



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2022-2023

Bullies  **Out**®
www.bulliesout.com

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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

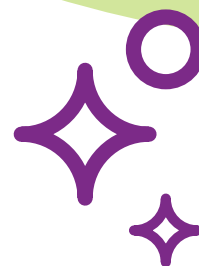
123
Information Flyers

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 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 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

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

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.

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 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:

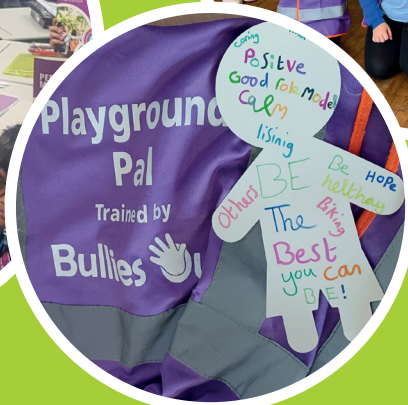
- Creates a positive ethos through the whole school community
- Helps break down barriers between different year groups
- Promotes and encourages friendships
- Increased confidence and self-esteem
- Increased Mental Well-being
- The Peer Mentors gain a sense of accomplishment
- Low level behaviour is 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 Foundation

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

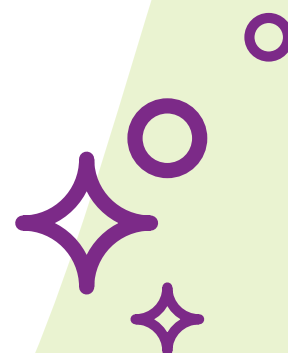
The Independent examiners MHA, will be proposed for reappointment at the forthcoming Annual General Meeting.

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 liabilities					
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.

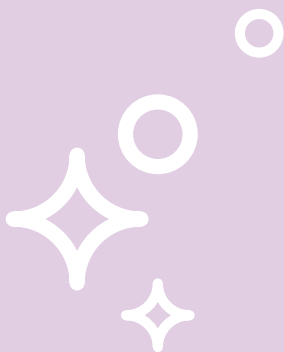
The Board have noted significant changes to income streams over the past 12 months and the need to address this going forward.

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
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Cardiff
CF23 8RS

Bankers:

Nat West
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