



MAKING A DIFFERENCE

EMPOWERING YOUNG PEOPLE

INSPIRING CHANGE

ANNUAL REPORT 2024-2025

Bullies**Out**[®]
www.bulliesout.com

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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

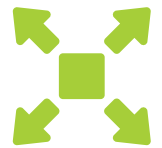
Amplifying Voices of Young People

- 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:



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 **leadership 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.



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
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Bankers:

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