



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2023-2024

Bullies  **Out**®
www.bulliesout.com

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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

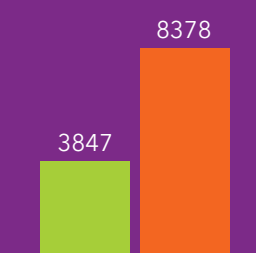
256
CPD Sessions

210
E-Mentoring Sessions

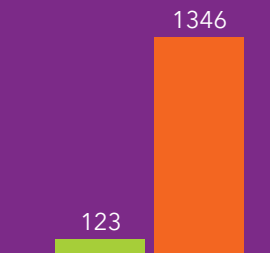
201
Parents

DOWNLOADS

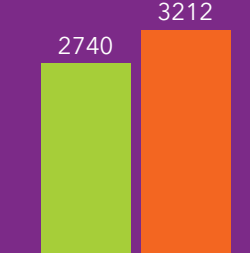
2023
2024



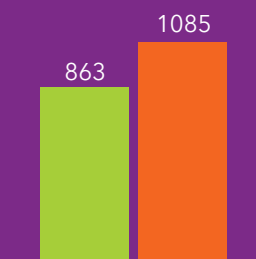
Posters



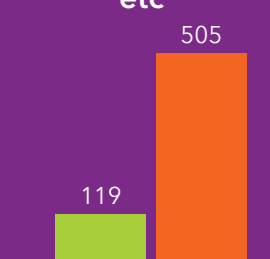
Information Flyers
etc



Anti-bullying
activities and
resources



Sample letters etc



Journals etc



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

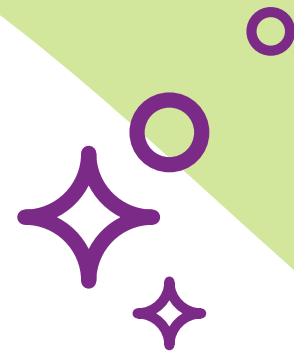
Our commitments set out the 'how' of the ways we will be working to influence change in the coming years. Our three commitments outline the way we will collaborate with BulliesOut stakeholders, members, and partners to bring about the changes we collectively want to see.

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 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 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 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

- 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

Empowering Young People to Make a Difference

Peer Support has many benefits, including:

- # Peer2Peer

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!



Compassion



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 :)

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.

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 :)

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.

Respectful Relationships Workshop

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

A very well-presented course. Excellent - thanks

Changing Attitudes Workshop

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

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 our 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.

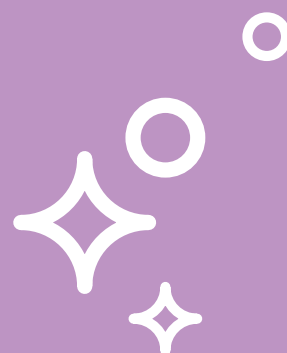
The Trustee Board fulfils its legal duty by ensuring that funds are spent in accordance with the objectives of the charity.

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 charitable 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 liabilities | | | | | |
| 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:

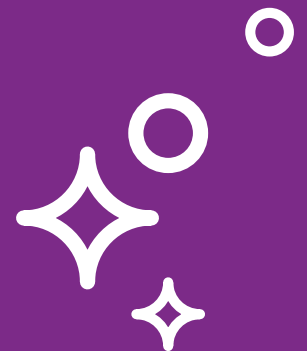
Karolo Design
Portland House
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Cardiff
CF10 5EQ

Independent Examiner:

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

Bankers:

Nat West
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CF10 2GR



www.bulliesout.com

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