


# 2024 Annual Report

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 Mortality  
Education  
Community  
Interest  
Company (Mort  
Ed CIC).



**Prepared by**  
Louise Fenton

**Presented by**  
Louise Fenton

**Company Number 14597868.**  
**Registered in England. Registered office - Balmoral Road, DY8**



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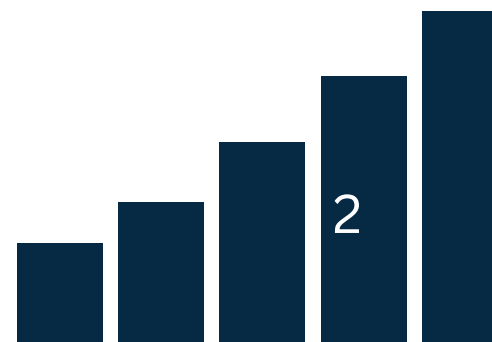
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# About the Company

## **Legal status :**

Mortality Education is a private company limited by guarantee without share capital – a Community Interest Company (CIC) incorporated in England & Wales with Company Number 14597868. The registered office address is 99 Balmoral Road, Stourbridge, England, DY8 5JG.

**Accountability:** We submit annual accounts to Companies House. Public Liability Cover £5,000,000

We are a **Not For Profit Organisation**. We are permitted to raise funds and sell items to raise money for the CIC, provided those funds are reinvested back into the CIC to benefit the community.

## **We raise funds via :**

Easy Fundraising  
Neals Yard Remedies  
Ko-Fi  
Donations

## **Finances :**

We use a Lloyds Bank Community Account.  
Bank Balance is £2,050.87 CR (as at 28.01.2025)  
None of the Directors have been paid remuneration to date.  
We have not transferred any assets to another locked body or otherwise

**Directors Meetings** are held on the 1st Saturday of every month.



# Meet Our Team



## **LOUISE FENTON**

Founding Director of Mortality Education CIC, Marketing and Events Manager at Mortality Education CIC,  
Self-employed Owner, Director and End of Life Doula at You and Die.



## **SHELLEY JACKSON-WOODALL**

Founding Director of Mortality Education CIC, Marketing and Events Manager at Mortality Education CIC.  
Owner, Director, and Funeral Celebrant at [sjwcelebrant.co.uk](http://sjwcelebrant.co.uk)



## **DONNA GREEN**

Founding Director of Mortality Education CIC and Legal Advisor and Fundraising Manager at Mortality Education CIC.

# Meet Our Team



## **SUZIE HUNTER**

Founding Director of Mortality Education CIC and Head of Accounts and Fundraising Manager for Mortality Education CIC.



## **ELINOR SATCHWELL**

Founding Director of Mortality Education CIC and Office Manager for Mortality Education CIC.



## **BETTY FLEETWOOD**

Founding Director of Mortality Education CIC and Lay Chaplain for those who are long term in hospital and cared for by the NHS.



# Our Beginnings

When Louise's mum, Margaret, died very suddenly and unexpectedly in February 2020 she felt woefully unprepared.

There is an argument that one can never be prepared for such a bereavement, however in the months that followed her mother's death Louise began to research the sensitive subjects of death, dying, grief, loss and change and found there to be no real discussion or education available for a life changing event that will affect us all.

Mortality Education Community Interest Company (Mort Ed CIC) (Formerly Coffin Club In Margarets Memory Community Interest Company) was founded in February 2023 by Louise and her friends, all of whom bring their unique energy and expertise to the table.

Together we aim to bring sensitive and educational death education content to the community in Stourbridge and beyond

## Our Aim

"We invite you to learn 1 new thing about death, dying, grief, loss and change, then please pass that 1 piece of new knowledge onto someone else. Through this butterfly effect we aim to open sensitive and educational conversations about these life-changing events"

**Death Pos·i·tiv·it·y**  
/grēf ˌpāzəˈtīvədē/

noun

1. Recognition that death is a natural part of and the ultimate end to all life

# FREE Community Events we offered during 2024

Since we launched our Community Interest Company on February 11th 2023, we have been working in partnership with like-minded individuals and organisations to bring positive and informative death education to the community.

**Here is a list of events we offered throughout 2024 :**

**What is a Celebrant ?** Stourbridge Celebrant Shelley Jackson-Woodall shared her knowledge with us in this friendly, informative session. 09.03.24

**The Death Cafe with Soul Doula David.E.Jones** A small group of like minded people came together in our safe and empowering space to talk about death, dying, bereavement, and grieving, alongside coffee and cake. 13.04.24

**Craft workshop for the bereaved and a rare opportunity to take a crematorium tour.** Participants made beautiful flowers from cardboard at this inclusive craft workshop before taking a tour of the crematorium. \*\* This event was kindly hosted by the team at Waseley Hills Crematorium \*\* 11.05.24

**I didn't know that ! Ideas for planning your own funeral and tackling funeral poverty.** Who knew planning your own funeral could be so empowering and help tackle funeral poverty? We were joined by the local community to make beautiful, felted flowers at this eye-opening event which coincided with Great Big Green Week 2024. 08.06.24

**Empowering ourselves when a loved one is dying.** Guest Host - Soul Doula David E. Jones. Our wonderful friend, author and Soul Doula David. E. Jones hosted this session for us. Dave and the event participants looked at ways to empower themselves and process emotions in a healthy way in times of grief. 13.07.24

**Continuing Bonds and What is a Wind Phone ?** Kindly facilitated by the Bereavement Team at Mary Stevens Hospice we explored the concept of continuing bonds and learnt about the significance of a Wind Phone in processing grief. 14.09.24

**Pet Bereavement.** What's the difference between a Guinea Pig and a Hamster ? We had loads of information available for the public about Pet Loss and Pet Bereavement at our event in Mary Stevens Park. A HUGE thank you to @the\_blue\_cross and @catsprotection for sending their resources to support our event. It was great that we had a child come along too. We did some fingerprinting and talked about Guinea Pigs and Hamsters. 12.10.24

**Understanding Grief and Loss.** In-person event entitled "Understanding Grief and Loss". A great tool for individuals and employers. 09.11.24

**Wordsley Community Christmas Tree Festival -Holy Trinity Church.** The community were invited to write a message on a heart and hang it on the Tree of Remembrance. We had over 50 messages on the tree (18.11.24 til 01.12.24).

# Summary

## **We're informing communities :**

We have **460** Instagram Followers

We have **271** Facebook Followers

## **We're delivering for our customers**

We supported many individuals with pertinent information to make informed choices about end of life care and funeral choices, in doing so we are also actively tackling funeral poverty.

## **Our customers keep coming back**

We have a core group of individuals who attend events.

## **We are open to ideas and feedback**

We provide Feedback Forms after events and have an email address facility on our website for enquiries and feedback.

## **We are leaders**

We are the only community group in Stourbridge offering educational content about death, dying, grief, loss and change.

## **We're getting our work done**

We delivered 9 free education sessions this year.

## **We Support Other Like Minded Businesses**

In June 2024 the Directors of our CIC supported John Adams and Leon Blair to launch their on line Advance Planning Website [www.legacyshare.co.uk](http://www.legacyshare.co.uk) at the National Funeral Exhibition.

In September 2024 we hosted a display at the Open Day of H. Porter and Sons Independent Family Funeral Directors in Stourbridge.







# What Has Changed and Why

During the summer of 2024 the Directors of Coffin Club In Margarets Memory CIC discussed how we could expand and better serve our community.

Feedback we received during events indicated that people in our community could not always attend events on Saturday mornings.

We concluded that in order to reach more people we should 'go to them' rather than the public just coming to us.

This course of action deviates from the national Coffin Club model and therefore we voted to rebrand as Mortality Education CIC.

This change of operating model ensures we are still providing the same advice and support to the community we serve regarding death, dying, grief, loss, and change and also offers us opportunities to engage with more diverse sectors of our community.

On 13.11.2024 the company changed its name to Mortality Education CIC.  
The Company Number remains the same 14597868.

## | Exciting Plans for 2025

Events planned to date for Mortality Education CIC include;

### **February**

Parkfield Grange Open Day  
Welcome to our Sector - Dudley CVS

### **March**

Welcoming The Spring - Wellness  
and Wellbeing Event at RuskinMill  
with TAOD.

### **April**

Coffin Boffins at Parkfield Care Home (TBC)

### **May**

Walk and Talk at Mary Steven's Park, Stourbridge.

## June

Wordsley Church Flower Festival and Craft Fair

## November / December

Wordsley Church Christmas Tree Festival

# Thank You

A HUGE Thank you to everyone who has supported us during 2024, especially those who have taken time to run sessions in the community.

A big thank you also to Mike, Alex and the team at The Healthy Hub in Mary Stevens Park, our chosen venue for the 2024 events and to Becky Picken at Dudley CVS for all her help and advice on transitioning to our new name. Also to Justine Day of Mosaic Accounting who has been very kind and generous with doing our Accounts and for all of her professional advice.

We couldn't have done it without you all.

# Contact Us



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www.mortalityeducationcic.co.uk

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