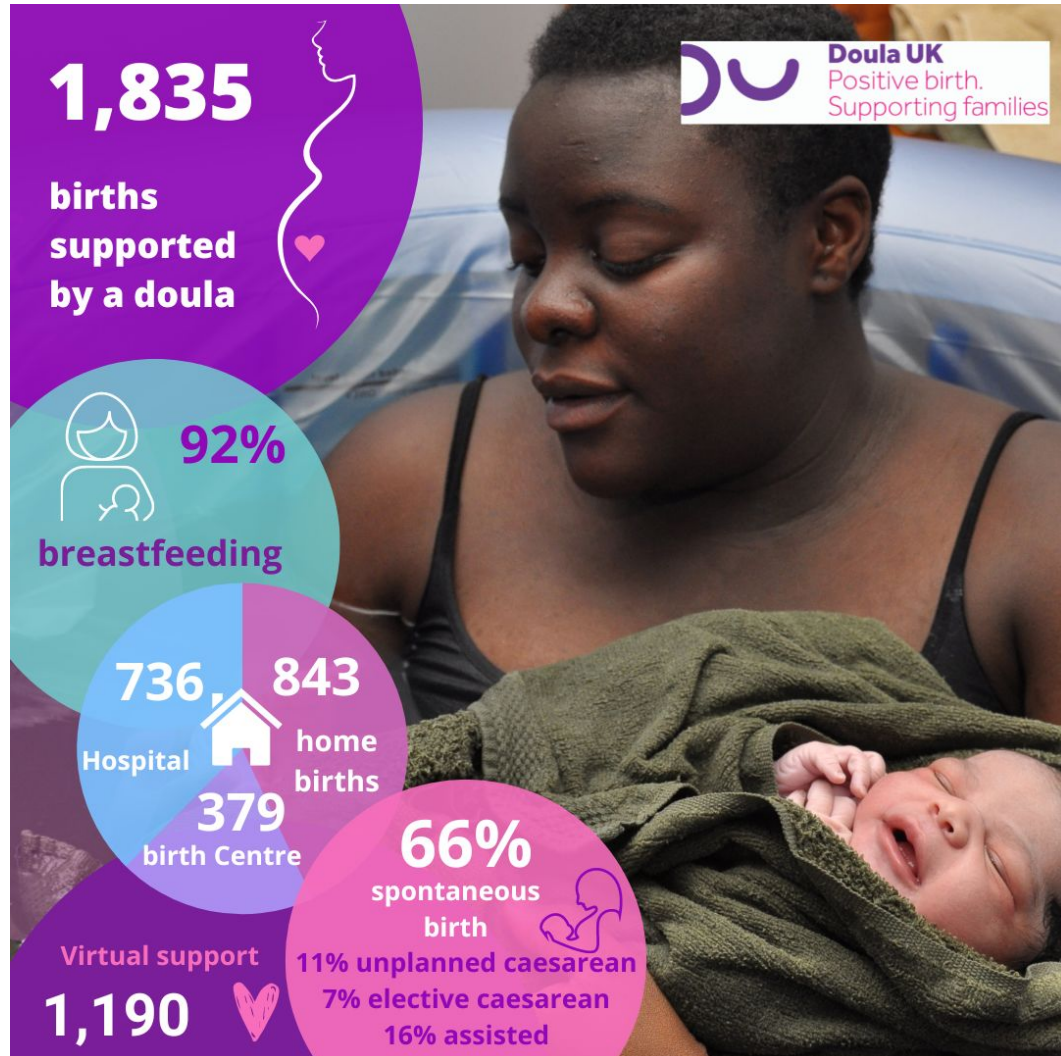
- Promote life-changing support for women and birthing people in the childbearing year, regardless of circumstance
- Nurture the doula community; protecting parents and health professionals
- Advocate for better support for UK families



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# Impact - Birth Doula Support

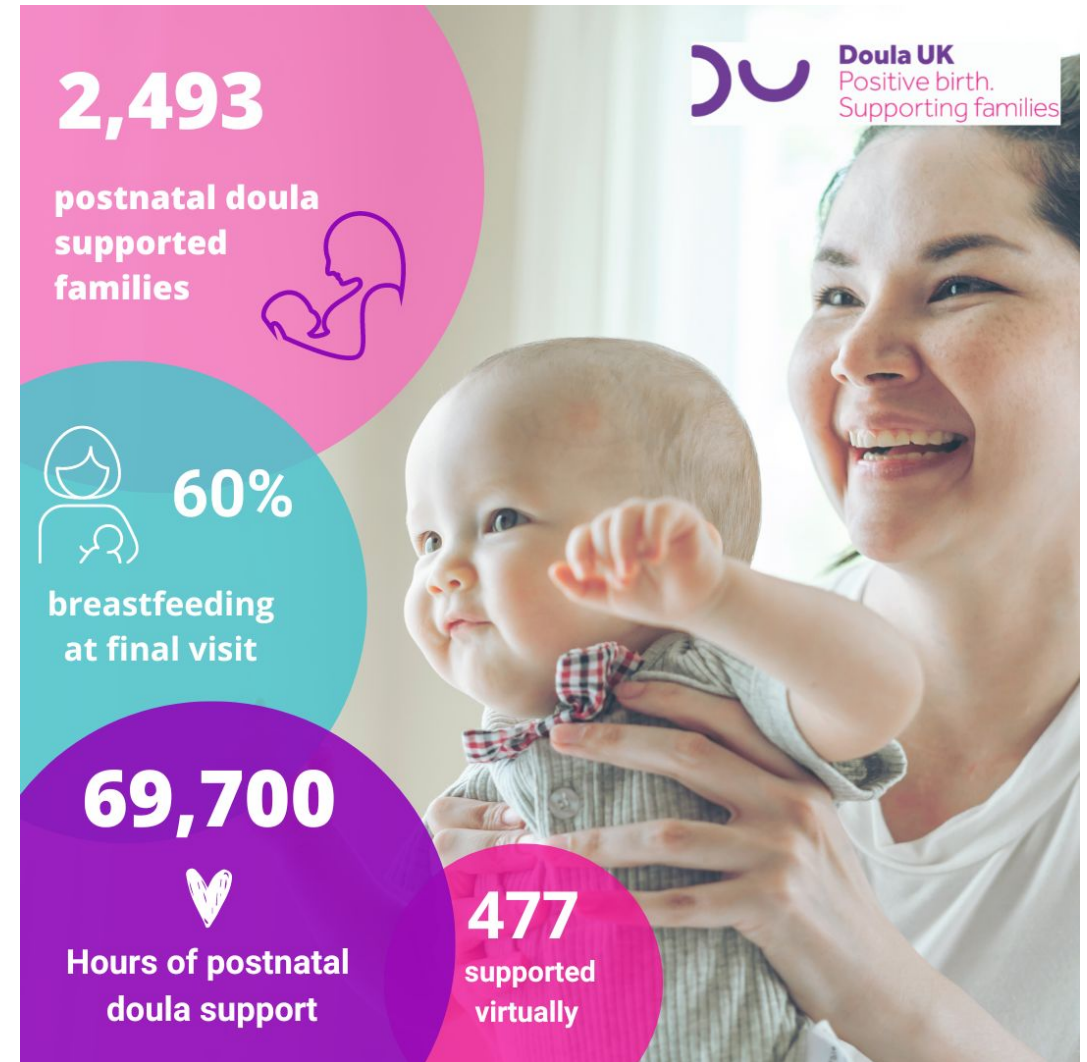


- **1,835** doula supported births  
*(an increase from 1,460 in 2020)*
- **843** homebirth, **736** consultant led and **379** midwife led birth centre
- **92%** started breastfeeding and were still breastfeeding at the final meeting
- **4** average number of clients
- **66%** spontaneous births, **16%** assisted, **11%** unplanned c section, **7%** elective c section.
- The majority of doulas were paid between **£600** and **£1499**

# Impact - Postnatal

- **2,493** postnatal doula supported families  
(an increase of over 110% on previous year)
- **69,700** hours of postnatal support
- **60%** breastfeeding at final meeting
- **14 hrs** average shortest and **95 hrs** longest job
- **6** average number of postnatal clients
- Majority of doulas charged between **£15** and **£25** per hour.

**489 doulas** responded to the **2021 Annual Return**



# Community

**4,525** doula enquiries came through our website in 2021.

In the recent Annual Return the majority of doulas reported working **more this year than last**, and **76%** reported that doula enquiries came from Doula UK FAD and **51%** said that doula enquiries came from a referral from another Doula UK doula.

For the past year we have offered an online monthly **Doula Virtual Circle** for all doulas to come together to share, reflect and support each other.

We continue to offer a **CPD Newsletter** each month with member discounts and our monthly **Members Newsletter** with news and information.

**Doula UK Reps** In 2022 we conducted a member wide rep survey to look at how we can grow and better support our reps and members locally. We have welcomed 3 new reps so far this year.

**DSN** the doula support network is a group of doulas who can be contacted by any member in need of support.



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# Conference

In January we presented the **2022 Doula UK Conference** online. Our focus was Community & Recovery. This event was a fundraiser and all profits were donated to the Doula Access Fund.

- **12** exceptional speakers over three days.
- **137** people attended online.
- Members received **discounted** tickets.
- Gross income from ticket sales and donated raffle prizes was **£4,272** and **£2,200** in sponsorship from Mori, Perimom, Optibac and Pinter & Martin.
- Expenditure was **£1,857** meaning our overall profit was **£4,479**

We have begun planning our 2023 conference. Please get in touch if you would like to speak, have a raffle prize to donate or would like to volunteer to help organise.



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# COULD YOU BE A DOULA?

- **Online Introductory Workshop**
- **Limited to 6 participants**
- **£35**
- **Lead by an experienced doula**



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# Introductory Workshops

## Online courses in the year (September 2021 - September 2022):

- **356** participants have attended the online virtual sessions
- We ran **90 online workshops** this year
- **35** participants were awarded a free bursary place
- The three hour workshop was priced at **£35** with a maximum of **six** participants at each session.
- The online format improved accessibility and enabled us to meet the demand for more courses.
- The gross income generated from the Introductory Workshops is **£11,235**
- Workshops are led by Alison Ogier, Michelle Bennett, Nicola Wilson, Hayley Rand, Anne Glover and Louise Print-Lyons.
- Feedback from participants is extremely positive.



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# Alternative Pathway Workshops

In June 2021 we began offering Alternative Pathway workshops following the Doula UK consultation where members voted to make membership more accessible to experienced doulas and birth workers.

## Online courses in the year (September 2021 - September 2022):

- **41** participants have completed the online modules.
- We ran **7 Alternative Pathway** workshops this year
- **5** participants were awarded a **free bursary place**.
- The gross income generated from the Alternative Pathway is **£6,450**
- Workshops are led by Alison Ogier, Michelle Bennett and Nicola Wilson.
- Feedback from participants is extremely positive.
- Membership take up is very high.



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# Course Providers & CPD

At the beginning of 2021, we made changes to how courses are approved so that they are independently assessed. We have made the process to become approved more transparent and CPs are provided full feedback from the assessors.

In 2022 we welcomed Nurturing Birth back to Doula UK.

We were delighted this year to continue to offer CPD training to our members including funded workshops with Birthrights and free social media for doulas. The range of courses continues to grow. Each one offers a Doula UK discount and has been attended and its quality assessed by two volunteers.

## Approved Doula Course

*All doulas who attend a Doula UK Approved Doula Preparation Course are invited to join Doula UK.*

*Doula UK approved course providers*

- Follow the Doula UK core curriculum
- Are led by an experienced doula
- Are regularly assessed
- Have completed inclusivity and diversity training
- Adhere to the Doula UK Code of Conduct & Philosophy

<https://doula.org.uk/join-doula-uk/>



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# Profile

**Press** Doula UK have had some very positive press attention this year. We were pleased to feature in a double page centre spread in **The Times Style Magazine**. We contributed data on the impact of doulas (using the Annual Return information) and the article shared our website for people looking for doulas and gave information on the Access Fund. Doula UK also featured in **Insight Magazine, INews, Red Magazine** and the **BBC**.

**Doula UK Podcast** Leila Baker has hosted **23** professional episodes of the Doula UK podcast to raise the profile of doulas, inform, inspire and empower to date. The Doula UK podcast is regularly aired on to the **Pinter and Martin Radio station**.

**World Doula Week** World Doula Week is always a great opportunity for us to increase the profile of doulas and celebrate Doula UK. This year #DoulasMakeADifference was a joyful campaign and we look forward to next year's.

**Advertising** We have invested in our members by paying for google ads, social media ads and a regular ad in Juno Magazine to increase our profile and direct more traffic to our Find a Doula.








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## How do Doulas Make A Difference?

Studies show that with doula support

-  Labours are shorter with fewer complications
-  Less likely to ask for medication including epidural
-  Less likely to have a c-section or an assisted delivery
-  More likely to establish & continue breastfeeding
-  More likely to have positive feelings about your birth and postnatal experience



## DOULAS MAKE A DIFFERENCE IN PREGNANCY

#WorldDoulaWeek2022



## DOULAS SUPPORT LABOUR & BIRTH



#Doulas Make a Difference



## DOULAS SUPPORT YOU POSTNATALLY



## DOULAS & PARTNERS MAKE A GREAT TEAM

#DoulasMakeADifference



# Partnerships

Doula UK are reaching out to other organisations to build our profile and more coherently reach our aims. This may be by being a member, attending meetings that shape change in the maternity sector, offering a stall at a conference, providing leaflets, attending meetings, sharing campaigns or sponsorship.



# Mentoring

In early December we provided funded training in **Solution Focused (SF) Practice** for our mentors. SF Practice is about how we view people and how we listen to others combined with a structure of asking questions that helps people facilitate change. This is part of an ongoing offer to to better support our mentors.

This year we have had 2 mentoring meetings and now have over 60 mentors who on average mentor 2 mentees each at any one time. New members can choose to be mentored by a Doula UK mentor or by a Course Provider.



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# Mentoring Feedback

*"This isn't a test to pass as quickly as possible but an opportunity for growth, choose someone you will be open and honest with."*

*"It's helped me to trust my instincts and lean into what I bring that is special rather than worrying that i'm not enough or lacking in skills. I do still want to continue my learning and development but i'm not going to let 'not enoughness' hold me back."*

*"I've become more comfortable in my role to "be" and not necessarily "do" at times. Our many conversations on value, worth and the unlearning of trying to prove ourselves worthy have been invaluable"*

*"This gave me confidence to look at how I am with clients and being able to be myself and especially in interviews that everyone has different needs and you won't always be the right doula for everyone and that is absolutely okay."*



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# Diversity and Inclusivity

**Diversity Consultation** Since October 2020, the Leadership Team and employees of Doula UK have been working with Diversity Consultant Jamie Shearer focusing on racism and intersectional forms of discrimination. We continue to challenge ourselves and each other to implement our diversity strategy in all our output.

**LGBTQ+** In 2021 we offered our first Introductory Workshop for the LGBTQ+ community lead by a doula facilitator from this same community. Covering everything the original course offers and what the doula world is like for a LGBTQ+ birth worker.

**Bursary Places** We offer up to two bursary places on our Intro Workshops and Alternative Pathway to aspiring doulas who are Black, Asian, ethnically diverse, people with disabilities, LGBTQ+, and for those who have a financial barrier to taking part.

We are striving to be a more inclusive organisation and we welcome members' support.



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**The Doula Access Fund provides free support during pregnancy, labour & after the birth of a baby to those most vulnerable.**



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# Access Fund

The Doula Access Fund exists to provide free doula support to women and birthing people in pregnancy, birth and after the birth of their baby who are facing multiple challenges.

Access Fund support between September 2021 and September 2022:

- **175** applications were received
- **85** were rejected due to ineligibility or too many applicants that month
- **90** were recommended for support
- **43** have been supported
- **19** are currently being supported
- **13** withdrew their application
- There are currently **104** Access Fund volunteer doulas

We are receiving more applications than we can financially support and have doulas for. If you would like to help fundraise or volunteer for the Access Fund please get in touch.



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# Fundraising

**Best Beginnings** We were successful in our bid for funding for the Access Fund to the Safer Beginnings grant. Doula UK were awarded **£16,200**.

**PIB Community Trust Grant** We received a **£500** grant thanks to Morton Michel Insurance.

## **Thank you to our individual supporters**

Abbi Leibert completed a sponsored run raising **£608**. Over the last year individual donors who support us with one off and regular donations each month contributed a total of **£1,905**.

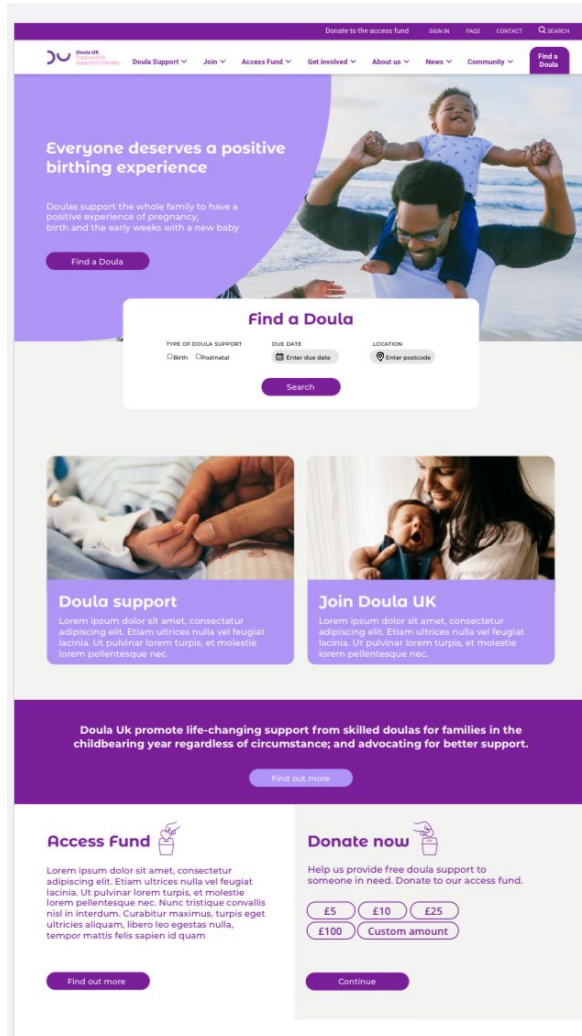
**Membership** **50p** of every monthly membership subscription goes to the Access Fund.

Our greatest funding challenge is to meet the demand of applications to the Access Fund. If you would like to help fundraise or volunteer for the Access Fund please get in touch.



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# New Website



**Website** We have invested in a new website for Doula UK.

Over the past year we have been working with Sail Creative on the development of a new website:

*‘Sail are an award-winning, effective design practice founded to deliver meaningfully creative and strategic work, with organisations on the forefront of positive social change.’*

A volunteer group of members have been involved in testing the site and providing feedback to ensure it is easy to navigate and streamlined. All members are welcome to join this group.

We plan to launch this year.





# Membership



## Membership data as of September 2022:

- **681 current active Doula UK members**
- **103** doulas have joined Doula UK in the past six months (April - Sept 2022)
- **71** doulas have cancelled their subscriptions in the past six months
- **577** doulas were retained in the past six months
- **90** doulas joined Doula UK in the previous six months (Oct 2021 - April 2022)
- **69** doulas cancelled their subscriptions in the previous six months
- **544** doulas were retained in the previous six months
- **497 doulas were retained in the past year**

This is an **overall increase in membership** since September 2021 when we had 629 members and in September 2020 when we had 606 members.



# Volunteer Opportunities



We warmly welcome applications from our members to volunteer for Doula UK. Currently we are in need of the following:

- **Access Fund Coordinator**
- **Rep Coordinator**
- **Fundraising Coordinator**
- **Events Coordinator**
- **Social Media Coordinator**
- **Support Coordinator**
- **EDN Co Representative** To share the role with Anna Rutkowska.

Find out more [doula.org.uk/vacancies](https://doula.org.uk/vacancies)



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