BULLIESOUT

England & Wales · Charity number 1123070

Details

Other names	BULLIES OUT
Status	Registered
Legal form	Other
Registered	2008-03-04
Register	View on the Charity Commission register

Contact

Address	T109 Titan House Cardiff Bay Business Centre Lewis Road Cardiff
Phone	029 2049 2169
Email	mail@bulliesout.com
Website	www.bulliesout.com

Activities

Objects: A) TO FURTHER THE RELIEF OF CHILDREN AND YOUNG PEOPLE PRIMARILY BUT NOT EXCLUSIVELY IN THE UK WHO ARE SUFFERING FROM OR HAVE SUFFERED FROM BULLYING. THIS WILL BE DONE IN PARTICULAR, BUT NOT EXCLUSIVELY, BY THE PROVISION OF AN INTERNET WEBSITE PROVIDING HELP, SUPPORT AND INFORMATION;B) TO FURTHER THE ADVANCEMENT OF EDUCATION AMONG CHILDREN AND YOUNG PEOPLE ON THE PHYSICAL AND MENTAL EFFECTS OF BULLYING;

Activities: Peer Mentor Training (Secondary Schools)Playground Pals Training (Primary Schools)Online Bullying WorkshopsCreative WorkshopsInteractive, Educational WorkshopsWorkshops for ParentsWorkshops for EducatorsYouth Ambassador ProgrammeInformation PublicationsFundraising EventsCommunity Awareness Eventse-Mentoring and Virtual CounsellingVolunteeringWorkplace Training

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** Children/young People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- **Area of benefit:** NATIONAL
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£131,108	£175,038	-	-
2024-03-31	£138,277	£152,711	-	-
2023-03-31	£163,092	£170,060	-	-
2022-03-31	£148,665	£143,066	-	-
2021-03-31	£172,000	£95,000	-	-

Trustees

Name	Role	Appointed
Charlotte Hopkins	Chair	2025-01-03
Ahmed Alsisi		2025-12-02
EMMA THOMAS		
Joanne Davies		2025-12-02
John King		2024-04-06
Wendy Parker		2025-12-02

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BULLIESOUT

England & Wales - Charity number 1123070

Accounts



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2024-2025

Bullies Out®

www.bulliesout.com

Contents

Message from our Founder/CEO 3

Message from our Chair of Trustees..... 4

Our History..... 5

Mission, Vision and Values 6

Strategic Overview 7

Impact and Activities..... 9

Financial Overview..... 10

Governance and Leadership 12

Partnerships and Collaborations 13

Supporters and Acknowledgements 13

Looking Forward 14

Legal and Compliance Information..... 15

Additional Information..... 15

MESSAGE FROM OUR FOUNDER/CEO

At BulliesOut, we believe every child and young person deserves to feel safe, valued, and confident in who they are. Bullying behaviour can leave deep and lasting scars, affecting every part of a young person's life - but it does not define their future. Our mission is to ensure that those impacted are not only supported but are at the heart of the solutions we create.

Over the past year, we have listened to thousands of young people, hearing their experiences, their challenges, and their hopes. Their voices have guided our work, shaping programmes that build confidence, foster positive relationships, and create communities of support where no one feels alone. We have seen young people step into their power, share their stories, and inspire others to speak out against bullying behaviour. These moments remind us why our work matters.

Real change does not happen in isolation. That is why we collaborate with schools, families, workplaces, and communities to create a culture of respect and inclusion. Together, we are building a world where kindness, empathy, and understanding are the norm, and where every child and adult has the tools and confidence to thrive.

This year has shown us the resilience, courage, and potential of young people. It has also reinforced our commitment to challenge bullying behaviour in all its forms, to amplify the voices of those impacted, and to create a future where every child can feel safe, empowered, and proud of who they are. The journey continues, and I am honoured to lead it with passion, dedication, and hope.

We will continue to do everything we can to ensure we continue to grow and are an agile and efficient charity. None of this would be possible without our trainers, volunteers and supporters.

I would like to thank them for their enduring support, commitment and hard work. Most of all I would like to thank the amazing young people we have the privilege to work with. I continue to be humbled by their strength, humour, humanity and energy - despite the challenges they face. They are truly inspiring.

BulliesOut believes that every child has the potential to make a positive difference. We will continue to work tirelessly to create a world where bullying behaviour is recognised and dealt with, so they don't just survive but are able to thrive. They can then realise and achieve their full potential and go on to change the world.

Linda James MBE

Founder/CEO



MESSAGE FROM OUR CHAIR OF TRUSTEES

I joined BulliesOut in month eleven of this reporting year, and in that short time, I have been struck by the extraordinary dedication, passion and expertise of everyone involved in the charity. At BulliesOut, we believe that every human being deserves to feel safe, valued and confident in who they are, and I am proud to see this belief reflected in every programme, partnership, and initiative we deliver. The impact of our work is tangible - from supporting young people who are finding their voice and confidence, to the communities that benefit from our education, support and advocacy.

The charity landscape continues to be challenging, with increasing competition for often limited funding. Despite this, the BulliesOut team consistently rises to the occasion, demonstrating resilience, innovation and an unwavering commitment to the work that needs to be done. The multiple awards and accolades received this year are a testament to the quality and effectiveness of the work delivered across the organisation and these are not just recognitions of achievement but a representation of the lives we have touched and the positive change we have helped create.

Looking ahead, we are focused on building further strength and growth into the charity especially as we approach our 20th year. Our priorities are clear: to expand our reach, deepen our impact and continue to develop the programmes and initiatives that genuinely transform the lives of children and young people. With a dedicated team, committed volunteers, and the continued support of our partners and funders, I am confident that BulliesOut is well-placed to seize new opportunities, meet expected challenges, and enter this next chapter with renewed energy, vision, and purpose.

I would like to take this opportunity to thank our staff, volunteers, ambassadors and supporters for their extraordinary contribution. Most importantly, I want to recognise the courage, creativity and spirit of the young people we work alongside - they inspire us every day and remind us why our mission matters.

As Chair, I am honoured to support BulliesOut in its continued journey and I look forward to seeing the charity flourish in the years to come; creating safe, inclusive and empowering spaces where every child and young person can thrive.

Charlotte Hopkins

Chair of the Board



OUR HISTORY

Founded in 2006, BulliesOut has grown into one of the UK's leading anti-bullying charities, recognised with multiple awards for our dedication, innovation, and impact. Our outstanding reputation is a testament to the passion and commitment of our incredible team, ambassadors, fundraisers, and supporters - without whom our work would not be possible.

At the heart of everything we do is a deep respect for the individuality of every child, young person and adult we support. We focus on understanding their needs, aspirations, and choices, ensuring that every programme we deliver complements the journey of each beneficiary. It is these personal connections that make our work meaningful and effective.

By building long-term partnerships with schools, youth settings, and businesses, we create trust-based relationships that prioritise quality and intensity of support over simply meeting numerical targets. Our approach combines training, guidance, and tailored support with strong policies and procedures that maintain a sharp focus on anti-bullying. Crucially, we support both those impacted by bullying behaviour and those displaying bullying behaviours, fostering long-term change and promoting understanding, empathy, and resilience.

As we look to the future, we remain committed to what we do best: championing the voices of those impacted by bullying, influencing society and communities, and ensuring that every young person has the confidence, support, and opportunity to thrive.



MISSION, VISION AND VALUES

OUR ACTIVITIES IN DELIVERING OUR MISSION AND IMPACT

We understand that anyone affected by bullying behaviour face a devastating and often long-lasting impact on so many different aspects of their lives. Everyone involved in the bullying cycle can experience trauma and therefore needs support to move beyond their experiences.

Our Mission

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes and to empower individuals to achieve their full potential.

Our Vision

Our vision is for all young people to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying and abuse.

Our Values

Respect:

We treat all people with respect, building trust and confidence in all that we do. Recognising diversity and promoting equality.

Accountable:

We will be accountable for our actions and decisions and hold each other to account.

Achieving Excellence:

We will challenge ourselves to strive towards excellence, embracing continuous improvement and learning, to ensure we continue to provide excellent services.

Integrity:

We are honest and fair and consistently act in-line with a moral code in all that we do

STRATEGIC OVERVIEW

Our Strategic Objective is to amplify the voices of children and young people impacted by bullying behaviour, expand our reach and partnerships, and deliver high-quality, impactful programmes that build confidence, foster positive relationships, and create supportive communities.

PRIORITIES

Reduce Loneliness and Isolation

Objective: To create opportunities and safe spaces that help those impacted by bullying behaviour build connections, receive support and feel included.

Subjective: Those impacted by bullying behaviour feel less isolated, more connected, and supported and have improved mental health.

Confidence and Self-Esteem

Objective: To empower children and young people to build lasting confidence, resilience and self-esteem through engaging activities, resources and opportunities.

Subjective: Children and young people feel valued, capable, and ready to embrace challenges with confidence.

Promote Positive and Respectful Relationships

Objective: To equip children and young people with the skills, understanding, and opportunities to build positive and respectful relationships.

Subjective: Children and young people experience healthy, respectful, and supportive relationships with peers and adults.

Communities of Support

Objective: To foster inclusive communities where children, young people, and their families feel supported, included, and empowered.

Subjective: Children, young people, and their families experience a sense of belonging, shared understanding, and mutual support.

COMMITMENTS

Maximise our Awareness 1

Increase visibility and understanding of issues of bullying behaviour through targeted campaigns, partnerships, and public engagement, ensuring more children, young people, and communities know about and access our support.

Growth, Sustainability and Partnership Working 2

Strengthen our impact by expanding reach, building lasting partnerships, and ensuring sustainable practices that support our mission long-term.

Achieving Greater Influence 3

Amplify our voice to shape policy, public attitudes, and decision-making, ensuring the needs of children and young people impacted by bullying behaviour are heard and acted upon.

KEY ACHIEVEMENTS AGAINST STRATEGIC GOALS

Amplifying Voices of Young People

- Engaged over 18,400 children and young people through workshops, training and activities
- Hosted youth-led events or panels to highlight anti-bullying initiatives.

Expanding Reach and Partnerships

- Established partnerships with 42 new schools, youth settings, or businesses.
- Increased online engagement through campaigns, social media, and resources.

Delivering High-Quality, Impactful Programmes

- Launched or updated 3 anti-bullying programmes tailored to schools and youth settings.
- Delivered targeted training for staff, teachers, and volunteers in safeguarding and bullying prevention.
- Achieved measurable improvements in confidence, self-esteem, or resilience among participants.

Building Supportive Communities

- Created safe spaces for young people to discuss bullying behaviour and access support
- Developed peer support networks in schools to reduce loneliness and isolation.
- Promoted positive and respectful relationships through workshops and community campaigns.

Organisational Growth and Sustainability

- Secured new funding streams to ensure some sustainability.
- Strengthened governance, policies, and procedures in line with best practice.
- Recognised with awards and accolades for innovation, impact, and leadership in anti-bullying.



IMPACT AND ACTIVITIES

At BulliesOut, our work is driven by the voices and experiences of children and young people affected by bullying. Over the past year, through workshops, campaigns, and training sessions, we have helped children, young people and adults build confidence, resilience, and positive relationships.

Our programmes focus on creating respectful and positive relationships, safe spaces, reducing loneliness, and empowering young people to take control of their experiences. Through targeted support in schools, youth settings, and communities, we address both the needs of those impacted by bullying behaviour and those displaying bullying behaviours, promoting long-term change and understanding.

This year, BulliesOut launched two exciting initiatives to strengthen our community and expand our impact.



IN IT TOGETHER

Brings schools, youth settings, and organisations into a supportive network, sharing resources, training, and best practice to tackle bullying collectively.



VOICES AGAINST BULLYING

Offers membership for education settings, businesses, and individuals, giving them access to guidance, tools, and opportunities to actively promote anti-bullying initiatives and be part of a movement that amplifies positive change.

Together, these initiatives foster collaboration, empower members, and ensure that dealing with bullying behaviour remains a shared, community-driven effort.

FINANCIAL OVERVIEW

This year, BulliesOut continued to invest in programmes and initiatives that directly benefit children and young people impacted by bullying behaviour. Our income has been generated through a combination of donations, grants, fundraising activities, and membership contributions.

We remain committed to ensuring that most of our resources are directed towards our core mission: delivering high-quality support, training, and campaigns that make a real difference. Our careful financial planning and governance practices ensure sustainability, transparency, and accountability.

Despite the financial pressures, we are proud that, with the support of our donors, partners, and fundraisers, BulliesOut can continue to grow, innovate, and create meaningful change for children and young people across the UK.

FINANCIAL GOVERNANCE

BulliesOut is committed to strong financial governance, ensuring transparency, accountability, and responsible stewardship of all resources. Our finances are overseen by the Board of Trustees, who monitor income, expenditure, and reserves to ensure funds are used effectively in line with our charitable objectives.

Robust policies and procedures are in place for budgeting, reporting, and risk management, and our accounts are independently audited to maintain the highest standards of financial integrity. This governance framework enables us to make strategic decisions confidently, invest in our programmes, and continue delivering meaningful impact for children and young people.

Independent Examiner's Report to the Trustees of Bullies Out

Year Ending 31 March 2025

Independent examiner's report to the trustees of BulliesOut

I report to the charity trustees on my examination of the accounts of BulliesOut (the charity) for the year ending 31 March 2025.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2) the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached



Katie Bladen FCA CTA

On behalf of:
Vaughans Accountancy Services Limited 12a
Clytha Park Road
Newport
NP20 4PB

Date: 03/11/2025

Bullies Out Receipts & Payments Accounts for Year Ending 31 March 2025

	Unrestricted Funds	Restricted Funds	2024/25	2023/24
Receipts:	**£**	**£**	**£**	**£**
Grants:				
Awards for All - Lottery Wales	-	-	-	-
29th May 1961 Charitable Trust	-	-	-	-
SJP Partnership	-	-	-	-
Postcode Lottery	-	-	-	20,939
Groundwork Grant	-	-	-	1,750
Comic Relief Grant	-	-	-	-
Millennium Stadium Charitable Trust Grant	-	-	-	-
AWFC Grant	-	-	-	2,500
ASDA Foundation	-	-	-	-
Principality T&L Fund	-	-	-	-
Host Donation	-	-	-	-
JP Jacobs Charitable Foundation	-	-	-	1,500
Mary Homfray Charitable Trust	-	2,500	2,500	2,500
First Give	-	-	-	1,000
United Way - Give Local	-	1,500	1,500	1,500
Woodward Trust	-	-	-	1,500
Renishaw	500	-	500	
Masonic Benevolent Fund	1,500	-	1,500	
Cardiff Community Cohesion	-	1,593	1,593	
Total Grants	**2,000**	**5,593**	**7.593**	**33,189**
Donations	33,942	-	33,942	39,418
Fundraising	41,722	-	41,722	19,640
Workshops & Training	46,370	-	46,370	43,533
Other	1,481	-	1,481	2,497
Total Receipts	**125,515**	**5,593**	**131,108**	**138,277**
Payments for charitable expenditure:				
Fundraising	8.537	841	9,378	2,744
Workshops & Training	50,945	9,151	60,096	64,832
Volunteer Training & Expenses	-	-	-	715
Charitable Activities (inc. project development)	18,502	-	18,502	12,930
Salaries	25,826	11,850	37,676	34,785
Pension Costs	3,776	-	3,776	6,032
Premises Costs	7,766	-	7,766	7,631
Office Costs	5124	233	5,357	7,473
Support Costs:				
Premises Costs	7,766	-	7,766	7,631
Administration Costs	15,270	-	15,270	-
Office Costs	6,057	-	6,057	4,077
Governance	3,394	-	3,394	3,861
Total Payments	**152 963**	**22,075**	**175.038**	**152,711**
Net receipts/payments	**(27,448)**	**(16.482)**	**(43,930)**	**(14,434)**
Cash funds last year end	**57.508**	**33.643**	**91,151**	**105,585**
Cash funds this year end	**30,060**	**17.161**	**47.221**	**91,151**
Cash Funds:				
Bank accounts	**31,652**	**15.568**	**47.221**	**91.151**
Total Cash Funds	**31,652**	**15.568**	**47.221**	**91.151**
Fixed Assets:				
Computer Equipment	**886**	**4.345**	**5,231**	**5.231**
Current liabilities:				
Trustee loan		**847**	**847**	**847**
Independent Examination	**1,500**	**-**	**1.500**	**1.320**

GOVERNANCE AND LEADERSHIP

Strong governance and effective leadership are at the heart of BulliesOut's success. We are guided by a dedicated **Board of Trustees,** who provide strategic oversight, ensure accountability, and help steer the charity in line with our mission and values. The trustees bring a range of expertise and experience, supporting the organisation to deliver lasting impact for children and young people.

Our l**eadership team and staff** are responsible for the day-to-day management and delivery of our programmes, campaigns, and operations. Together, they work collaboratively to maintain the high standards and integrity that BulliesOut is known for, ensuring that every initiative reflects our commitment to kindness, inclusion, and empowerment.

During the year, we continued to review and strengthen our governance practices, ensuring that **roles and responsibilities** across the charity are clear, transparent, and aligned with our long-term strategy. Any changes to governance structures are carefully considered to enhance accountability, efficiency, and effectiveness.

We remain fully committed to robust **policies on safeguarding, diversity, equality, and inclusion**. These policies underpin everything we do - ensuring that all children, young people, staff, volunteers, and partners are respected, protected, and valued. Our safeguarding framework is continuously reviewed and updated to reflect best practice, ensuring a safe and supportive environment for everyone connected with BulliesOut.



PARTNERSHIPS AND COLLABORATIONS

Partnership working is central to BulliesOut's approach and impact. We believe that dealing with bullying behaviour and promoting kindness requires collective effort, shared expertise, and strong relationships built on trust.

Over the past year, we have strengthened our **key partnerships and alliances** with schools, youth organisations, businesses, and community groups across the UK. These collaborations allow us to share resources, extend our reach, and create consistent, high-quality support for children and young people impacted by bullying behaviour.

Through ongoing **stakeholder engagement,** we continue to listen to and learn from those we work alongside - educators, parents, young people, and partner organisations. Their insights help shape our programmes and ensure our work remains relevant, responsive, and impactful.

Our **collaborative projects** this year have delivered meaningful outcomes, including improved awareness of incidents of bullying behaviour, increased confidence among young people, and stronger community networks that promote respect and inclusion. Each partnership reinforces our belief that real change happens when we work together towards a common goal: building a society where everyone feels safe, supported, and valued.

ANTI-BULLYING ALLIANCE Member

delta مدرسة دلتا الانجليزية ENGLISH SCHOOL

The Mental Health & Wellbeing Show

VALE of GLAMORGAN BRO MORGANNWG

SUPPORTERS AND ACKNOWLEDGEMENTS

Thank You

We are deeply grateful to our supporters, donors, funders, volunteers, ambassadors, and partners, whose generosity, time, and dedication make our work possible. Your commitment enables us to reach more children and young people, provide vital support, and continue championing kindness, inclusion, and positive change across communities.

Together, we are making a real and lasting difference.

- Renishaw
- Cardiff Cohesion Fund
- Louise Hamlin
- The Mary Homfray Charitable Trust
- Vale of Glamorgan Council
- Community Foundation in Wales
- Nigel Owens MBE
- Lisa Johnson
- RM Bariatrics
- Vetro Recruitment
- Martyn Prowel Gartsides Solicitors
- HWRK
- Ascari

LOOKING FORWARD

As we look to the year ahead, BulliesOut remains steadfast in our commitment to creating safer, kinder communities for children, young people and adults. Building on the progress and learning from the past year, our focus will be on deepening our impact, strengthening our reach, and continuing to champion the voices of those impacted by bullying behaviour.

THE YEAR AHEAD

Our **goals and objectives for the coming year** include expanding our support programmes, growing our membership networks, and increasing access to resources for schools, youth settings, and workplaces. We will continue to develop innovative and interactive training, empowering individuals and communities to recognise, respond to, and prevent bullying behaviour.

Among our **planned projects and initiatives** are the continued growth of our In It Together Programme and Voices Against Bullying memberships, new awareness campaigns, and enhanced digital resources designed to make our support more accessible. We also aim to further strengthen our partnerships, ensuring that collaboration remains at the heart of everything we do.

Our **strategic priorities for growth and impact** focus on sustainability, inclusion, and influence. We will work to secure long-term funding, amplify the voices of young people in shaping our direction, and use our expertise to inform policy and practice on a national level.

LEGAL AND COMPLIANCE INFORMATION

BulliesOut confirms that this annual report has been prepared in accordance with the requirements of the Charity Commission and relevant regulations. We adhere to the reporting standards and governance guidelines applicable to registered charities in the UK, ensuring transparency, accountability, and compliance in all aspects of our work.

Our accounts are independently audited, and our financial and operational practices are regularly reviewed to maintain the highest standards of integrity and good governance.

BulliesOut, Registered Charity Number, 1123070

ADDITIONAL INFORMATION

Address of Main Office:
Unit T109, Titan House
Cardiff Bay Business Centre
Lewis Road
Cardiff
CF24 5BS

Trustees:
Charlotte Hopkins (Chair) – *from January 2025*
Emma Thomas (Secretary)
Kate McIntyre – *until February 2025*
John King

Management Team:
Linda James MBE,
Founder/CEO

School Programmes Officer (Head Trainer):
Jennifer Barnfield-Lee

Trainer:
Dr Ffion Jones

Fundraising Executive:
Katie Killoran

Head of Mentoring and Counselling:
Amie Fey

Website Management:
Karolo Design
Spark/Sbarc
Maindy Road
Cardiff
CF24 4HQ

Social Media Management:
Taylor Maddock Marketing

Independent Examiner:
Vaughans Accountancy Services Ltd
12a Clytha Park Road
Newport
NP20 4PB

Bankers:
Nat West
96 Queen Street
Cardiff
CF10 2GR

BulliesOut®

www.bulliesout.com

telephone: 029 2049 2169
e-mail: mail@bulliesout.com
address: T109, Titan House, Cardiff Bay Business Centre, Lewis Road, Cardiff CF24 5BS

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BULLIESOUT

England & Wales - Charity number 1123070

Accounts



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EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2023-2024

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CONTENTS

Message from our Founder/CEO 3

Our Year In Numbers 4

Annual Report of the Board of Trustees 5

Impact 11

Looking Forward 14

Structure, Governance & Management 15

Legal Status & Objects 15

Statement of Trustees' Responsibilities 16

Independent Examiner's Report 17

Financial Review 19

Legal & Administrative Information 19

MESSAGE FROM OUR FOUNDER/CEO

In the UK, most children and young people spend 11,000 hours at school. Sadly, according to research from the Diana Award, 64% report being bullied at school. The confidence and self-esteem of these young people is affected, and they tell us they feel embarrassed, isolated, guilty, scared and in so many cases, that it is their fault.

Speaking to the young people with whom we work, many affected by bullying behaviour feel that they simply don't matter. Despite increased awareness, many incidents of bullying behaviour are still not dealt with effectively and appropriately. This is not acceptable and at BulliesOut, our work is not only to support these young people, but to inspire change so that all incidents of bullying behaviour are recognised and dealt with.

Our charity is not immune to instability. We continue to operate in a volatile economic, political and social environment. Cuts to school budgets, to support for young people, a challenging funding environment and a very small team all continue to affect our work.

Yet, despite the uncertainty and struggles of the past year, we have continued looking forward and found reasons to celebrate. school programmes have made excellent progress, and we have found ourselves working with thousands of children and young people in hundreds of schools across the UK and thanks to the excellent technology we have today, we have also been able to deliver our sessions to people across the globe, enabling us to support organisations and build relationships with others in several countries.

Despite the many challenges we face, we do not shy away, instead we face them head on. Through our strategy, we focus on specialising in the delivery of engaging anti-bullying programmes and will build strong partnerships at all levels to create real and sustainable change. We will continue to do everything we can to ensure we continue to grow and are an agile and efficient charity. None of this would be possible without our trainers, volunteers and supporters.

I would like to thank them for their enduring support, commitment and hard work. Most of all I would like to thank the amazing young people we have the privilege to work with. I continue to be humbled by their strength, humour, humanity and energy - despite the challenges they face. They are truly inspiring.

BulliesOut believes that every child has the potential to make a positive difference. We will continue to work tirelessly to create a world where bullying behaviour is recognised and dealt with so they don't just survive, but are able to thrive. They can then realise and achieve their full potential and go on to change the world.

Linda James MBE

Founder/CEO



OUR YEAR IN NUMBERS

During 2023 we were able to engage with 19,058 people overall across all our services which is an increase again on numbers from the previous year.

9,830 young people in workshops

60 Counselling Sessions

500 Peer Mentors

152 Schools

3,895 activities to young people at community events

4,197 Stand Up, Speak Out, Stay Safe

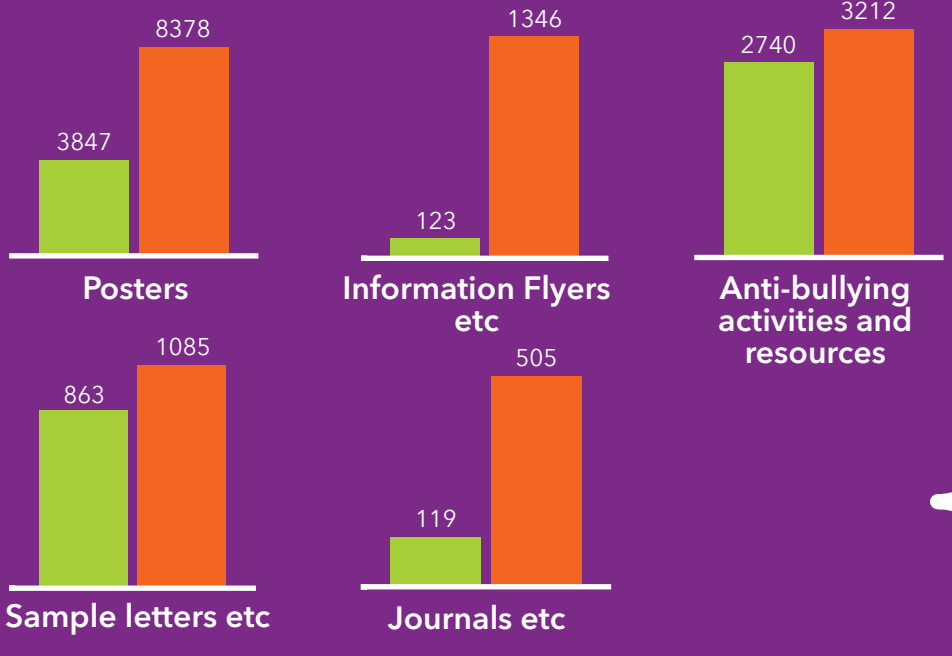
202 Playground Pals

256 CPD Sessions

210 E-Mentoring Sessions

201 Parents

DOWNLOADS



ANNUAL REPORT OF THE BOARD OF TRUSTEES

The Trustees present their annual report as required by Charity Law together with the Independently Examined Accounts of BulliesOut (the Charity) for the year ended 31st March 2024.

Our Activities in Delivering our Mission and Impact

We understand that anyone affected by bullying behaviour face a devastating and often long-lasting impact on so many different aspects of their lives. Everyone involved in the bullying cycle can experience trauma and therefore needs support to move beyond their experiences.

Our Mission

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes and to empower individuals to achieve their full potential.

Our Vision

Our vision is for all young people to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying and abuse.

Our Values

Respect:

We treat all people with respect, building trust and confidence in all that we do. Recognising diversity and promoting equality.

Accountable:

We will be accountable for our actions and decisions and hold each other to account.

Achieving Excellence:

We will challenge ourselves to strive towards excellence, embracing continuous improvement and learning, to ensure we continue to provide excellent services.

Integrity:

We are honest and fair and consistently act in-line with a moral code in all that we do

STRATEGY AND ACTIVITIES

Our 2024-2027 strategy is made up of one promise, four priorities and three commitments.

Our Promise

We will push ourselves harder to ensure that the voices of those affected by bullying behaviour play a meaningful role in all our work and that, through our priorities, we build a system which includes and partners with those with lived experience when making decisions about how support is delivered.

Our Priorities

Our priorities define the four areas of focus for our work to influence change and improve the mental health and wellbeing of those affected by bullying behaviour. They are the 'what' we will be working on in the coming years.

Our priorities can be summarised as follows:

- Increase Confidence and Self-Esteem
- Build Communities of Support
- Reduce Loneliness and Isolation
- Promote Positive and Respectful Relationships

Our Commitments

Our commitments set out the 'how' of the ways we will be working to influence change in the coming years. Our three commitments outline the way we will collaborate with BulliesOut stakeholders, members, and partners to bring about the changes we collectively want to see.

Our commitments are shown below:

- Maximise our Awareness
- Growth, Sustainability and Partnership Working
- Achieving Greater Influence



ACHIEVING OUR OBJECTIVES

1

We will help more people and their families affected by bullying

We will help people as soon as they contact us to ensure they recieve the support they need. We will continue to have mentoring at the heart of what we do.

Objective 1 – what we have achieved

- We are providing first-class mentoring and counselling support to higher numbers of those affected by bullying behaviour
- Our Talk2Us service offers funded counselling sessions to those who need support. This resource is now proven in need and continues to grow all the time, providing practical and emotional support
- Our resources are available for download from our website as well as being available in community spaces, schools, and other venues throughout the country

2

We will deliver services to proactively change attitudes, promote positive behaviour and improve skills

We are passionate about providing high quality workshops and training programmes and will use our knowledge and expertise to continue to develop our work to ensure it achieves its aims.

Objective 2 – what we have achieved

- We have developed workshops that promote kindness, positive friendships and how to make a difference. Our specific 'Kindness Matters' workshop is already proving very popular.
- All our workshops challenge attitudes and behaviours and raise awareness of the effects of bullying behaviour
- Using empowering, engaging, interactive sessions, our training programmes develop skills, confidence, self-esteem, knowledge and essential mentoring skills
- In addition to professionals in the UK, our CPD Certified training has been delivered to professionals in Switzerland, the UAE, the United States and as far as New Zealand over the past 12 months.

3

We will manage our charity as efficiently and effectively as possible

To deliver our strategiv plan, we will invest in four key areas of the charity - our people, our fundraising, our brand and our communications.

Objective 3 – what we have achieved

- We have an excellent team in place who are highly valued individuals, delivering high quality work and making a real difference in all that they do
- Our continued investment in social media content and branding has enabled us to reach higher numbers and communicate our message more effectively
- Our brand continues to shine and be instantly recognisable by stakeholders and the general public

WHAT WE DO

Empowering Young People to Make a Difference

A Peer Mentoring programme is bespoke and offers schools and organisations a best practice approach to addressing low level mental health and wellbeing issues, such as bullying behaviour, anxiety and friendship conflict, that can impact on children and young people in their care. Through our programme, we work to engage and empower children and young people to develop a positive ethos across a whole school or organisation community, inspiring them to create an environment that meets the emotional, academic and social needs of pupils and staff.

Peer Support has many benefits, including:

- Creates a positive ethos through the whole school community
- Helps break down barriers between different year groups
- Promotes and encourages friendships
- Increased confidence and self-esteem
- Increased Mental Well-being
- The Peer Mentors gain a sense of accomplishment
- Low level behaviour is identified and dealt with before developing further
- The Peer Mentors gain valuable, transferrable skills for life
- Mentees receive a valuable support network

Peer2Peer

A fantastic day for pupils. This will have such a positive impact on the whole school as well as those individual pupils.

The students were completely engaged throughout. The tasks were well thought out and presented with enthusiasm. This really motivated the students















A Positive Approach to Addressing Bullying Behaviour

As pupils progress through their school career they will have undoubtedly witnessed, experienced, or even participated in acts of bullying behaviour. Consisting of 13 Interactive and Creative Workshops, this programme engages young people of all ages in developing their understanding of bullying behaviour, where they feel they sit in the cycle of bullying (and where they should sit) and learn positive interventions which will enable them to become well adjusted and empathic adults of the future.

Although each of our workshops for young people have their own individual outcomes, each one will also:

- Give participants a clear understanding of bullying behaviour
- Identify types of bullying behaviour
- Reinforce the importance of reporting bullying behaviour and identify methods to do so





Hand of Courage Workshop

Children thoroughly enjoyed and were engaged throughout - even at the end of the afternoon!







Engage, Empower, Inspire

Our mission is to empower young people through positive opportunities and experiences. Through training, skills-based activities and discussions, we will help develop their confidence and skills, improve their well-being, unlock their potential and inspire them to #StandUpSpeakOut against bullying behaviour.



FUNDING

We are very grateful to the following Funders, Corporate Partners and Organisations who have provided BulliesOut with funding and support over the past 12 months to enable our charity and our work to continue.

Vetro Recruitment

Martyn Prowel Gartsides Solicitors

HWRK

That Strategy Co

RM Bariatrics

Karolo

Louise Hamlin

Cardiff West Rotary Club

Nigel Owens MBE

Introbiz Cardiff

Ginger & Tall

National Lottery Awards for All Wales

JP Jacobs Charitable Trust

The Ratcliffe Foundation

The Mary Homfray Charitable Trust

The Woodward Charitable Trust

People's Postcode Lottery

Archbishop of Wales Fund for Children

Grants United Way & Costco

Cardiff Community Cohesion Fund

Tesco Groundworks

IMPACT

Feedback is vital for all our projects to ensure that they remain relevant, appropriate and impactful for all those involved. Below are some of the comments we have received this year:

Online Bullying Workshop

Relevant to the age of the children, informative and useful for the class.

Excellent session. Great pace and range of activities. Diolch!

Digital Footprint Workshop

Very age-appropriate - children were really engaged.

It was great to see the children learning how to be safe and leave positive digital footprint for their future.

Challenging Stereotypes Workshop

Good opportunity for children to discuss and share opinions and develop understanding.
for a great day :)

Playground Pals

The trainer was engaging, enthusiastic and fun. We learnt a lot! All resources were purposeful to keep the pupils highly engaged. Thank you :) Thank you for a great day :)

Peer2Peer

I am looking forward to becoming a mentor in September.

Thank you for an excellent and informative session. My skills will not go to waste.

I enjoyed the course, and it was interesting to see how different factors affect bullying. Diolch yn fawr.

Thank you for having me do this course it was amazing.

Jar of Confidence Workshop

I had an amazing time – thank you. Girl aged 8

The children loved the session. The training was pitched and delivered at the right level for the age group and children present.

Making the Leap Workshop

Thank you very much for a very worthwhile session and for your patience with the pupils.

Online Safety Workshop

A fantastic engaging lesson - very relevant for the age of the children. The children were focused and motivated throughout. Thanks for an excellent lesson.

Changing Attitudes Workshop

Fab workshop - very informative and the pupils were engaged and enjoyed. Diolch!

Respectful Relationships Workshop

Lovely interaction from the trainer with the children. Super delivery.

A very well-presented course. Excellent - thanks

SCHOOL STAFF AWARD WALES

Now becoming well-established within Wales, we continue to partner with the Anti-Bullying Alliance to deliver these awards recognising school staff across Wales.

This year we received our highest number of nominations so far and we were once again pleased to visit the schools where the winners had been chosen to present the staff with their awards.





"I have nominated Miss Houston because she takes time for us to understand the lesson and make fun things happen. She uses her own time to do these things for my class and she always listens to people's answers and accepts the answer so she can explain our mistakes. She does fun things like the way she sings a sentence in a song, and we have to finish the lyrics. She talks to us about being a good friend and tells us to use kind hands kind feet and kind actions and to include everyone in our games like how I play with a new girl in our class so she can be included in our games. Miss Houston is very helpful when we are stuck in our work, we will put our hand up and she will come to us and explain our problem to us."

"Miss Ali is kind and caring: She taught us how to react to different types of bullying and listens when someone is talking about something that is going on."

RETAIL SHOP



After many years of this being a pipe dream for us as a Charity, early 2024 has finally seen our inaugural Pre-Loved Shop come to fruition. Based in Penylan in Cardiff, we had the opportunity late last year to view a small retail unit which was due to become available. Having had some plans to open a retail shop a couple of years ago, we had already been collecting in and processing donations. We did the sums, and the Board made the decision to go ahead with opening out first Pre-Loved Shop which launched at the end of January 2024.

We had so much local support for our opening day! The shop was officially 'opened' by local presenter Jason Harrold and we had many people in attendance throughout the day; friends, family, colleagues, local councillors and the general public all attended.

Since opening, the shop has continued to grow in its presence within Penylan and is now well-known by the local community. We are fortunate to receive ongoing support for the shop. We have also launched a Pre-Loved Shop Facebook Page and sell some items via a 'Vinted' shop as well.

If you would like to follow either or both online, please use the QR codes below:

Vinted
crazyred21

Facebook
BulliesOut Charity Shop

Etsy
BulliesOut Etsy Shop

We are still recruiting volunteers to help us with the pre-loved shop. Does this sound like something you would want to help with? If so, please use the QR code below to go to our volunteering page/

LOOKING FORWARD

We have a lot to look forward to in the coming year including:

The second year of our amazing 'Step into September' campaign





The continuing and growing success of our Pre-Loved shop



Further growth of our Charity and its work



Growth and development of our Board of Trustees



Launching two new projects

Growth of our fundraising and corporate support initiatives



10 supportive people running the Cardiff Half Marathon for us



Presenting the School Staff Awards



STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity seeks to have on its Board of Trustees, members with the skills and experience to enable it to be managed in an effective manner. Any new appointment is made at a properly constituted Trustee's meeting after a thorough interview and recruitment procedure. New Trustees receive a full and in-depth induction highlighting their responsibilities.

Membership

Whilst membership is a constitutional requirement, there are many other benefits we to achieve through the programme. All members receive a certificate of membership along with a quarterly members magazine. One lucky member wins a prize in our quarterly 'member's draw' and is featured in the magazine.

"I support BulliesOut because I agree with the work that they do and what the charity stands for. My children are Youth and Mini Ambassadors for BulliesOut too, so by being a member not only am I supporting the charity, but I am also showing them how beneficial their raising awareness can be"
- BulliesOut Member.

Legal Status & Objects

A registered Charity, BulliesOut is an unincorporated association with membership, governed according to the Constitution adopted August 2006. Trustees are elected at the Annual General Meeting or co-opted, up to a maximum of six in any one-year period between Annual General Meetings.

The members are individuals or representatives of Organisations and Statutory Authorities interested in furthering the work of the Charity.

The Trustee Board fulfils its legal duty by ensuring that funds are spent in accordance with the objectives of the charity.

The objects of the Charity, as set out in our Constitution are:

- To provide help, support and information to individuals, schools, youth and community settings affected by bullying.
- To further the advancement of education among children and young people on the physical and emotional effects of bullying.

Public Benefit

The Board of Trustees is fully aware of the requirement placed on registered charities to ensure they demonstrate the public benefit of their work and takes due regard of the Charity Commission's guidance relating to public benefit.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Annual Report, which incorporates the Strategic Report, and the financial statements in accordance with applicable law and regulations.

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the Charity for that period. In preparing those financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees must keep the charity's accounting and other key records up to date and make them available to the examiner. The trustees and any employees of the charity must also assist the examiner. The accounting records must provide at least the basic information from which accounts can be prepared.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Financial statements are published on the charity's website, in accordance with United Kingdom legislation that governs the preparation and dissemination of financial statements. This may vary from legislation in other jurisdictions. Trustees are responsible for the maintenance and integrity of the Group's website. They are also responsible for the ongoing integrity of the published financial statements.

The Trustees confirm that, so far as they are aware, there is no relevant information of which the charity's independent examiner is unaware. They have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant information and to establish that the charity's independent examiner is aware of that information.

Independent Examiners

The Independent Examiners, MHA, will be proposed for reappointment at the forthcoming Annual General Meeting.

On behalf of the Board of Trustees

Emma Thomas

Trustee Secretary

Sept 23rd 2024

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF YEAR ENDED 31 MARCH 2024

Independent Examiner's Report to the Trustees of Year Ended 31 March 2024

Independent examiner's report to the trustees of BulliesOut
I report to the charity trustees on my examination of the accounts of BulliesOut (the charity) for the year ended 31 March 2024.

Responsibilities and basis of report
As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2) the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Julia Mortimer FCCA
MHA
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
CF23 8RS

Date: Sept 23rd 2024

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313).

Bullies Out
Receipts & Payments Accounts for Year Ending 31 March 2024

	Unrestricted Funds	Designated Funds	Restricted Funds	Total for Year 2023/24	2022/23
Receipts	£	£	£	£	£
Grants:					
Awards for All - Lottery Wales	-	-	-	-	7,425
29th May 1961 Charitable Trust	-	-	-	-	2,500
SJP Partnership	-	-	-	-	2,500
Postcode lottery	-	-	20,939	20,939	18,765
Groundwork grant	-	1,750	-	1,750	8,000
Comic relief grant	-	-	-	-	4,320
Millennium Stadium Charitable Trust grant	-	-	-	-	2,500
AWFC grant	-	-	2,500	2,500	3,468
ASDA foundation	-	-	-	-	1,450
Principality T&L fund	-	-	-	-	5,000
Host donation	-	-	-	-	5,000
JP Jacobs Charitable Foundation	1,500	-	-	1,500	-
Mary Homfray Charitable Trust	2,500	-	-	2,500	-
First Give	-	-	1,000	1,000	-
United Way - Give Local	-	-	1,500	1,500	-
Woodward Trust	-	-	1,500	1,500	-
Total Grants	4,000	1,750	27,439	33,189	60,928
Donations	29,353	10,065	-	39,418	46,065
Fundraising	15,620	4,020	-	19,640	17,809
Workshops & Training	33,181	10,352	-	43,533	36,099
Other	1,874	623	-	2,497	2,191
Total	**84,028**	**26,810**	**27,439**	**138,277**	**163,092**
Payments on charitble expenditure					
Fundraising	2,744	-	-	2,744	954
Workshops & Training	16,140	16,878	31,814	64,832	51,541
Volunteer Training & Expenses	715	-	-	715	718
Charitable Activities (incl project development)	8,953	1,862	2,115	12,930	10,529
Salaries	18,762	3,298	12,725	34,785	68,366
Pension Costs	6,032	-	-	6,032	4,909
Premises Costs	7,631	-	-	7,631	7,294
Office Costs	4,077	3,396	-	7,473	7,617
			-		
Support costs			-		
Premises costs	7,631		-	7,631	7,294
Office costs	4,077		-	4,077	7,619
Governance	3,861		-	3,861	3,219
Total	**80,623**	**25,434**	**46,654**	**152,711**	**170,060**
Asset and investment purchases				-	1,508
Total payments	**80,623**	**25,434**	**46,654**	**152,711**	**171,568**
Net of receipts/payments	**3,405**	**1,376**	**(19,215)**	**(14,434)**	**(8,476)**
Cash funds last year end	24,527	28,200	52,858	105,585	114,061
Cash funds this year end	**27,932**	**29,576**	**33,643**	**91,151**	**105,585**
Statement of Assets & Liabilities at 31 March 2024					
Cash Funds					
Bank accounts	27,932	29,576	33,643	91,151	105,585
Total Cash Funds	**27,932**	**29,576**	**33,643**	**91,151**	**105,585**
Current liabiltiies					
Trustee loan	-	-	847	847	**847**
Fixed Assets					
Computer Equipment	886	-	4,345	5,231	5,231
Liabilities					
Independent Examination	1,600	-	-	1,320	1,320

Sept 23rd 2024

FINANCIAL REVIEW

Summary of Receipts & Payments: Year Ended 31st March 2024

Income: £138,277

Expenditure: £152,711

Net Balance Carried Forward: £91,151

The Trustees are fully aware of their requirement to accumulate sufficient reserves to carry the organisation through periods of decreased funding. Our reserves as at 31st March 2024 are again positive although the Board are fully aware of the need to continue efforts to ensure that these remain positive and increase and develop over the coming 12 months and beyond.

The Board have noted significant changes to income streams over the past 12 months and the need to address this going forward.

Financial Summary

The Board are fully aware of the need to continue to diversify income streams for the Charity, particularly as much focus is now being placed by funders on responding to the cost-of-living crisis.

The Board also recognise that there is much work still required by everyone involved to ensure that our income levels continue to rise in order to match the demands of the Charity in terms of growth and provision of its work.

The Board are aware that they need to identify both short and longer term priorities for the Charity for the coming year in order that they can be acted upon with the Board continuing to work as a dedicated team to support the work of the Charity.

LEGAL & ADMINISTRATIVE INFORMATION

Address of Main Office:

Unit T109, Titan House
Cardiff Bay Business Centre
Lewis Road
Cardiff
CF24 5BS

Trustees:

Emma Thomas (Secretary)
Charlotte Murphy – until June 2023
Kate McIntyre – from March 2023
Joshua Lovell – from April 2023

Management Team:

Linda James MBE, Founder/CEO

Website Management:

Karolo Design
Portland House
113-116 Bute Street
Cardiff
CF10 5EQ

Independent Examiner:

MHA (formerly Watts Gregory)
Oak Tree Court
Mulberry Drive
Pontprennau
Cardiff
CF23 8RS

Bankers:

Nat West
96 Queen Street
Cardiff
CF10 2GR

www.bulliesout.com

Bullies Out®

mail@bulliesout.com

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BULLIESOUT

England & Wales - Charity number 1123070

Accounts



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2022-2023

Bullies Out®

www.bulliesout.com

CONTENTS

A Message from our Founder/CEO ..... Page 3

Annual Report of the Board of Trustees ..... Page 4

Why we do what we do..... Page 6

Our Year In Numbers..... Page 7

Impact ..... Page 12

School Staff Award Wales ..... Page 13

Structure, Governance & Management..... Page 14

Legal Status & Objects ..... Page 14

Statement of Trustees' Responsibilities ..... Page 15

Independent Examiner's Report ..... Page 16

Financial Review ..... Page 18

Legal & Administrative Information..... Page 19

A MESSAGE FROM

Our Founder & CEO

Welcome to BulliesOut's 2022-2023 Annual Report. As we look back on the last year, we are reminded what a privilege it is to be a charity that creates an enormous impact to the lives of those affected by bullying behaviour.

These are not easy times for children and young people. Digital devices and the online world are now an integral part of our young people's everyday lives. Their online and offline communications simply become extensions of one another, and so for parents, the challenge of keeping them safe and managing those interactions can prove a real struggle. In addition to a challenging job market and increasing economy, the day-to-day pressures of living life online and the pressure to project the 'perfect life', adds to the increasing pressure on family life.

Not surprisingly, we have seen the impact of this on levels of bullying behaviour, children's friendships with each other, their mental health and wellbeing. Schools are working hard to support them as much as they can, but with decreasing budgets, they are also under significant pressure, and this is why our work so important. We know our work can, and does, make a difference.

Delivering workshops that not only raise awareness of bullying behaviour – both online and offline, but challenge behaviours and attitudes, encourage debate and participation, can motivate young people to create a safe, inclusive, and accepting environment. Our training programmes develop confidence and engage and empower children and young people to develop a positive ethos across a whole school community, inspiring them to create an environment that meets the emotional, academic, and social needs of pupils.

Despite having a very small team, we respond quickly to those in need of the support our mentoring and counselling services provide, ensuring no-one has to wait longer than 2 weeks for a counselling session.

My thanks must go to everyone who is and has been involved in this year's achievements. I am very fortunate to be supported by a committed team of Trainers, Volunteers and Trustees. It has been a busy year for us, and we have successfully delivered our projects and reached new heights, but as anyone who operates within the Third Sector will understand and appreciate - it has not been without its challenges, but such is our belief and passion for the essential work our organisation provides to those in need, we face each challenge with strength and determination.

We have worked hard to keep our charity going and maintain our profile and with your help we can continue. We can give hope and help to thousands of children and young people each year, embedding our support. We are proud of our achievements, but we can only continue to reach those who need our help because of the kindness and generosity of people like you.

Thank You.

Linda James MBE

Founder/CEO



ANNUAL REPORT OF THE BOARD OF TRUSTEES

The Trustees present their annual report as required by Charity Law together with the Independently Examined Accounts of BulliesOut (the Charity) for the year ended 31st March 2023.

Our Activities in Delivering our Mission and Impact

We understand that anyone affected by bullying behaviour face a devastating and often long-lasting impact on so many different aspects of their lives. Everyone involved in the bullying cycle can experience trauma and therefore needs support to move beyond their experiences.

Our Mission

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes and to empower individuals to achieve their full potential.

Our Vision

Our vision is for all young people to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying and abuse.

Our Values

Ambitious:

We are ambitious, hardworking and dedicated to supporting those we work with.

Community:

We will continue to collaborate with organisations and partners in the community to complement the existing resources available.

Empowerment:

We will strive to deal with the systemic issue of bullying and empower our beneficiaries to speak out and inspire change.

Excellence:

Leading the field in best practice and high standards. To continue to grow and deliver our services with experience, passion and skill.

Integrity:

We are honest and fair and consistently act in-line with a moral code in all that we do.

Strategy and Activities

The focus of our strategy is to make a difference to the lives of those affected by bullying behaviour and to deal with this societal issue which prevents people from flourishing and achieving their full potential.

Through this strategic framework, we challenge ourselves to bring about significant change and work with and inspire others to do the same. To put it simply, our focus is to deal with bullying behaviour in all forms and we will not stop until it stops.

Charitable Aims

Our strategy is underpinned by four strategic aims:

- Awareness Raising – continue to promote BulliesOut as a leading organisation in the field of anti-bullying
- Information & Support – to ensure that information and support is available for all those affected by bullying behaviour
- Partnership Working – to lead, support and work collaboratively with public, private and third sector organisations
- Capacity Building & Sustainability – to develop the capacity of BulliesOut and to achieve sustainable growth





WHY WE DO WHAT WE DO

10 million
young people are starting a new school term in September and over half are worried about going back to school because of bullying
(The Anti-Bullying Pro)

According to the National Bullying Statistics by Ditch the Label, a staggering
1.5 million
people in the UK were bullied in the last year alone

A further survey by Bullying UK, found that **40%** of young people who reported being bullied experienced thoughts of suicide, and **39%** have self-harmed

78% of young people who have been bullied at school have been made to feel anxious
(The Anti-Bullying Pro)

At any one time
over 16,000
young people aged 11-15 are missing education due to bullying behaviour
(Natcen Research)

It also found that **42%** of young people had to take time off school after they had experienced bullying

1 in 3
adults are bullied in the workplace
(Slater & Gordon)

Our Impact – How we made a difference in 2022

During 2022 we worked with a total of

19,058

children, young people, and adults.

Better Outcomes For All

Increased kindness and respect

Empowered, Engaged and Inspired Young People

Increased resilience and positivity

OUR YEAR IN NUMBERS

During 2022 we were able to engage with 19,058 people overall across all our services which is a 47% increase on the previous year.

132
Schools

13,958
Workshops

192
Peer Mentors

355
Playground Pals

190
Parents

3,832
Stand Up, Speak Out, Stay Safe

513
CPD Sessions

168
E-Mentoring Sessions

44
Counselling Sessions



DOWNLOADS

3847
Posters

123
Information Flyers

119
Journals

2740
Anti-bullying Activities and Resources

863
Sample Letters

ACHIEVING OUR OBJECTIVES

1

We will help more people and their families affected by bullying

We will help people as soon as they contact us to ensure they recieve the support they need. We will continue to have mentoring at the heart of what we do.

Objective 1 – what we have achieved

- We continue to provide a first-class mentoring support to those affected by bullying behaviour
- Our Talk2Us service offers up to 6 funded, 50-minute counselling sessions to those who need support. This has already proved a successful resource and continues to grow
- Our resources are available for download from our website as well as being available in community spaces, schools, and other venues throughout the country

2

We will deliver services to proactively change attitudes, promote positive behaviour and improve skills

We are passionate about providing high quality workshops and training programmes and will use our knowledge and expertise to continue to develop our work to ensure it achieves its aims.

Objective 2 – what we have achieved

- We have developed workshops that promote kindness, positive friendships and how to make a difference
- All our workshops challenge attitudes and behaviours and raise awareness of the effects of bullying behaviour
- Using empowering, engaging, interactive sessions, our training programmes develop skills, confidence, self-esteem, knowledge and essential mentoring skills

3

We will manage our charity as efficiently and effectively as possible

To deliver our strategiv plan, we will invest in four key areas of the charity - our people, our fundraising, our brand and our communications.

Objective 3 – what we have achieved

- Investing in our social media content and branding has enabled us to communicate our message more effectively
- We recognise the need to further invest in our people and are seeking funds to support us in this area
- Our fundraising is an area that continues to grow and we are planning to develop a new campaign for 2023

WHAT WE DO

Growing Skills, Making A Difference

A Peer Mentoring programme is bespoke and offers schools and organisations a best practice approach to addressing low level mental health and wellbeing issues, such as bullying behaviour, anxiety and friendship conflict, that can impact on children and young people in their care. Through our programme, we work to engage and empower children and young people to develop a positive ethos across a whole school or organisation community, inspiring them to create an environment that meets the emotional, academic and social needs of pupils and staff.

Peer Support has many benefits, including:

- Creates a positive ethos through the whole school community
- Helps break down barriers between different year groups
- Promotes and encourages friendships
- Increased confidence and self-esteem
- Increased Mental Well-being
- The Peer Mentors gain a sense of accomplishment
- Low level behaviour is identified and dealt with before developing further
- The Peer Mentors gain valuable, transferrable skills for life
- Mentees receive a valuable support network

We would like to thank the following funders for providing support for this project this year:

Principality Fund Trial & Learn

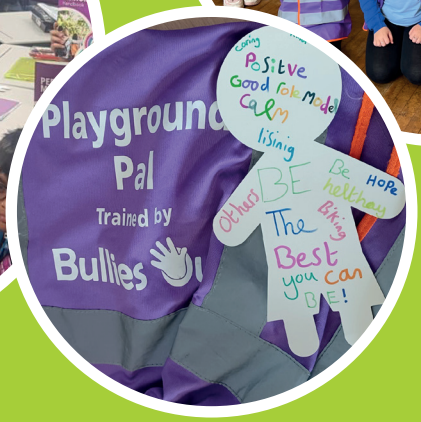
National Lottery – Awards For All Wales

Millennium Stadium Charitable Trust

















Stand Up, Speak Out, Make A Difference

As pupils progress through their school career they will have undoubtedly witnessed, experienced, or even participated in acts of bullying behaviour. Consisting of 12 Interactive and Creative Workshops, this programme engages young people of all ages in developing their understanding of bullying behaviour, where they feel they sit in the cycle of bullying (and where they should sit) and learn positive interventions which will enable them to become well adjusted and empathic adults of the future.

Although each of our workshops for young people have their own individual outcomes, each one will also:

- Give participants a clear understanding of bullying behaviour
- Identify types of bullying behaviour
- Reinforce the importance of reporting bullying behaviour and identify methods to do so

We would like to thank the following funders for providing support for this project this year:

St James' Place Partnership

Tesco: Groundwork

ASDA Foundation

Engage, Empower, Inspire

Our mission is to empower young people through positive opportunities and experiences. Through training, skills based activities and discussions, we will help develop their confidence and skills, improve their well-being, unlock their potential and inspire them to #StandUpSpeakOut against bullying behaviour.

We would like to thank the following funders for providing support for this project this year:

Magic Little Grants

People's Postcode Lottery

Comic Relief

Archbishop of Wales Fund for Children









FUNDING

We are very grateful to the following Funders, Corporate Partners and Organisations who have provided BulliesOut with funding and support over the past 12 months to enable our charity and our work to continue.

Asda Founation

Bad Wolf Studios

Cardiff West Rotary Club

Comic Relief Community Fund

Ginger & Tall

HWRK

Introbiz Cardiff

JP Jacobs Charitable Trust

Karolo

Lisa Johnson:Vassallo Ventures

Louise Hamlin

Martyn Prowel Gartsides Solicitors

National Lottery Awards for All Wales Fund

Nigel Owens MBE

Principality Fund – Trial & Learn

RM Bariatrics

St David's Hotel

Tesco – Groundwork Fund

The Archbishop of Wales Fund for Children

The Mary Homfray Charitable Trust

The People's Postcode Lottery

The Ratcliffe Foundation

The 29th May 1962 Charitable Trust

UKSE

Vetro Recruitment







IMPACT

Feedback is vital for all our projects to ensure that they remain relevant, appropriate and impactful for all those involved. Below are some of the comments we have received this year:

Peer2Peer

I really enjoyed the session and feel more confident on how to successfully mentor children whilst respecting boundaries

I enjoyed the course, and it was interesting to see how different factors affect bullying. Diolch yn fawr.

A fantastic day for pupils. This will have such a positive impact on the whole school as well as those individual pupils.

Playground Pals

Excellent day of training; enjoyed by all.

Jar of Confidence Workshop

I loved it :) (Girl, Age 10)

Thank you so much for coming to our school and our class (Girl, Age 8)

Lovely resources, great relationship/ discussions with children. Class really enjoyed! Thank you!

Making the Leap Workshop

You were amazing and really helpful (Boy, Age 10)

Pupils reluctant to talk about feelings to start, however, the session developed discussion and by the end they were full of conversation to express thoughts and feelings. Excellent resources used so not just discussions. Excellent - thank you!

Online Safety Workshop

The trainer was very informative and delivered a great online safety workshop

Changing Attitudes Workshop

A stimulating workshop provided. Good opportunities for discussion provided. A good balance of individual/ group tasks

SCHOOL STAFF AWARD WALES

BulliesOut once again partnered with the Anti-Bullying Alliance to bring the annual School Staff Award to Wales. This has been very successful over the past two years, and we have seen some fantastic nominations and winners. Our 2022 winners are, Mr Heade from St Peter's Primary School, Cardiff and Mr Evans, from Blackwood Comprehensive School. As you can see from the nominations received, both teachers were very worthy winners.

The Award was sponsored by St David's Hotel & Spa, Cardiff Bay and the winners were given an overnight stay at the hotel, with breakfast and full use of the spa, plus a hamper of treats.

> We would like to nominate Mr Jason Evans as he is always there to help and support us. He makes us laugh when we're sad, he picks us up when we're down. We always feel that we can talk to him about anything, at any time. He knows our individual needs and will help each of us with things that suit us. We like him, we trust him, and we respect him. Being in school without him would be weirder. We feel safer with him around. He's a friendly face at any time of the day. We're really thankful for him.





> Mr Heade always speaks calmly if ever anyone is nasty to someone or about somebody. He tells people to take a minute and then talks to them about how what they did has upset or hurt somebody. The person who isn't kind will then apologise and sometimes write a card to apologise. He always talks to the class about what is good and bad behaviour and to be like Jesus. Also, Mr Heade will always gather us all on the carpet when someone has done something wrong to explain why that is horrible behaviour that none of us should do.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity seeks to have on its Board of Trustees, members with the skills and experience to enable it to be managed in an effective manner. Any new appointment is made at a properly constituted Trustee's meeting after a thorough interview and recruitment procedure. New Trustees receive a full and in-depth induction highlighting their responsibilities.

Membership

Whilst membership is a constitutional requirement, there are many other benefits we to achieve through the programme. All members receive a certificate of membership along with a quarterly members magazine. One lucky member wins a prize in our quarterly 'member's draw' and is featured in the magazine.

Legal Status & Objects

A registered Charity, BulliesOut is an unincorporated association with membership, governed according to the Constitution adopted August 2006. Trustees are elected at the Annual General Meeting or co-opted, up to a maximum of six in any one-year period between Annual General Meetings.

The members are individuals or representatives of Organisations and Statutory Authorities interested in furthering the work of the Charity.

The Trustee Board fulfils its legal duty by ensuring that funds are spent in accordance with the objectives of the charity.

The objects of the Charity, as set out in our Constitution are:

- To provide help, support and information to individuals, schools, youth and community settings affected by bullying.
- To further the advancement of education among children and young people on the physical and emotional effects of bullying.

Public Benefit

The Board of Trustees is fully aware of the requirement placed on registered charities to ensure they demonstrate the public benefit of their work and takes due regard of the Charity Commission's guidance relating to public benefit.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Annual Report and the receipts and payments accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare receipts and payments accounts for each financial year

In preparing these accounts, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that accounts comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the governing document. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent Examiners

The Independent examiners MHA, will be proposed for reappointment at the forthcoming Annual General Meeting.

On behalf of the Board of Trustees

Emma Thomas

Trustee Secretary

16th August 2023

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF YEAR ENDED 31 MARCH 2023

Independent examiner's report to the trustees of BulliesOut
I report to the charity trustees on my examination of the accounts of BulliesOut (the charity) for the year ended 31 March 2023.

Responsibilities and basis of report
As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2) the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Julia Mortimer FCCA
MHA
Chartered Accountants
CARDIFF
CF23 8RS

Date: 21 August 2023

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership in England and Wales (registered number OC312313)

Bullies Out
Receipts & Payments Accounts for Year Ending 31 March 2023

	Unrestricted Funds	Designated funds	Restricted Funds	Total for Year 2022/23	2021/22
Receipts	£	£	£	£	£
Grants:					
Awards for All - Lottery Wales	-	-	7,425	7,425	-
Highway One Trust	-	-	-	-	9,960
29th May 1961 Charitable Trust	-	-	2,500	2,500	2,500
Coronavirus Job Retention Scheme	-	-	-	-	7,718
SJP Partnership	-	-	2,500	2,500	-
Postcode Lottery	-	-	18,765	18,765	-
Groundwork grant	-	8,000		8,000	-
Comic Relief grant	-	-	4,320	4,320	-
Millennium Stadium Charitable Trust grant	-	-	2,500	2,500	-
AWFC grant	-	-	3,468	3,468	-
ASDA Foundation	-	-	1,450	1,450	-
Principality T&L fund	-	-	5,000	5,000	-
Host donation	-	5,000	-	5,000	-
Eveson Trust	-	-	-	-	5,000
Pantheon CT		-	-	-	5,000
TS Catto Grant	-	-	-	-	1,000
Hasluck CT	-	-	-	-	2,000
Arnold Clark	-	-	-	-	1,000
Simon Gibson CT	-	-	-	-	3,000
Total Grants	-	13,000	47,928	60,928	37,178
Donations	34,058	10,000	2,007	46,065	32,038
Fundraising	17,809	-	-	17,809	32,012
Workshops & Training	15,528	-	20,571	36,099	44,242
Other	1,989	-	202	2,191	3,196
Total	**69,384**	**23,000**	**70,708**	**163,092**	**148,665**
Payments on charitable expenditure					
Fundraising	699	-	255	954	3,061
Workshops & Training	24,032	5,847	21,662	51,541	46,018
Volunteer Training & Expenses	-	-	718	718	930
Charitable Activities (incl project development)	5,411	2,991	2,127	10,529	12,471
Salaries	34,299	3,390	30,677	68,366	49,382
Pension Costs	3,786	-	1,123	4,909	3,316
Premises Costs	7,294	-	-	7,294	6,798
Office Costs	5,479	979	1,161	7,619	5,226
Support costs					
Premises Costs	7,294	-	-	7,294	6,798
Office Costs	5,479	-	2,140	7,619	5,226
Governance	339	-	2,880	3,219	3,842
Total	**94,110**	**13,207**	**62,743**	**170,060**	**143,066**
Asset and investment purchases	143	-	1,365	1,508	200
Total payments	**94,253**	**13,207**	**64,108**	**171,568**	**143,266**
Net of receipts/payments	**(24,869)**	**9,793**	**6,600**	**(8,476)**	**5,399**
Transfers between funds	-	-	-	-	-
Cash funds last year end	49,396	18,407	46,258	114,061	108,662
Cash funds this year end	**24,527**	**28,200**	**52,858**	**105,585**	**114,061**

Statement of Assets & Liabilities at 31 March 2023

Cash Funds					
Bank accounts	24,527	28,200	52,858	105,585	114,061
Total Cash Funds	**24,527**	**28,200**	**52,858**	**105,585**	**114,061**
Current liabiltiies					
Trustee loan	-		847	847	-
Fixed Assets					
Computer Equipment	886		4,345	5,231	3,723
Liabilities					
Independent Examination	1,320		-	1,320	1,200

Signed on behalf of the Charity's Trustees:

Emma Thomas

Date

16 August 2023

FINANCIAL REVIEW

Summary of Receipts & Payments: Year Ended 31st March 2023

Income: £163,092

Expenditure: £170,060

Net Balance Carried Forward: £105,585

The Trustees are fully aware of their requirement to accumulate sufficient reserves to carry the organisation through periods of decreased funding. Our reserves as at 31st March 2023 are again positive although the Board are fully aware of the need to continue efforts to ensure that these remain positive and increase and develop over the coming 12 months and beyond.

The Board have noted significant changes to income streams over the past 12 months and the need to address this going forward.

Financial Summary

The Board are fully aware of the need to continue to diversify income streams for the Charity, particularly as much focus is now being placed by funders on responding to the cost-of-living crisis.

The Board also recognise that there is much work still required by everyone involved to ensure that our income levels continue to rise to match the demands of the Charity in terms of growth and provision of its work.

The Board are aware that they need to identify both short and longer term priorities for the Charity for the coming year in order that they can be acted upon with the Board continuing to work as a dedicated team to support the work of the Charity.

LEGAL & ADMINISTRATIVE INFORMATION

Address of Main Office:

Unit T109, Titan House
Cardiff Bay Business Centre
Lewis Road
Cardiff
CF24 5BS

Trustees:

Emma Thomas (Secretary)
Mollie Borg (Chair) – until March 2023
Deborah Holdaway – until August 2022
Sarah Cutting – until December 2022
David Jones – until December 2022
Charlotte Murphy – from December 2022
Kate McIntyre – from March 2023

Management Team:

Linda James MBE, Founder/CEO

Website Management:

Karolo Design
Portland House
113-116 Bute Street
Cardiff
CF10 5EQ

Independent Examiner:

MHA
Oak Tree Court
Mulberry Drive
Pontprennau
Cardiff
CF23 8RS

Bankers:

Nat West
96 Queen Street
Cardiff
CF10 2GR

www.bulliesout.com

Bullies Out®

mail@bulliesout.com

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BULLIESOUT

England & Wales - Charity number 1123070

Accounts



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2021-2022

Bullies Out®

www.bulliesout.com

CONTENTS

Trustees Report

Our Vision, Mission and Values 3
A Message from our Founder/CEO 4

Strategic Report

Strategy & Activities 5
Our Achievements 5
Our Year In Numbers 10
Our Impact 11
Fundraising Success 12
Recognition & Awards 13
Anti-Bullying Week 2021 13
COVID and the Impact on Our Work 14
Funding 14

Legal Status & Objects

Legal Status & Objects 15

Financial Review

Financial Review 16

Legal & Administrative Information

Legal & Administrative Information 20

OUR VISION, MISSION AND VALUES

Our Vision

Our vision is for all young people to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying and abuse.

Our Mission

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes and to empower individuals to achieve their full potential.



"We do our utmost to be ambitious and continue to deliver an excellent service to the young people with whom we work. The children and young people we work with are full of potential and we will continue to empower them to speak out against bullying and behave with integrity and as role models within their communities."

Our Values

Ambitious:

We are ambitious, hardworking and dedicated to supporting those we work with.

Community:

We will continue to collaborate with organisations and partners in the community to complement the existing resources available.

Empowerment:

We will strive to deal with the systemic issue of bullying and empower our beneficiaries to speak out and inspire change.

Excellence:

Leading the field in best practice and high standards. To continue to grow and deliver our services with experience, passion and skill.

Integrity:

We are honest and fair and consistently act in-line with a moral code in all that we do.

A MESSAGE FROM

Our Founder & CEO

This past year has been one of significant change and adjustment for everyone at BulliesOut as we continue to recover from the (COVID-19) pandemic and embark on the next phase of our strategy.

Yet, despite the uncertainty of the past year, we have continued looking forward and found reasons to celebrate.

Our Stand Up, Speak Out (workshops) and Growing Skills, Making a Difference (Peer2Peer training) programmes have made excellent progress and we have found ourselves working with thousands of children and young people in hundreds of schools across the UK. With the excellent technology we have today, we have also been able to deliver these sessions to young people across the globe, enabling us to support organisations and build relationships with others in several countries. We also launched our funded counselling service, Talk2Us.

Our success and continued growth would not happen without the hard work from our devoted team. I am fortunate enough to be surrounded by a team with outstanding values, commitment, and belief in our work and this makes a huge difference.

At BulliesOut, our success is rooted in four core strengths: education, training, awareness, and support. Over the years, we have built these capabilities and we believe that the unique way in which we have brought them together has been fundamental to our growth. While other organisations may be strong in one of these areas or seek to extend into another, BulliesOut uses its experience and understanding of bullying to provide vital support, increased awareness of bullying behaviour and creative and interactive workshops and training programmes in a way that others are unable to match.

For us, everything starts with our beneficiaries. We have established direct, long-term relationships with hundreds of individuals, schools, youth and community settings across the UK. These relationships give us a deep understanding of bullying behaviour and what is needed and enables us to stay focused on providing the services that best meet their needs. Because we understand our beneficiaries, we know that the main reason they come to BulliesOut and then stay with us, is for our professionalism, empathy, understanding and experience.

To continue to make an impact in our work, we need to respond to the funding challenges faced by many charities – utilising our resources effectively, building and sustaining corporate relationships, developing our partnerships with others, and ensuring we are efficient in all that we do. I am confident that despite the challenges we will no doubt face over the next year, we will continue to deliver high-quality services to those who need us most.

Once again, my thanks go to our small, but committed and dynamic team.

Linda James MBE



STRATEGIC REPORT

Strategy

The focus of our strategy is to make a difference to the lives of those affected by bullying behaviour and to deal with this societal issue which prevents people from flourishing and achieving their full potential.

Through this strategic framework, we challenge ourselves to bring about significant change and work with and inspire others to do the same. To put it simply, our focus is to deal with bullying behaviour in all forms and we will not stop until it stops.

Charitable Aims

Our strategy is underpinned by four strategic aims:

Awareness Raising - continue to promote BulliesOut as a leading organisation in the field of anti-bullying

Information & Support - to ensure that information and support is available for all those affected by bullying behaviour

Partnership Working - to lead, support and work collaboratively with public, private and third sector organisations

Capacity Building & Sustainability - to develop the capacity of BulliesOut and to achieve sustainable growth

ACHIEVING OUR AIMS

Objective 1

We will help more people and their families affected by bullying

We will help people as soon as they contact us to ensure they receive the support they need. We will continue to have mentoring at the heart of what we do.

Objective 1 – what we have achieved

- We have continued to provide first-class mentoring support to many people affected by bullying behaviour during the past year
- In January 2022 we launched our Talk2Us service which enable us to offer people (over the age of 9 years) up to 6 funded, 50-minute counselling sessions
- Our resources are available for download from our website as well as being available in community spaces, schools, and other venues throughout the country

Objective 2

We will deliver services to proactively change attitudes, promote positive behaviours and improve skills

We are passionate about providing high quality workshops and training programmes and will use our knowledge and expertise to continue to develop our work to ensure it achieves its aim.

Objective 2 – what we have achieved

- This year we added our Digital Footprint workshop to the existing range to provide young people with confidence relating to creating a positive digital impact
- The numbers we were able to work with this year increased greatly and through our work, we engaged with nearly 13,000 people in 2021
- Our Schools Services team has grown and developed this year enabling us to reach more people and cover a wider geographical area

Objective 3

We will manage our charity as efficiently and effectively as possible

To deliver our strategic plan, we will invest in four key areas of the charity - our people, our fundraising our brand and our communication.

Objective 3 – what we have achieved

- We have a dedicated team member in place managing our content and media
- We have, towards the end of the year, employed a full-time Fundraising Development Manager who is already proving to be an asset to the team



WHAT WE DO

One of the more traumatic experiences a young person can have in school, or their community is to experience bullying behaviour at the hands of their peers. These experiences can erode feelings of self-worth and confidence, lead to issues with attendance and academic performance, and trigger both emotional problems such as depression and actual physical injury from violence. On the other side of that circumstance, those that display bullying behaviour towards others are often struggling with a myriad of problems and negative experiences themselves.



Increasing the confidence and emotional wellbeing of young people

Engage, Empower, Inspire is our Anti-Bullying Youth & Mini Ambassador Programme. The programme encourages children and young people from the age of 4yrs to volunteer as Anti-Bullying Ambassadors and help Make a Difference in their schools and communities. The Programmes provide a vehicle for children and young people to become involved in an anti-bullying campaign. It inspires them through positive opportunities and experiences and seeks to empower and develop children and young people further by providing them with training and skills-based activities.

Our Anti-Bullying Ambassadors, volunteer together on an issue that affects thousands of children and young people every day and are empowered, inspired, and supported to come up with ideas and solutions that can make positive changes.

The Youth and Mini Ambassador Programmes create a sense of belonging, independence, and empowerment, as well as helping children and young people to develop social and decision-making skills, build their sense of competence and motivating them to achieve. From leadership and teamwork to communication and meeting new people, our ambassadors can develop as individuals at an intensity which suits them.

Educating young people to change behaviours

Stand Up, Speak Out, Make a Difference is our interactive and creative, anti-bullying workshops programme for children and young people.

As pupils progress through their school career, they will have undoubtedly witnessed, experienced, or even participated in acts of bullying behaviour.

Most pupils understand what bullying behaviour is and are aware of their responsibility to report incidents and yet many young people still suffer in silence, with their peers looking on as passive bystanders. It is vital, that to break the 'cycle of bullying' we provide on-going awareness and education, challenge behaviours and build confidence and resilience.

Professional support from external providers can enrich the everyday school curriculum. Young people often respond productively to a new face and positively exploring issues from a different perspective can generate engagement, discussion, understanding and learning.

Our workshops are designed to be inclusive, interactive and age appropriate. Suitable for schools, youth and community settings, our workshops cover a range of anti-bullying and well-being themes. They are jargon free and are designed to challenge, encourage debate and participation and motivate young people to create a safe, inclusive and accepting environment. They can be delivered as part of the PHSE curriculum, as part of a specific campaign or simply to raise awareness of bullying behaviour.

Growing Skills, Making a Difference is our Peer2Peer Mentor Training Programme. A Peer Mentoring programme is bespoke and offers schools and organisations a best practice approach to addressing low level mental health and wellbeing issues, such as bullying, anxiety and friendship conflict, that can impact on children and young people in their care. Through our Peer2Peer programme, we work to engage and empower young people to develop a positive ethos across a whole school or organisation community, inspiring them to create an environment that meets the emotional, academic and social needs of pupils and staff.

A Peer Mentoring programme makes a positive contribution to the overall ethos of the school and pastoral support systems. Mentors provide valuable support to their peers and can help reduce the isolation and negative impact caused by bullying behaviour and friendship issues.

Providing direct support to those affected by bullying

Mentoring Matters is our e-Mentoring support programme. E-mentoring has been defined as a means of providing a guided mentoring relationship using online software or email. It began to gain popularity around 1993 as the use of the Internet continued to grow. It was seen as another way of providing mentoring to a technology savvy audience.

E-mentoring provides a means to effectively track the mentorship as it progresses. All history of communication is in one place and accessible to both mentor and mentee at any time. In this sense, e-mentoring allows a mentorship to be even more "live" than traditional mentoring. Over recent years mentoring has been the subject of increasing interest. It is a valuable resource and can offer vital support during pivotal moments in a person's life.

Our Mentoring Matters project is fundamental in providing vital support to a person in need and helping to break down the barriers of social mobility in the lives of disengaged young people. Mentors play a significant role in shaping the lives of others, especially the most vulnerable and mentoring has been evidenced as having a positive impact on the emotional health and well-being of children and young people.

Our Mentors support people with whatever is worrying them, whether it is bullying behaviour, self-harm or family relationships. They all share the same passion and the same commitment to supporting others and making a difference.

Our Mentors are dependable adults that can help people build trust, form new relationships and develop important skills. They are role models that exist outside of the family unit. Our Mentors can support people to develop self-awareness, build skills to manage their stress, and learn how to recognise and regulate their emotions.

Through their communication, our Mentors may also notice changes in a person that others don't see and can look for early warning signs of bullying behaviour, including decreased self-esteem, feeling helpless and self-destructive behaviours.



OUR ACHIEVEMENTS

Talk2Us

In January 2022, we launched Talk 2 Us – our Counselling Service for those affected by bullying behaviour who need a safe space to talk.

We know that bullying behaviour is challenging for many young people right now and we want to make sure people get the right support to overcome what they are going through. Talking to a Counsellor can help. Counselling gives people a safe place to be heard and it is completely confidential. Counsellors do not give advice but do support individuals to make positive decisions for themselves.

We are currently able to offer people (over the age of 9 years) up to 6, funded, 50-minute counselling sessions. The sessions take place virtually – either over the telephone or via video call. We know that Virtual Counselling doesn't work for everyone, but for some people, it can be a good way of trying it out and getting some short-term, much needed support.

Fundraising Manager

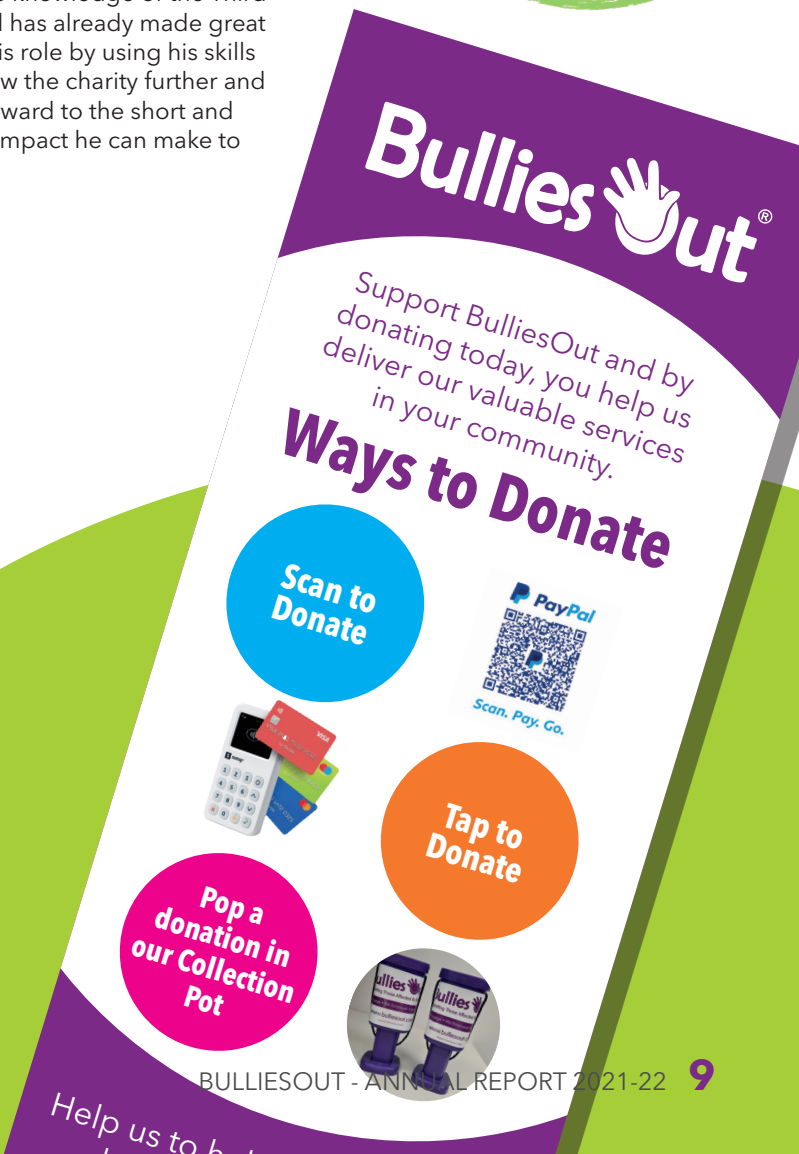
Towards the end of 2021 the Board approved a proposal to employ a Community & Corporate Fundraising Development Manager.

This was a bold step for the Charity, but the Board recognised the importance of this investment in order to support the growth and development of BulliesOut.

On 1st March 2022, Neil Davies joined BulliesOut as our Community and Corporate Fundraising Development Manager and is an experienced Community Fundraiser with a huge knowledge of the Third Sector. Neil has already made great strides in his role by using his skills to help grow the charity further and we look forward to the short and long-term impact he can make to BulliesOut.







DOWNLOADS

3003
Posters

914
Sample letters for parents/guardians

167
Information Flyers – General, Parent, Young People, Online Bullying

113
Journals – Gratitude and Digital Detox

1310
Anti-Bullying Activities and Resources



OUR YEAR IN NUMBERS

During 2021 we were able to engage with 12,990 people overall across all our services

120 Worked with 120 schools

7,202 Delivered workshops to 7,202 children and young people

213 Trained 213 young people to become peer mentors

207 Trained 207 children to become Playground Pals

4,357 Delivered our Stand Up, Speak Out, Stay Safe session to 4,357 children

217 Worked with 217 parents

371 Delivered CPD Certified Training to 371 professional

423 Provided 423 e-Mentoring session

OUR IMPACT

I want to say a massive thank you for your time this week. The Peer Mentoring session was described as 'amazing' by the students who took part. They are all wearing their badges with pride and already, I have been given so many ideas from the group as to how they want to take this forward next year. Your approach was perfect with our students Steve. They gelled with you immediately and picked up on your caring but no-nonsense attitude. They said you had the perfect mix of serious and funny. Thank you so much for inspiring many of our students. I am looking forward to working with you again very soon.
June 2021.

Great service from start to finish - looking forward to seeing it in action in our school. Exceptional service.
October 2021

Another fantastic workshop which was delivered in an engaging, informative and respectful manner. The workshop delivered its aims and objectives
Dec 2021

We have had a fantastic day. ALL children thoroughly enjoyed and learned a lot.
October 2021

Engaging and powerful. Pupils were interested and participated.
July 2021

I just want to say what an absolute pleasure and a privilege it was to have you in school with us yesterday. The children responded so well and I know it has had a big impact. Your presenting style is excellent and there were plenty of opportunities for the children to contribute. The materials were really effective and well matched to the pupils ages and stages. It was great to work with you and we very much look forward to working with you in the future. With thanks from us all.
Oct 2021

The way the trainer engaged was beyond brilliant! Thank you so much for all our fantastic sessions - fun and educational. Please come back!
October 2021

We have had a fantastic day. ALL children thoroughly enjoyed and learned a lot.
October 2021

I learnt that banter might be hurting someone even though it might not look like it and overall I enjoyed it very much.
Male Age 12

Thank you for an interesting and informative training session that detailed a range of key facts and theories related to bullying in terms of both the bullies and those who are being bullied.
June 2021

I enjoyed this activity and thought it helped a lot because I shared some of my worries so it was a very helpful lesson.
Female Age 11

FUNDRAISING SUCCESS





BulliesOut are regulated by the Fundraising Regulator but does not sign up to any other regulatory fundraising schemes or standards. There are no circumstances where the Charity has failed to keep to a scheme or standard. BulliesOut has not received any complaints about its own fundraising or that of anyone else on the Charity's behalf.

All fundraising undertaken on behalf of BulliesOut is monitored by our team. Funds are raised for us using a number of platforms, but mainly through JustGiving and Facebook Fundraising Pages. We monitor all other fundraising activities, such as coffee mornings, bake sales etc. which raise money for BulliesOut.

Once again, we were able to hold some great fundraising events during the year.

A group of brave adrenaline-seeking people took part in a **Zip-Wire challenge** in June, raising almost **£1,000**.

Also in June, a group of five BulliesOut supporters took to **abseiling** on a sheer rock face in the Avon Gorge raising over **£1,300**.

In September we had an unusually beautiful day in Wales to '**Turn Pen-Y-Fan Purple**' when a large group (many of whom had been waiting nearly a year to do this challenge due to Covid-19) took to climbing the mountain and a great day was had by all.

December saw our **Christmas abseil** from the Transporter Bridge in Newport, South Wales. A group from our Corporate Partner C-Stem took part, along with a group of staff from St Mary's Primary School in Newport. Whilst grateful that it didn't rain all day this year, it was a cold, but sunny day in Newport. The whole group who took part raised over **£2,300** between them. A separate abseil in March saw one of our Youth Ambassador team travelling from London to take part in the challenge.





RECOGNITION & AWARDS

One of our youngest Youth Ambassadors, Molly, from South Wales achieved two separate awards this year.

Molly was first awarded the Diana Award for her anti-bullying work with the Charity and then went onto achieve the prestigious British Citizen youth Award (BCyA) which is designed to recognise the individual endeavours of young people who are positively impacting their communities, helping charities or undertaking exceptional activities in support of others.

We ended 2021, with the news that BulliesOut had achieved two awards – one for the best Anti-Bullying Charity and the other for the best Peer Support Programme.

At BulliesOut, we do what we do to make a difference, to provide help and support and to raise awareness of an issue that devastates the lives of so many, but of course, like anyone else, we are thrilled when we are recognised for our work.

Awards not only acknowledge success; they recognise many other qualities: ability, struggle, challenges, effort and, above all, excellence. Winning an award provides a credible third-party endorsement for BulliesOut and our amazing team.

ANTI-BULLYING WEEK 2021

Anti-Bullying week was a huge success for us once again. We partnered with the Anti-Bullying Alliance to deliver the School Staff Award Wales for the first time in Wales.

The School Staff Award Wales are a fantastic way to recognise and celebrate school staff members who are going above and beyond the call of duty to prevent and respond to bullying and to raise awareness of bullying in their school community.

Two amazing members of school staff won the first award and we visited them in their schools to present them with their prize. Sponsored by Voco, St David's Hotel and Spa, the deserving winners won which an overnight stay at St David's Hotel and Spa in Cardiff along with a hamper of goodies for them to enjoy.

We developed activity packs for both primary and secondary schools around the theme of 'One Kind Word' and schools were able to download these from our website to help them with their anti-bullying week campaign.

Once again, several significant buildings supported BulliesOut by 'lighting up purple' for 'Go Purple' which is our annual anti-bullying week campaign.







COVID and the Impact on Our Work

The Covid pandemic remained a challenge for BulliesOut this year, as we know it did for many other charities.

As we mentioned last year, bullying behaviour did not disappear because of the pandemic or during lockdowns. Rather, for many it became much worse or increased as many people had more time available and spent much of that time engaging digitally. Our requests for e-mentoring support have continued to increase alongside this pattern of behaviour.

Our experiences with schools and other organisations this year demonstrate their desire for us to be able to work with their children, young people, parents, educators and workers. Keenness to engage with outside organisations was very evident right from the beginning of the year and both face to face and virtual bookings for our work has now become our pattern.

We have continued to apply for any funding available which has been specific to the effects of the Covid-19 pandemic, as well as usual funding requests, to enable us to continue the delivery of our work.

FUNDING

We are very grateful to the following Funders, Corporate Partners and Organisations who have provided BulliesOut with funding and support over the past 12 months to enable our charity and our work to continue.

C-Stem

Fun Stickers

HWRK Magazine

Karolo Ltd

Louise Hamlin

Martyn Prowel Solicitors

Nigel Owens MBE

RM Bariatrics

Simon Gibson Charitable Trust

The 29th May 1961 Charitable Trust

The Annett Charitable Trust

The Ardonagh Community

The Bully Token

The Eveson Charitable Trust

The Hasluck Charitable Foundation

The Highway One Trust

The Matthew Wrightson Charity Trust

The Pantheon Charitable Trust

Tudor Pritchard Charitable Foundation

Vassallo Ventures

LEGAL STATUS & OBJECTS

A registered Charity, BulliesOut is an unincorporated association with membership, governed according to the Constitution adopted August 2006. Trustees are elected at the Annual General Meeting or co-opted, up to a maximum of six in any one-year period between Annual General Meetings.

The members are individuals or representatives of Organisations and Statutory Authorities interested in furthering the work of the Charity.

The Trustee Board fulfils its legal duty by ensuring that funds are spent in accordance with the objectives of the charity.

The objects of the Charity, as set out in our Constitution are:

- To provide help, support and information to individuals, schools, youth and community settings affected by bullying.
- To further the advancement of education among children and young people on the physical and emotional effects of bullying.



Public Benefit

The Board of Trustees is fully aware of the requirement placed on registered charities to ensure they demonstrate the public benefit of their work and takes due regard of the Charity Commission's guidance relating to public benefit.

Trustee Responsibilities

The Board of Trustees meets monthly and is responsible for the governance and non-executive leadership of the Charity. It determines the Charity's strategy and agrees strategic plans for fundraising and other activities as applicable. The Board is responsible for setting operating plans and budgets and determining the risk appetite and tolerances acceptable in achieving the Charity's purpose and strategy.

Structure, Governance and Management

The Charity seeks to have on its Board of Trustees, members with the skills and experience to enable it to be managed in an effective manner. Any new appointment is made at a properly constituted Trustee's meeting after a thorough interview and recruitment procedure. New Trustees receive a full and in-depth induction highlighting their responsibilities.

Membership

Whilst membership is a constitutional requirement, there are many other benefits we to achieve through the programme. All members receive a certificate of membership along with a quarterly members magazine. One lucky member wins a prize in our quarterly 'member's draw' and is featured in the magazine.

FINANCIAL REVIEW

Summary of Receipts & Payments: Year Ended 31st March 2022

Income: £148,665

Expenditure: £143,266

Net Balance Carried Forward: £114,061

The Trustees are fully aware of their requirement to accumulate sufficient reserves to carry the organisation through periods of decreased funding.

Our reserves as at 31st March 2022 are again positive although the Board are fully aware of the need to continue efforts to ensure that these remain positive and increase and develop over the coming 12 months and beyond.

Financial Summary

The Board has demonstrated its commitment to the need for a dedicated resource in place for ongoing fundraising and there is now an appointed person in place in this role. However, the Board also recognise that there is much work still required by everyone involved to ensure that our income levels continue to rise in order to match the demands of the Charity in terms of growth and provision of its work.

The Board are aware that they need to identify both short and longer term priorities for the Charity for the coming year in order that they can be acted upon with the Board continuing to work as a dedicated team to support the work of the Charity.

The Trustees declare that they have approved the Trustees' report above.

Signed on behalf of the Charity's Trustees

Emma Thomas
Secretary to the Board of Trustees
Date: 6th June 2022

Independent Examiner's Report to the Trustees of Year Ended 31 March 2022

Independent examiner's report to the trustees of BulliesOut

I report to the charity trustees on my examination of the accounts of BulliesOut (the charity) for the year ended 31 March 2022.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2) the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Julia Mortimer FCCA
Watts Gregory LLP
Chartered Accountants
Elfed House, Oak Tree Court
Cardiff Gate Business Park
CARDIFF
CF23 8RS

Date: 6 June 2022

ANNUAL STATEMENT AND ACCOUNTS

Bullies Out
Receipts & Payments Accounts for Year Ending 31 March 22

	Unrestricted Funds	Restricted Funds	Total for Year 2021/22	Total for Year 2020/21
Receipts	£	£	£	£
Grants:				
Highway One Trust	-	9,960	9,960	-
Welsh Government Economic Resilience Fund	-	-	-	10,000
29th May 1961 Charitable Trust	-	2,500	2,500	2,500
Gwendonline & Margaret Davies Charity	-	-	-	1,000
Edgar E. Lawley Foundation	-	-	-	1,500
Coronavirus Job Retention Scheme	7,718	-	7,718	4,027
Moondance Foundation Covid-19 Relief Fund	-	-	-	3,756
Groundwork - Tesco Bags of Help	-	-	-	2,000
CFIW Covid-19 Relief Fund	-	-	-	2,000
Clothworkers Foundation-Restricted	-	-	-	3,200
Lillie Johnson Charitable Trust	-	-	-	500
Waterloo Foundation	-	-	-	5,000
The D'Oyly Carte CF	-	-	-	3,000
WCVA VSRF Fund	-	-	-	29,661
Voluntary Action Merthyr Tydfil	-	-	-	2,720
C3SC	-	-	-	1,500
GAVO	-	-	-	1,780
Warburton	-	-	-	210
Eveson Trust	-	5,000	5,000	-
Pantheon CT	-	5,000	5,000	-
TS Catto Grant	-	1,000	1,000	-
Hasluck CT	-	2,000	2,000	-
Arnold Clark	-	1,000	1,000	-
Simon Gibson CT	-	3,000	3,000	-
Total Grants	7,718	29,460	37,178	74,354

	Unrestricted Funds	Restricted Funds	Total for Year 2021/22	Total for Year 2020/21
Donations	16,138	15,900	32,038	52,363
Fundraising	31,991	21	32,012	37,205
Workshops & Training	12,576	31,666	44,242	5,245
Other	3,196	-	3,196	3,596
Total	**71,618**	**77,047**	**148,665**	**172,763**
Payments	£	£	£	£
Fundraising	3,061	-	3,061	2,856
Workshops & Training	14,858	31,160	46,018	35,019
Volunteer Training & Expenses	15	915	930	1,083
Charitable Activities (incl project development)	7,141	5,330	12,471	11,307
Salaries	4,960	40,696	45,656	18,645
Pension Costs	3,132	184	3,316	2,856
HMRC PAYE payments	3,726	-	3,726	1,456
Premises Costs	12,671	924	13,595	9,294
Office Costs	9,677	774	10,451	8,720
Governance	3,842	-	3,842	3,738
Total	**63,083**	**79,983**	**143,066**	**94,974**
Asset and investment purchases	200	-	200	2,983
Total payments	**63,283**	**79,983**	**143,266**	**97,957**
Net of receipts/payments	**8,335**	**(2,936)**	**5,399**	**74,806**
Transfers between funds	-	-	-	-
Cash funds last year end	41,061	67,601	108,662	33,856
Cash funds this year end	**49,396**	**64,665**	**114,061**	**108,662**

Statement of Assets & Liabilities at 31 March 2022

	Unrestricted Funds	Restricted Funds	Total for Year 2021/22	Total for Year 2020/21
	£	£	£	£
Cash Funds				
Bank accounts	49,396	64,665	114,061	108,662
Total Cash Funds	**49,396**	**64,665**	**114,061**	**108,662**
Fixed Assets				
Computer Equpiment	743	2,980	3,723	4,063
Liabilities				
Independent Examination	1,200	-	1,200	1,200
PAYE/NI	-	-	-	-

Signed on behalf of the Charity's Trustees:-

Name

Date

Address of Main Office:

Unit T109, Titan House
Cardiff Bay Business Centre
Lewis Road
Cardiff
CF24 5BS

Website Management:

Karolo Design
Portland House
113-116 Bute Street
Cardiff
CF10 5EQ

Trustees:

Simon Phillips (Chair) (until September 2021)
Emma Thomas (Secretary)
Lezanne O'Donoghue (until September 2021)
Kerry Chown (until November 2021)
Gary Power (until June 2021)
Ewan McCallum (until February 2022)
Nathan Owen (until February 2022)
Kerry Bevan
Sarah Cutting
Deborah Holdaway
Siobhan Corria (until February 2022)
Euan Hails (until February 2022)
Jennifer Barnfield-Lee

Independent Examiner:

Watts Gregory
Oak Tree Court
Mulberry Drive
Pontprennau
Cardiff
CF23 8RS

Bankers:

Nat West
96 Queen Street
Cardiff
CF10 2GR

Management Team:

Linda James MBE, Founder/CEO

www.bulliesout.com

Bullies Out®

mail@bulliesout.com

Approved Provider Standard
Mentoring+ Befriending Foundation

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BULLIESOUT

England & Wales - Charity number 1123070

Accounts



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2020-2021

Bullies Out®

www.bulliesout.com

CONTENTS

A Message From

CEO 3
The Chair 3

Our Vision, Mission & Values

Our Vision 4
Our Mission 4
Our Values 4

Strategic Report

Strategy 5
Our Approach 5

Achieving Our Aims

Achieving Our Aims 5

What we do

What we do 6

COVID-19

COVID-19 7

Achievements & Performance in 2020-2021

Achievements & Performance in 2020-2021 8

Feedback

Feedback 9

Fundraising and Funding

Fundraising and Funding 10

Objectives and plans for 2021-2022

Objectives and plans for 2020-2021 12

Legal Status & Objects

Public Benefit 13
Structure, Governance and Management 13
Membership 13

Financial Review

Financial Review 14

Annual Statement and Accounts

Annual Statement and Accounts 15/17

A MESSAGE FROM

Our Founder & CEO

"Not everything that matters can be measured and not everything that is measured matters" - Albert Einstein

This famous saying is so true when I think about the work of BulliesOut, our social impact and our ability to measure and demonstrate the value of our work to the outside world.

We're leading the way for a future where all those affected by bullying feel listened to and supported. We're here to make sure they receive support and have the resilience to overcome what is happening to them.

The bullying issue in our schools and workplaces is **real** and it is **urgent**. More and more young people and adults are reaching out for help. Sadly, many who take that brave step feel they're not listened to and that they simply don't matter. **But each and every one of them matters to us at BulliesOut**.

- We're here for those who need to talk.
- We give young people a voice, helping them to speak out about what is happening to them; letting society know that bullying is NOT 'kids being kids' and that it doesn't 'toughen you up'.
- We work with educators and professionals to help them understand the different dynamics of bullying behaviour and how best to deal with it in their environment
- And we're here for parents when they feel they have nowhere else to turn.

Their experiences, which we hear every single day, drive us to change things for the better.

Like many other charities, BulliesOut will be affected by Covid-19 for a long time but bullying destroys lives, bullying takes away lives and we need to stop this from happening. Although funding is a huge challenge, even more so now, we can't just do nothing. There are people who need us today and people who will need us tomorrow. We have to keep going for them - and we will.

I want to give my thanks to everyone who has supported our work with children and young people this year, giving their time as part of our wonderful team, through financial support, or helping us bring about change.



We could not have got through this without you.

Linda James MBE

The Chair

After joining BulliesOut as Trustee Chair in January of 2021, my reflections on the past four months or so are probably no different to anyone else across the UK, or even the globe. The pandemic forced everyone to face an uncomfortable truth in an uncomfortable time; separated from loved ones whether temporary or sadly forever, physically isolated from society our mental resolve has been tested to the extreme. But hopefully now we start to turn a corner, start to rebuild, start to heal.

BulliesOut faces those exact challenges, and whilst I am very grateful for all the hard work and support of everyone connected with the Charity, it is now time to double down and focus on new beginnings. The Board of Trustees has also gone on a very similar journey, and it is my great pleasure to say that our new Board has come together extremely well under the pressures of the pandemic.

We will now work tirelessly, as a team, to ensure that the next 12 months are some of the best the Charity has ever had. But we can't do that on our own. The support and continued contribution of our volunteers, employees, colleagues and all that touch BulliesOut is even more important this year. To ensure our continued success and continued contribution to all affected by bullying we will need to focus on increasing awareness of our cause and also the financial donations and contributions that are the life-blood to our charity.

And so in closing, I would again like to thank everyone who has worked tirelessly to steer the charity through the rough seas of the pandemic, and in advance of future contributions for the forth-coming year again thank you for your generosity.



Simon Phillips

OUR VISION, MISSION AND VALUES

Our Vision

Our vision is for all young people to recognise their self-worth and potential and to flourish in a positive, caring environment free from bullying and abuse.

Our Mission

To support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes and to empower individuals to achieve their full potential.



"We do our utmost to be ambitious and continue to deliver an excellent service to the young people with whom we work. The children and young people we work with are full of potential and we will continue to empower them to speak out against bullying and behave with integrity and as role models within their communities."

Our Values

Ambitious:

We are ambitious, hardworking and dedicated to supporting those we work with.

Community:

We will continue to collaborate with organisations and partners in the community to complement the existing resources available.

Empowerment:

We will strive to deal with the systemic issue of bullying and empower our beneficiaries to speak out and inspire change.

Excellence:

Leading the field in best practice and high standards. To continue to grow and deliver our services with experience, passion and skill.

Integrity:

We are honest and fair and consistently act in-line with a moral code in all that we do.

STRATEGIC REPORT

Strategy

The focus of our strategy is to make a difference to the lives of those affected by bullying and to deal with this societal issue which prevents people from flourishing and achieving their full potential.

Through this strategic framework, we challenge ourselves to bring about significant change and work with and inspire others to do the same. To put it simply, our focus is to deal with bullying in all forms and we will not stop until it stops.

Our Approach

Our strategy is underpinned by four strategic aims:

Awareness Raising - to continue to promote BulliesOut as a leading organisation in the field of anti-bullying

Information & Support - to ensure that information and support is available for all those affected by bullying

Partnership Working - to lead, support and work collaboratively with public, private and third sector organisations

Capacity Building & Sustainability - to develop the capacity of BulliesOut and to achieve sustainable growth

ACHIEVING OUR AIMS

Our three year strategic plan is ambitious, challenging and innovative. During this period, we intend to establish new services; grow our capacity; invest more in influencing and campaigning and invest significantly in our infrastructure so we can deliver more extensive education, training and support, both directly and indirectly. To deliver these plans, we will continue to rely on the generosity of our supporters, for which we will always be grateful.

BulliesOut believes that every child has the potential to change the world and this belief underpins everything we say and do. We understand that a barrier, such as bullying, can hinder that potential and we will continue to work tirelessly to create a world where bullying is recognised and dealt with so they don't just survive, but are able to thrive. They can then realise and achieve their full potential and go on to change the world.

Our Strategic Plan will provide the platform for us to build upon our strengths and to establish areas for development and continuous improvement.

WHAT WE DO

Increasing the confidence and emotional wellbeing of young people

Sometimes it can feel like bullying has become more and more prevalent in teens. Consistent torment by peers can take a toll on them particularly in the way they view themselves or on their self-esteem. Studies show that teens who are repeatedly bullied have lower reports of self-esteem and higher rates of depression and anxiety.

Our youth engagement and youth training programmes are designed to build the skills, confidence and self-esteem of young people. Using mentoring, training and skills-based activities, our work with young people empowers and inspires them to overcome what has happened to them, to recognise their aspirations and achieve their full potential.

Although the pandemic has hindered these programmes, we look forward to connecting with young people again and working with them to develop both themselves and positive, healthy peer relationships.

Educating young people to change behaviours

Through our workshops in schools, we continue to challenge behaviours, provide learning and understanding around bullying behaviours, discuss feelings and consequences, change attitudes and build respectful, positive relationships.

Our experienced team use energy, enthusiasm, passion and interactive activities to focus on awareness, prevention, building empathy and healthy, respectful relationships, all of which are crucial in creating a nurturing environment in which young people and staff can thrive.

We offer day-long training programmes as well as interactive and creative workshops in both primary and secondary schools and these can also be delivered in community and youth settings. There is a recognisable and constant increase in the demand for our work which indicates a willingness amongst schools and other organisations to accept the fact that bullying behaviour is taking place and therefore, positive interventions are needed.

Providing direct support to those affected by bullying

Our e-Mentors are available to connect by email with individuals affected by bullying. We use an **e-mentoring** service because of its accessibility across distance and location. We exist to provide support to anyone, anywhere who may be experiencing bullying, anxiety due to bullying or experiencing a challenging time with their mental health as a result of bullying or historical bullying.

Communication by e-mentoring is unhindered by nerves, awkwardness, or social restraints and this encourages open and honest conversation.

Our Mentors support people with whatever is worrying them, whether it's bullying, self-harm or family relationships. They all share the same passion and the same commitment to supporting others and making a difference.

e-Mentoring has grown in popularity as advances in social media and online communication have given us an increasing ability to move the work of mentors into the virtual world.

e-Mentoring is about accessibility and flexibility and complements traditional mentoring programmes.

Communication between the individual and our e-Mentor can last as long as it needs to. There is no time limit to how long the mentoring relationship can last.

They're here to listen, offer support, guidance and encouragement and champion online safety for all.



COVID-19

No-one could have predicted the situation we, and many other charities, have found ourselves in as a result of the Covid-19 pandemic. The pandemic has affected each and every one of us, and we, like any other organisation, have had to react and change to the conditions with no roadmap. Yes, our resilience has been tested but we kept positive and re-evaluated our position.

It was challenging and frightening. Overnight, we lost almost all our income as fundraising events and training sessions were cancelled. We had to learn to operate in a different way; remotely and digitally but yet still doing our utmost to ensure that the voices of our beneficiaries were heard and our support was given in every way possible to those who needed it.

Bullying behaviour did not disappear because of lockdown – instead for many it became worse or happened more easily as everyone had more time available and spent much more time engaged on digital devices. We experienced an increase in requests for our e-mentoring support and this has remained the case throughout the year.

The lack of income left the charity in a vulnerable and precarious position and we concentrated on raising as much as we could through applications to emergency funding pots that were set up in response to the Covid crisis and by setting up an appeal on JustGiving. We were, of course, aware that many other charities would be in a similar position and therefore the competition for such funding would be very high.

Thankfully, we were fortunate to receive some funding and our appeal was a success. The kindness and generosity we have been shown was humbling and it is because of these wonderful people that we are still here. We are grateful to all those who have continued to work with us and support us during this very difficult time.

Throughout the year we have worked extremely hard to anticipate the effects that the pandemic will have and do whatever possible to mitigate any risk to the Charity from these.

We very much look forward to being able to get back to (dare we say it) normal and reaching out to as many people as possible once more.



ACHIEVEMENTS & PERFORMANCE IN 2020-2021



Comparatively with the previous year it is evident that due to Covid-19, we were unable to work with the same numbers of people. Schools were closed for many months and although we were able to deliver our sessions online, it was difficult to reach out to the schools to let them know.

We are, however, really pleased with the numbers of people we have worked with during these very difficult and challenging times.

Despite reaching a lower number of beneficiaries, we have worked really hard to find different ways of engaging with our audiences in order to maintain our impact.

We developed our **Gratitude Journal** and **Digital Detox Journal**, both as a direct response to the impact which Covid was having on young people. We wanted them to have resources and tools to be able to recognise the positives in life at such a difficult time, as well as having the challenge of 'digitally detoxing' in response to the increase in time spent online as a result of the isolation.

We also developed **Believe in You** – Our pack of **Positive Affirmation Cards** with 30 mood-boosting affirmations, thoughts, kind words and little pick-me-ups to help create a more positive mindset.

Workshop Kits

Unable to deliver face to face workshops, we developed some of sessions into 'kits'. This meant, when they did return for a while, we would still be able to reach those in schools and community organisations, enabling them to benefit from our creative and interactive workshops.

The kits have been a huge success and not only are they used in schools, but they can also be purchased as individual kits and used at home with children and families.

Working with 83 schools and running open courses,

- 4679 young people participated in our workshops and benefitted from our resource kits
- 128 young people were trained to become Peer Mentors
- 72 children were trained to become Playground Pals
- 1844 children and young people attended our virtual Stand Up, Speak Out, Stay Safe sessions
- 220 young people benefitted from our 'Awesome is Me!' Gratitude Journal
- 136 Parents attended our virtual workshops
- 310 Professionals received CPD Certified training
- 364 received direct e-Mentoring support



FEEDBACK

Steve, as always, kept the children's attention and made sure the session was delivered at an appropriate level and answered all questions honestly.
Ruth Morris, Jenner Park PS, Oct 2020

The children loved the sessions and wanted more. Steve is so knowledgeable and engaging.
Zoe Farbrace, Jenner Park PS, 6th Oct 2020

Appropriate, open and honest answers given. Excellent.
A Gibbons-Green, Ysgol Bro Edern, Oct 2020

Very engaging and informative workshop. Children listened attentively and were fully engaged.
Al Thomas, Trowbridge PS, Nov 2020

Pupils were very engaged. Excellent content.
SF Jones, Jenner Park PS, Oct 2020

Great workshop. Really got the pupils thinking!!
Deb Carr, St Cyres High School, Oct 2020

Thank you! This was a brilliant experience for our children!
Nia Court, Greenway PS, Nov 2020

Fantastic session. Beautifully delivered by Steve. All children fully engaged and enjoyed. Diolch.
Jodie James, Trowbridge PS, Nov 2020

Pupils thought the workshop was fantastic and fun and were encouraged to talk.
T Hopkins, Holton Primary School, Sept 2020

Thank you Lucy for hosting such a great session yesterday. It was very well received which is so positive.
Ali Waddell, Argent LLP, Nov 2020

CPD Certification

The CPD Certification Service was established in 1996 as the leading independent CPD accreditation institution providing the highest quality accredited training and events suitable for the Continuing Professional Development policies of professional bodies. BulliesOut are thrilled to be part of this and are now able to offer some of our training courses with the CPD Certification.

- Understanding and Exploring Bullying for Professionals
- A Guide to Mentoring
- Positive Behaviour in the Workplace
- Dealing Effectively with Bullying and Harassment

CPD CERTIFIED
The CPD Certification Service

e-Mentors

Our dedicated and trained e-Mentors are people from around the UK who volunteer their time to help make a difference to the lives of those affected by bullying. Following a rigorous multi-stage application process, background checks and an in-depth training programme, each volunteer e-Mentor commits to volunteering for 2-4 hours a week.

Our Head of Mentoring oversees and assists our volunteer e-Mentors, with the support of our Volunteer Manager. Our Head of Mentoring has qualifications in a relevant field in addition to crisis intervention experience. Our e-Mentors adhere to all of our policies, including our Mentoring Safeguarding Policy, e-Mentoring Privacy Policy, Data Protection Policy and E-Safety Policy.

Helplines Partnership is the membership body for organisations that provide information, support or advice via phone, email, text or online and BulliesOut is proud to be members of this organisation. In 2021-2022, we hope to be able to work towards achieving the Helplines Quality Standard.

Helplines Partnership MEMBER

FUNDRAISING



Charity fundraising ideas come in all shapes and sizes and can be so much fun. This past year, more than ever, fundraising was vital to BulliesOut as we strived to keep our charity going.

There were raffles and quizzes held online, virtual coffee mornings and this happened too:

Abseiling
Despite the pretty awful weather, 13 people, including two of our Youth Ambassadors, were brave enough to abseil from the towering Transporter Bridge in Newport, and between them raised over £5,000.

Rob's Fantastic Skydive
Raised £473.75

Lexon's Go Purple.
The team from Lexon Print in Newport held a Go Purple day during Anti-Bullying week in November, raising £500 for BulliesOut.

Pen y Fan Trek
Due to the pandemic, our Pen y Fan Trek has been postponed twice, so Molly, Amie, Kerry and Dilani decided to walk the 'Pen y Fan' distance in their local areas.

Ambassadors and volunteers
BulliesOut Youth Ambassador, Molly, 9, from Hengoed raised £141.25

Volunteer, Amie & her sister Kerry, from Bristol, raised £389

BulliesOut Youth Ambassador, Dilani, 21, from Middlesex, raised £60

Over the years, our main approach to fundraising has been self-supportive.

BulliesOut are regulated by the Fundraising Regulator but does not sign up to any other regulatory fundraising schemes or standards. There are no circumstances where the Charity has failed to keep to a scheme or standard. BulliesOut has not received any complaints about its own fundraising or that of anyone else on the Charity's behalf.

All fundraising undertaken on behalf of BulliesOut is monitored by our team. Funds are raised for us using a number of platforms, but mainly through JustGiving and Facebook Fundraising Pages. We monitor all other fundraising activities, such as coffee mornings, bake sales etc. which raise money for BulliesOut.

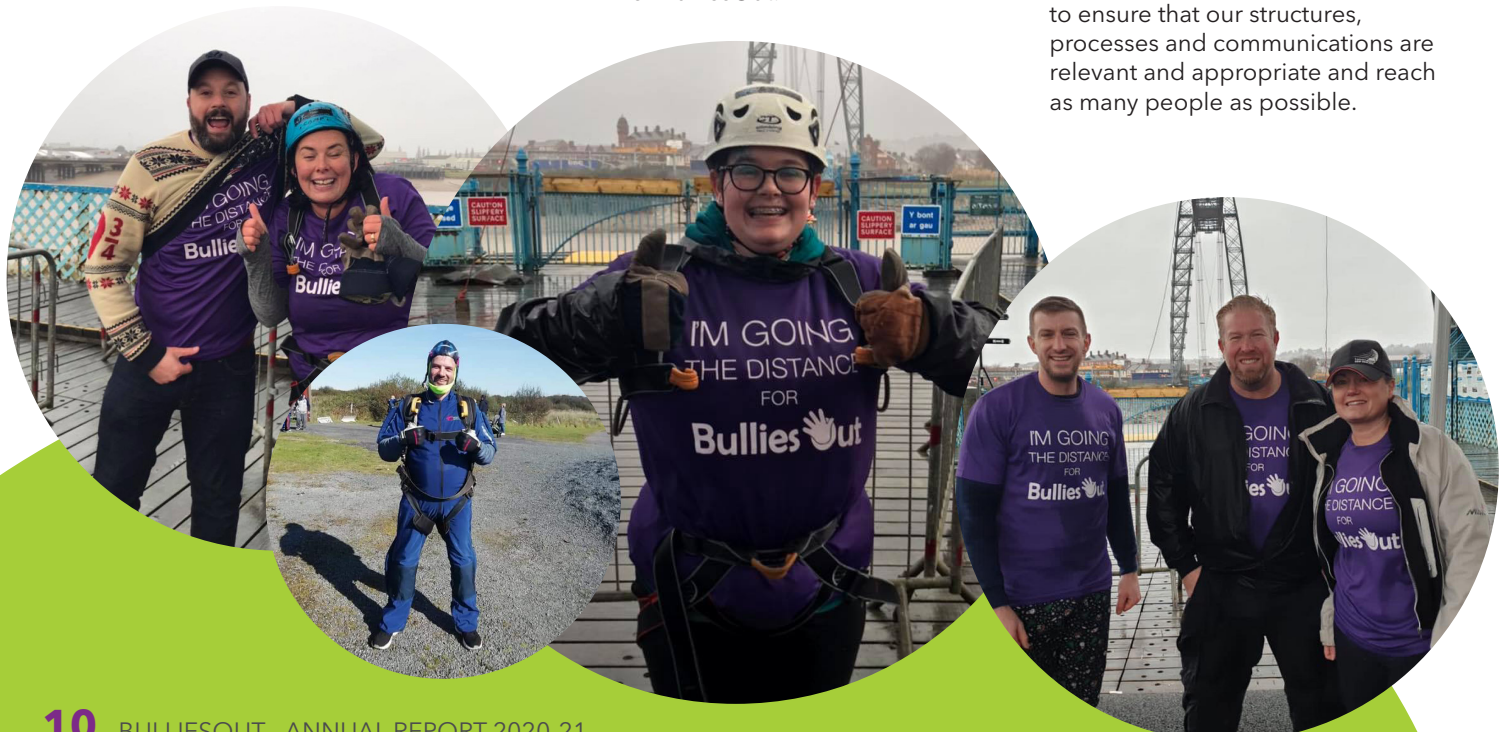
Relationships

We will build strong relationships with supporters, volunteers, partners and other organisations and sectors who share our passion for speaking out against bullying

Our volunteers continue to be an integral part of BulliesOut and we would like to thank one in particular this year. Our Volunteer, Graham Harris, has written his own book and all proceeds from the sale of this book are being donated to BulliesOut. Thank you Graham!

Whilst recruitment of volunteers has not been very easy during this year, we have still managed to bring on board some new people to the team and we continue to develop and promote new volunteering opportunities in order to engage with and build a wider and more diverse volunteer base.

We have formed new relationships with funders this year and continue to ensure that our structures, processes and communications are relevant and appropriate and reach as many people as possible.



FUNDING

We are very grateful to the following Funders, Corporate Partners and Organisations who have provided BulliesOut with funding and support over the past 12 months to enable our charity and our work to continue.

Asda

Cardiff Third Sector Council

Comic Relief via Gwent Association for Voluntary Organisations

Comic Relief via Voluntary Action Merthyr Tydfil

Community Foundation in Wales

Economic Resilience Fund

Fun Stickers

Gwendoline and Margaret Davies Charity

HWRK Magazine

Karolo Ltd

Lisa Johnson Coaching

Louise Hamlin

Martyn Prowel Solicitors

Moondance Foundation

MPI Ltd

National Lottery Community Fund

RM Bariatrics

Sir John and Lady Amory's Charitable Trust

Tanoshi Judo

Tesco Bags of Help

The Blakemore Foundation

The Clothworkers Foundation

The Lillie Johnson Foundation

The Waterloo Foundation

The 29th May 1961 Charitable Trust

UKSE

Vetro Recruitment

Waitrose

Warburton's

WCVA

Recognition and Awards

Volunteers Week was an unusual one for the Charity this year as usually we would hold a recognition and reward event for our volunteers.

However, we didn't let it pass without recognising the wonderful work they do with a virtual meeting and each volunteer was sent an electronic certificate in appreciation of the hard work that they do for BulliesOut.

Once again this year, one of our Youth Ambassadors was nominated for and received the prestigious Diana Award. Declan was nominated by BulliesOut for his outstanding work as a Youth Ambassador and although no actual ceremony was able to take place this year, the Diana Award still held an online ceremony to recognise the work of the young people nominated.

We are very proud of our workshops and training programmes and our Peer2Peer Mentor Training Programme for young people has achieved yet another award, two in fact! We were thrilled to receive the following awards for this programme, along with the awards received for Best Anti-Bullying Charity:



- UK Enterprise Awards Best Anti-Bullying NPO (UK)
- UK Enterprise Awards Best Peer Mentoring Programme
- Lawyer International Legal 100 Best Anti-Bullying NPO (UK)
- Lawyer International Legal 100 Best Peer Mentoring Programme

OBJECTIVES AND PLANS FOR 2021- 2022

During the past year we have developed a new Strategic Plan to cover the 3-year period from 2021-2024. This will begin to be implemented during the coming year by our Board of Trustees, Staff and Volunteers.

In line with the delivery of our strategic plan, we also have an Operational plan. When this was written, Covid-19 had just been mentioned on the news and like many, we weren't aware of the impact this pandemic would have on our future – or the future of society in general.

We have listed our ambitious 2021-2022 Operational objectives below but recognise that they will need to be reviewed in relation to the effects of the COVID-19 pandemic:

1. Service Delivery

- Train at least 576 young people to be Peer Mentors in secondary schools
- Train a minimum of 360 young people to be Playground Pals in primary schools
- Reach at least 12,000 young people through our interactive and creative workshops and assembly programmes
- Provide training to a minimum of 250 parents
- Provide training to a minimum of 760 educators and professionals
- Attend at least 6 community events to reach around 600 people within the wider public
- Deliver 100 Creative Kits to at least 3000 children and young people
- Deliver over 5,000 information publications to the wider community providing them with access to anti-bullying information and guidance

2. Our Team

- We aim to increase our volunteer base by a minimum of 12
- To recruit an additional 8 Youth Ambassadors to join our current team
- To source funding for at least three part-time salaried positions

3. Fundraising

- To have planned and continuous fundraising
- To establish, promote and delivery fixed events that we will be able to grow annually
- To establish relationships with corporate companies leading to external fundraising

In addition, we need to increase the profile of the work that we do – to build on the inspiring case studies we have built up and demonstrate to others how our work can support them. An increased focus on marketing and communications during the life of our strategic plan will be extremely important to help us position ourselves as the leading organisation in this field, which in turn will help us to bring in new sources of funds.



LEGAL STATUS & OBJECTS

A registered Charity, BulliesOut is an unincorporated association with membership, governed according to the Constitution adopted August 2006. Trustees are elected at the Annual General Meeting or co-opted, up to a maximum of six in any one year period between Annual General Meetings.

The members are individuals or representatives of Organisations and Statutory Authorities interested in furthering the work of the Charity.

The Trustee Board fulfils its legal duty by ensuring that funds are spent in accordance with the objectives of the charity.

The objects of the Charity, as set out in our Constitution are:

- To provide help, support and information to individuals, schools, youth and community settings affected by bullying.
- To further the advancement of education among children and young people on the physical and emotional effects of bullying.

Public Benefit

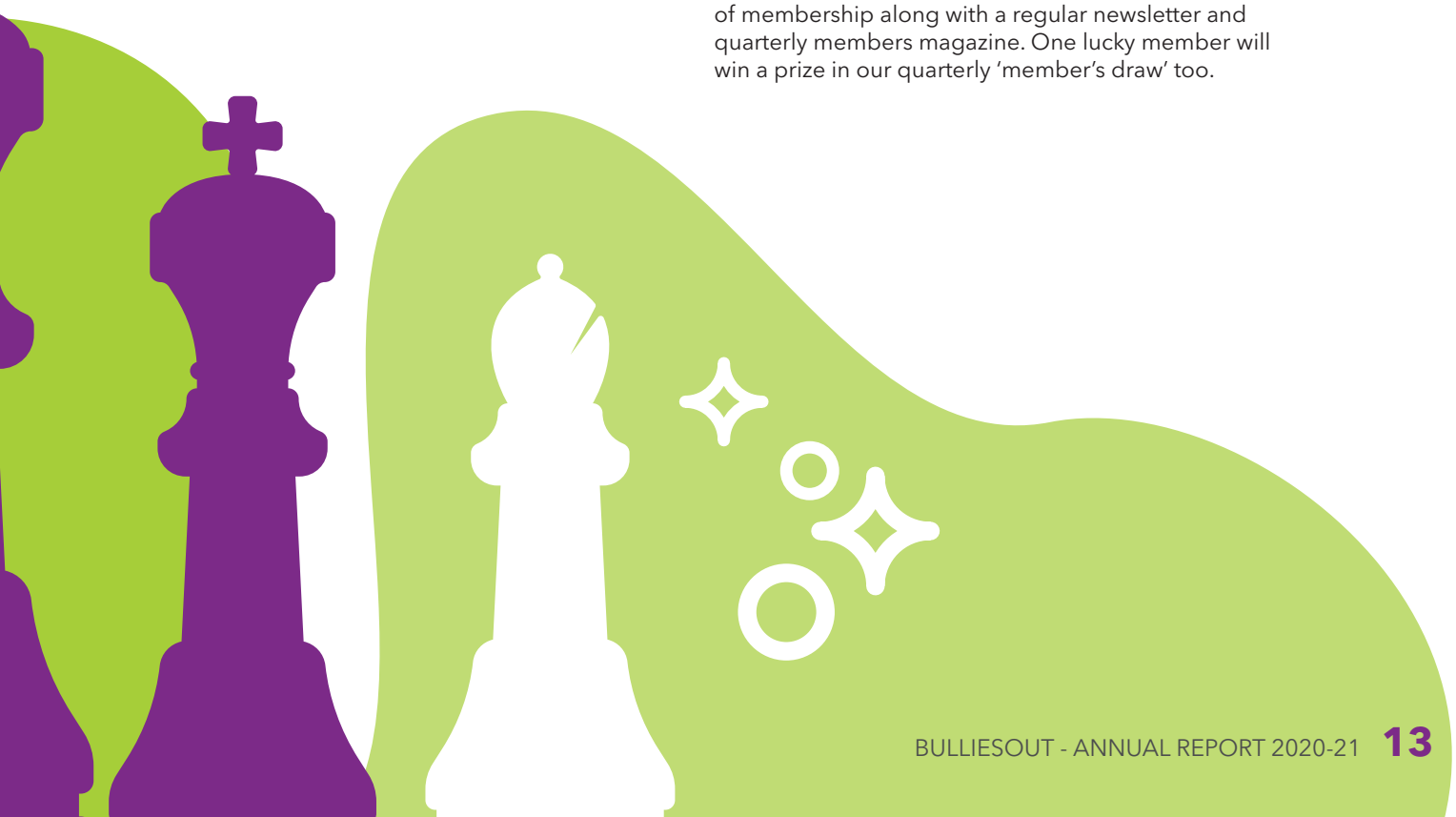
The Board of Trustees is fully aware of the requirement placed on registered charities to ensure they demonstrate the public benefit of their work and takes due regard of the Charity Commission's guidance relating to public benefit.

Structure, Governance and Management

The Charity seeks to have on its Board of Trustees, members with the skills and experience to enable it to be managed in an effective manner. Any new appointment is made at a properly constituted Trustee's meeting after a thorough interview and recruitment procedure. New Trustees receive a full and in-depth induction highlighting their responsibilities.

Membership

Whilst membership is a constitutional requirement, there are many other benefits we hope to achieve through the programme. During the early part of 2021 we re- launched our membership campaign which was quite successful. All members receive a certificate of membership along with a regular newsletter and quarterly members magazine. One lucky member will win a prize in our quarterly 'member's draw' too.



FINANCIAL REVIEW

Summary of Receipts & Payments: Year Ended 31st March 2021

Income: £172,763

Expenditure: £94,974

Net Balance Carried Forward: £108,662

The Trustees are fully aware of their requirement to accumulate sufficient reserves to carry the organisation through periods of decreased funding.

Our reserves as at 31st March 2021 were relatively positive given the effects of the pandemic but mean that the Board of Trustees need to continue working hard in the weeks and months to come to enable this position to be improved and sustained. It is vital that income levels of both restricted and unrestricted funds are increased on an ongoing basis.

It is the Board's continued priority to build reserves in the coming 12 months and beyond.

Financial Summary

This year we would like to thank all those who recognised the great work that we do as a Charity and provided us with funding to enable us to get through the Covid-19 pandemic and still be able to operate as an organisation. We would also like to thank our landlord, UKSE, who enabled us to retain our office space at reduced cost at the outbreak of the pandemic. This support was vital to enable us to survive as a Charity.

Our expenditure for this year has dropped due to the inevitable impact that the Covid-19 pandemic had on our charity. There were long periods of time where we were simply unable to deliver our work anywhere near full capacity. Our income for this financial year has increased significantly and this is due to some grant funding received at the very end of the financial year to carry on our vital work through the 2021 financial year..

In the coming year, the Board will need to focus heavily on income generation working within the current Strategic Plan to further improve the financial position of the Charity and make permanent and lasting changes for the future. This will include both achievement of restricted and unrestricted funds.

We are committed to making lasting changes to the way in which the Charity achieves its finances which will enable the Charity to continue to grow and strengthen over the coming months and years.

The Trustees declare that they have approved the Trustees' report above.

Signed on behalf of the Charity's Trustees

Simon Phillips, Chair
Date: 11th May 2021

Independent Examiner's Report to the Trustees of Year Ended 31 March 2021

Independent examiner's report to the trustees of BulliesOut

I report to the charity trustees on my examination of the accounts of BulliesOut (the charity) for the year ended 31 March 2021.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2) the accounts do not accord with those records.

I confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Julia Mortimer FCCA
Watts Gregory LLP
Chartered Accountants
Elfed House, Oak Tree Court
Cardiff Gate Business Park
CARDIFF
CF23 8RS

Date: .....

ANNUAL STATEMENT AND ACCOUNTS

Bullies Out
Receipts & Payments Accounts for Year Ending 31 March 21

	Unrestricted Funds	Restricted Funds	Total for Year 2020/21	Total for Year 2019/20
Receipts	£	£	£	£
Grants:				
Awards for All - Lottery Wales	-	-	-	9,330
Highway One Trust	-	-	-	10,500
Gwent High Sheriff	-	-	-	500
Welsh Government Economic Resilience Fund	10,000	-	10,000	-
29th May 1961 Charitable Trust	2,500	-	2,500	-
Gwendoline & Margaret Davies Charity	1,000	-	1,000	-
Edgar E. Lawley Foundation	1,500	-	1,500	-
Coronavirus Job Retention Scheme	4,027	-	4,027	-
Moondance Foundation Covid-19 Relief Fund	-	3,756	3,756	-
Groundwork - Tesco Bags of Help	-	2,000	2,000	-
CFIW Covid-19 Relief Fund	-	2,000	2,000	-
Clothworkers Foundation-Restricted	-	3,200	3,200	-
Lillie Johnson Charitable Trust	-	500	500	-
Waterloo Foundation	-	5,000	5,000	-
The D'Oyly Carte CF	-	3,000	3,000	-
WCVA VSRF Fund	-	29,661	29,661	-
Voluntary Action Merthyr Tydfil	-	2,720	2,720	-
C3SC	-	1,500	1,500	-
GAVO	-	1,780	1,780	-
Warburton	-	210	210	-
Total Grants	19,027	55,327	74,354	20,330
Donations	46,954	5,409	52,363	24,232
Fundraising	29,762	7,443	37,205	20,574
Workshops & Training	4,995	250	5,245	24,585
Other	3,255	341	3,596	5,380
Total	**103,993**	**68,770**	**172,763**	**95,102**

	Unrestricted Funds	Restricted Funds	Total for Year 2020/21	Total for Year 2019/20
Payments	£	£	£	£
Fundraising	2,657	199	2,856	5,441
Workshops & Training	24,309	10,710	35,019	42,696
Volunteer Training & Expenses	120	963	1,083	317
Charitable Activities (incl project development)	8,667	2,640	11,307	10,318
Salaries	6,526	12,119	18,645	19,756
Pension Costs	2,142	714	2,856	4,369
HMRC PAYE payments	1,456	-	1,456	6,451
Premises Costs	9,294		9,294	15,107
Office Costs	4,802	3,918	8,720	9,112
Governance	3,738	-	3,738	3,259
Total	**63,711**	**31,263**	**94,974**	**116,826**
Asset and investment purchases	3	2,980	2,983	
Total payments	**63,714**	**34,243**	**97,957**	**116,826**
Net of receipts/payments	**40,279**	**34,527**	**74,806**	**(21,724)**
Transfers between funds			-	-
Cash funds last year end	782	33,074	33,856	55,580
Cash funds this year end	**41,061**	**67,601**	**108,662**	**33,856**

Statement of Assets & Liabilities at 31 March 2021

	Unrestricted Funds	Restricted Funds	Total for Year 2020/21	Total for Year 2019/20
	£	£	£	£
Cash Funds				
Bank accounts	41,061	67,601	108,662	33,856
Total Cash Funds	**41,061**	**67,601**	**108,662**	**33,856**
Fixed Assets				
Computer Equpiment	543	2,980	4,063	540
Liabilities				
Independent Examination	1,200	-	1,200	1,200
PAYE/NI	-	-	-	-

Address of Main Office:

Unit T109, Titan House
Cardiff Bay Business Centre
Lewis Road
Cardiff
CF24 5BS

Website Management:

Karolo Design
Portland House
113-116 Bute Street
Cardiff
CF10 5EQ

Trustees:

Simon Phillips (Chair)
Emma Thomas (Secretary)
Helen Davies (until January 2021)
Carolyn Pearse (until May 2020)
Connor Aherne (until March 2021) - Deceased
Lezanne O'Donoghue
Kerry Chown
Gary Power
Ewan McCallum
Nathan Owen

Independent Examiner:

Watts Gregory
Oak Tree Court
Mulberry Drive
Pontprennau
Cardiff
CF23 8RS

Management Team:

Linda James MBE, Founder/CEO

Bankers:

Nat West
96 Queen Street
Cardiff
CF10 2GR

www.bulliesout.com

Bullies Out®

mail@bulliesout.com

Approved Provider Standard
Mentoring+ Befriending Foundation

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