

REGISTERED COMPANY NUMBER: 05617302 (England and Wales)
REGISTERED CHARITY NUMBER: 1123874

WHITE RIBBON CAMPAIGN LTD
(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

WHITE RIBBON CAMPAIGN LTD

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FOR THE YEAR ENDED 31 MARCH 2025

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WHITE RIBBON CAMPAIGN LTD

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES

S J Barnbrook
Dr. S R Burrell (resigned 21.10.24)
A J Duerden
L Fairman BEM
H Hughes (appointed 21.10.24)
A Keirl (appointed 24.10.24)
P Lassey
S Rymer (resigned 21.10.24)
DC M Taggart MBE

COMPANY SECRETARY

L Fairman BEM

REGISTERED OFFICE

Unit 31
The Town Hall
St. Georges Street, Hebden Bridge
West Yorkshire
HX7 7BY

**REGISTERED COMPANY
NUMBER**

05617302 (England and Wales)

REGISTERED CHARITY NUMBER 1123874

INDEPENDENT EXAMINER

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objective of the charity are: The preservation and protection of life and good health by the prevention of violence, in particular against women, by education and raising awareness of the cause, effects and methods of preventing violence.

Significant activities

White Ribbon UK achieves its aims through high profile campaigns, raising awareness, engaging with men and boys to promote culture change with individuals and a diverse range of organisations, and by engaging with decision makers. This is delivered mainly through our partnerships with a range of public and private sector organisations through our Accreditation and Supporter organisation programmes, and over 6,000 White Ribbon Ambassadors and Champions and supporters, training and awareness raising campaigns, especially White Ribbon Day on 25th November each year.

Public benefit

The trustees have taken account of the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and planning. We deliver public benefit in the work we do, for example:

- Our website offers a wide range of free information and resources
- Our White Ribbon Accreditation makes it easy for the public to see if an organisation is committed to our principles
- Our public engagement campaigns, including White Ribbon Day and the following 16 days of activism are about individuals, communities, public sector bodies and businesses gaining a better understanding of what violence against women and girls is and how to play an active role in preventing it from happening.
- Our free Ambassador and Champions programme enables members of the public to become involved in the work we do and speak out on behalf of our cause
- Representation - we speak out to engage men, young men and boys in playing an active role in ending violence against women and girls.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

OBJECTIVES AND ACTIVITIES
STRATEGY AND BUSINESS PLAN

The organisation has been following its five year strategy, agreed in 2021. In January, this was reviewed with the incoming CEO and a new strategy agreed for the next three years, with an annual refresh planned. The following has been agreed:

Vision: A world in which everyone is equal, safe, respected and has choice

Mission: to end men's violence against women

Our values:

Partnership: We will seek to achieve our goals through partnership with all groups, organisations and businesses that share our vision.

Empowerment: We will aim to empower individuals to participate in the work of White Ribbon UK at all levels.

Respect: We shall ensure that all staff, trustees, Ambassadors, Champions and volunteers will treat others with respect.

Integrity: Aim to demonstrate integrity in all our dealings with the public and live our values

Safety: We recognise that we will encounter people who are at risk, have experienced or are experiencing male violence and we will not take any action that would place others in danger.

Sensitivity: We will be sensitive to and listen to people who are at risk

Inclusivity: We aim to provide an inclusive environment where diversity and individual difference are understood and respected.

Our Approach:

Our work is preventative. We work with people to give them knowledge and tools so they can encourage positive attitudes towards women and girls based on healthy and equal relationships. This work is called primary prevention; we want to stop violence from happening in the first place.

We engage men and boys in this preventative work. We support them to recognise and change their own behaviours, disrupt other men's behaviours and take steps to create a more equal society.

We are building a network of people (men, women, groups and organisations) who have the knowledge and tools to take action and influence and engage others.

We recognise that women's experiences are intersectional, and this means the impacts of inequality and misogyny are different for different women. We recognise that we are accountable to women and their experiences in our work.

Outcomes:

1. Society understands what men's violence against women is, what causes it and how to stop it
2. Men and boys change their own behaviours
3. Men and boys take action to reduce other men's violence against women and girls
4. Workplaces, public places, sport and leisure activities are safer, inclusive and more equal for women
5. Decision makers change policies to embed equality and safety for women and girls

Strategic Aims:

1. Educate people about the continuum of men's violence against women, how it is rooted in masculine norms, its impacts and how to stop it
2. Give men and boys increased skills, tools, confidence and knowledge to change their own behaviours
3. Give men and boys increased skills, tools and confidence to raise awareness of what men's violence against women is, its root causes and how to take action to stop it
4. Work with organisations to improve workplaces, public places, sport and leisure activities for women
5. Work with parliament, local authorities and other decision makers to influence them to include primary prevention and equality for women in policies and strategy
6. White Ribbon UK is a financially sustainable organisation

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

ACHIEVEMENTS AND PERFORMANCE

Charitable activities

During 2024/25, White Ribbon UK continued to grow its reach and develop its impact, with significant developments across stakeholder engagement, public campaigning, policy work, and education. The organisation focused on building partnerships, engaging men and boys, and raising awareness of the importance of preventing men's violence against women and girls.

By March 2025, there were 245 White Ribbon Accredited Organisations, presenting a 26% increase from the previous year, bringing the number of people working in these organisations to nearly 700,000. The number of White Ribbon Supporter Organisations also grew to 257. Exclusive resource hubs were set up for Accredited and Supporter organisations to be able to access information about their programmes and additional resources to add value to the work they do within their workplaces. Lunch and learn webinars also ran throughout the year, with specialists sharing best practice and new research with organisations.

The ascension of the Worker Protection Act in October 2024 provided an opportunity for the development of White Ribbon's Training offer to support organisations to meet their new duty in the Act to prevent sexual harassment. This saw two new Training Associates join the organisation to support the development and delivery of Training.

White Ribbon Ambassadors and Champions remain at the heart of the charity's delivery and influence, with 7,463 registered by the end of this period. Their role in shaping local activity and national visibility continues to be central to White Ribbon's approach, with Ambassadors and Champions taking the lead on awareness-raising, education and allyship within communities, schools and workplaces. They shared powerful examples of the everyday actions that contribute to culture change, from challenging sexist language in school settings to reflecting on their own behaviours and supporting others to speak out.

In November 2024, the White Ribbon Day campaign launched with the theme It Starts with Men. The message called on men and boys to take responsibility, challenge harmful attitudes, and play an active role in creating respectful relationships and safer communities. Accredited and Supporter Organisations marked the campaign with creative and engaging activities across England and Wales, including choir performances at railway stations, community cycle rides, youth marches, and workplace events. Ambassadors and Champions led sports challenges, fundraising activities and events to raise awareness and spark conversations.

The campaign received strong political support. A Parliamentary Reception in Westminster, attended by over 80 MPs and Ministers including the Speaker of the House, Sir Lindsay Hoyle, showed broad cross-party backing for primary prevention work. In Wales, Members of the Senedd supported the campaign through speeches and participation at a White Ribbon UK run event, as well as in the annual vigil in Cardiff, alongside widespread support from local organisations. White Ribbon UK also hosted 10 webinars during the campaign, with nearly 500 people attending from across sectors, deepening understanding of prevention and building the confidence of those leading change in their communities.

Work with young people was expanded through the introduction of age-appropriate White Ribbon Day themes, Kindness Starts with Me for primary schools and Change Starts with Me for secondary-aged children. Educational resources were developed to support young people in reflecting on gender equality, peer influence online and offline, and respect, with strong uptake in schools, sports academies and after-school clubs. A video created by a young man helped primary-aged children engage with the message in a way that felt relevant and inspiring.

White Ribbon UK's media presence expanded significantly. In the lead-up to White Ribbon Day, the organisation was featured in national and regional media including Sky Sports, BBC News, an official partnership with Metro and in the Evening Standard. Sky Sports created a powerful campaign video featuring Premier League footballers, which aired over four days alongside additional messaging about the meaning of White Ribbon Day with all presenters wearing White Ribbons and encouraging viewers to do the same. Local press also amplified the work of Accredited and Supporter Organisations across the country.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

Throughout the year, White Ribbon UK continued to strengthen its public policy work. In the months leading up to the July 2024 General Election, the organisation called on political leaders to prioritise prevention in their manifestos. Campaign materials were made available to supporters, Ambassadors and Champions, to engage candidates locally, which were widely used. At the Labour Party Conference, White Ribbon hosted a fringe event on safety in the night-time economy, sponsored by imabi, with participation from Alex Davies-Jones MP and key sector organisations. The organisation also secured an Open Societal Challenges grant to produce research into the social and economic benefits of investing in prevention, to be published in 2025.

White Ribbon UK also extended its work in sport. A Men's Euros Fixtures Guide, launched in June 2024 in partnership with imabi, focused on fan behaviour and allyship, and received national media coverage. (The campaign went on to win the Diversity, Inclusion and Purpose Award and Consumer Relations Award at the PRCA Dare Awards in June 2025). In January 2025, White Ribbon UK began a five-month pilot project with the Premier League and three clubs, Newcastle United, Chelsea FC and AFC Bournemouth, aimed at improving the experiences of women and girls on match days through peer-led fan behaviour change.

Fundraising activity remained strong throughout the year. Supporters raised awareness and funds through a wide range of events including marathons, raffles, fitness classes and workplace campaigns. A particular highlight was Team Millane's trek to Everest Base Camp, raising over £20,000 in memory of Grace and David Millane. Their dedication reflected the shared commitment of all our supporters who continue to champion culture change in their communities.

FINANCIAL REVIEW

Financial position

The net income for the year was £63,080 (2024: £33,941). The free reserves of the charity, calculated as unrestricted reserves less designated funds and fixed assets, was £309,007 (2024: £186,111). £61,564 of this increase in free reserves arose from the Board releasing the previously designated funds back into unrestricted funds.

WRUK generates income from a variety of sources. There are fees from accreditation of organisations, which are a predictable form of income. Together with regular small donations, also relatively predictable, this represented 46% (39%) of total income in this accounting period. Income is also generated from bespoke work, such as training and presentations and one-off donations and fundraising. This is less reliable. We sell awareness raising materials via our online shop. The majority of these sales come from the period leading up to White Ribbon Day on November 25th every year. There is scope to bid for grants to deliver specific projects.

We employ a small team of staff to support our work, and have the usual overheads such as rent, insurance and utilities. As such, we are able to make a relatively stable and predictable forecast of expenditure in normal circumstances. We have a Finance Committee which monitors income and expenditure and makes recommendations, in consultation with the Chief Executive, of any corrective actions required.

Reserves policy

Our Reserves Policy is based upon being able to maintain our profile even through a period when income is reduced. It is our view, based on historic income and expenditure figures, that a minimum reserve balance equivalent to 3 months of expenditure costs should be maintained at all times. This will exclude any fixed assets the organisation may own, as well as committed elements of Unrestricted Funds and any Designated Funds identified and approved by the Board. For the current financial year, this sum amounts to £125,962. The Finance Committee will review the Reserves Policy and balances on an annual basis and make recommendations to the Board as necessary.

Going concern

Trustees are given an update at every meeting that informs them of the charity's current financial position and of its projected financial position in twelve months' time. As at 31 March 2025, the trustees note that income is stable and from financially sustainable sources and that free reserves have grown. The trustees are, therefore, pleased to state that they believe the organisation to be a going concern for the next 12 months.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

FUTURE PLANS

At our Away Day in January, Trustees decided that over the next 12 months we will grow both our Accreditation and our Training Programmes, to extend our reach and increase our impact.

As part of this work, we will hold a campaign in June for Accredited organisations, called Right to Respect, about how to comply with and make the most of the Worker Protection Act 2023 that came into force in October 2024.

We will focus on taking part in consultations, submitting evidence and influencing the government to prioritise primary prevention funding and work, as part of their commitment to halve Violence Against Women and Girls.

Our White Ribbon Day campaign for 2025 will be themed "I Speak Up" for individuals and "We Speak Up" for organisations to encourage more people to become active allies and sign up as Ambassadors and Champions.

We will develop an Ambassador and Champions programme to enable those signed up to be more active in their workplaces and local communities and achieve more change.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

TRUSTEES

The charity is governed by a board of trustees. Trustees are responsible for directing the affairs of the charity, ensuring that it is solvent, well-run, and delivering the charitable outcomes for the benefit of the public for which it has been set up. Trustees have given due regard to Charity Commission Guidance CC27 Decision Making for Trustees and agree to take it into consideration when making decisions on behalf of the charity.

None of the charity's trustees receive remuneration or benefit from their work with the charity.

Trustee indemnity insurance is in place to cover trustees against personal liability if legal claims are made against them, either by the charity or by a third party. Trustees are entitled to be insured against claims that may arise from their legitimate actions as trustees as long as they have acted honestly and reasonably.

There are three sub committees which are not able to make decisions, but recommend and report to the Board:

Finance

HR

Policy and Campaigns

Recruitment and appointment of new trustees

Trustees are selected through a recruitment process which involves advertising widely, an application form and interviews. The board looks for new trustees based on knowledge and skills gaps and maintaining a balanced board that reflects the community we serve.

Organisational structure

Day-to-day management of the charity is delegated to the staff team under the leadership of the Chief Executive, Anthea Sully (leaving January 31st, 2025) and Lynne Elliot (starting 1 February 2025). The trustees would like to thank Anthea for her hard work and dedication over her time at White Ribbon UK and for the advancement she enabled the organisation to achieve during her time as CEO.

Key management remuneration

Remuneration of staff is determined by the HR subcommittee and Finance subcommittee taking into consideration the financial sustainability of the charity and market rate for a charity of this size.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Related parties

No trustee or other person related to the charity had a personal interest in any contract or transaction entered into during the year. The charity has one subsidiary, VSUK Trading Limited, which is currently being retained as a dormant company in

Risk management

The trustees are responsible for ensuring that the charity has a risk management process through which risks arising from existing operations and strategic developments are identified, evaluated and, where possible, action is taken. The trustees delegate the day-to-day management of risk to the Chief Executive Officer.

The following risk procedures are carried out:

Senior Management Team hold a monthly meeting to review the risk register, identifying new risks, reassessing likelihood and impact, and considering progress against mitigating actions on the register. The outcome of these reviews is reported to trustees on a quarterly basis in the Operations Report.

The trustees annually review the key major risks that the charity faces, which is done by considering risks in the context of the following questions:

1. Are you making the desired impact in support of your beneficiaries and can you evidence it?
2. Are you managing the finances to ensure you continue to make an impact in the medium to long term?
3. Are you meeting your legal, regulatory and donor compliance requirements and expectations?
4. Are you able to respond effectively to any incident that could result in damage to your reputation?
5. Are there any risks that are at the heart of what the charity stands for?
6. Do you have the right people and culture in place? Are people well managed and is H.R. strong?

The risk register identifies control procedures; monitoring processes and actions designed to minimise or manage any potential impact on the charity should any risks materialise.

A summary of the principal major risks that the charity is currently facing are:

- People and culture - we have a new CEO, and we have refreshed our strategy, we need to ensure we have the right people and culture in place and that we can recruit and retain skilled staff so we can deliver our strategy and meet our charitable objectives

- Finance - we want to grow to deliver our charitable objects and reach more people, so we need to ensure we have enough income to do this. Our financial growth needs to be sustainable, and we need to maximise our money management

- Regulatory requirements - we need to ensure we are meeting all our regulatory requirements, and we have procedures in place so that trustees can see how this is being done

- External environment - we need to monitor political and social change around Violence Against Women and Girls and Masculinity to ensure we are placed where we should be to get maximum support and exposure for our work

- Reputational risk - We need to make sure that we are doing things well to uphold an excellent reputation and have the right things in place to respond and minimise any incident that could damage our reputation

- Advancing Technology - as a small charity it is hard for us to keep up with technology, but we need to ensure that we use technological developments such as AI to make the best use of our resources and to keep up with advances in the sector

- Cyber Security - A cyber-attack could stop the organisation from being able to function and threaten our GDPR security. We need to take as many precautions as we are able and stay up to date with changing threats

Over the last 12 months, we reported no lost-time accidents at work, no RIDOR reportable accidents, no ICO reportable GDPR incidents, no serious incidents requiring reporting to the Charity Commission and no safeguarding incidents.

WHITE RIBBON CAMPAIGN LTD
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025

**STRUCTURE, GOVERNANCE AND MANAGEMENT
THANK YOU**

White Ribbon UK is a campaigning charity which seeks to work closely with its Ambassadors, Champions, Accredited organisations, partners, supporters, volunteers and staff members because only by working together as a community can we inspire more boys, young men and men to actively engage in ending Violence Against Women and Girls. The trustees would like to thank everyone who has donated their time, energy and funds for making the work this year possible.

White Ribbon UK has some fundraisers who support its work in memory of women lost to men's violence. We would not be able to achieve what we do without this support. We want to say thank you, we take our responsibility to build a lasting legacy of a society free from violence against women and girls very seriously.

TRUSTEES' RESPONSIBILITY STATEMENT

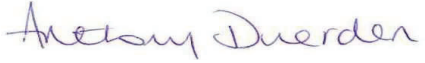
The trustees (who are also the directors of White Ribbon Campaign Ltd for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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 charitable company will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the board of trustees on November 4th 2025 and signed on its behalf by:



.....
A J Duerden - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
WHITE RIBBON CAMPAIGN LTD

Independent examiner's report to the trustees of White Ribbon Campaign Ltd ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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.

C Moelwyn-Williams

C Moelwyn-Williams BSc FCA

TCA (Shrewsbury) LLP
Third Floor
21 St Mary's Street
Shrewsbury
Shropshire
SY1 1ED

Date: *13th November 2025*

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2025

| | Notes | 2025 Unrestricted funds £ | 2024 Total funds £ |
|---|-------|------------------------------------|-----------------------------|
| INCOME AND ENDOWMENTS FROM | | | |
| Donations and legacies | | 207,990 | 159,601 |
| Other trading activities | 2 | 255,501 | 209,349 |
| Total | | <u>463,491</u> | <u>368,950</u> |
| EXPENDITURE ON | | | |
| Raising funds | | 13,883 | 15,825 |
| Charitable activities | | | |
| General | | 386,528 | 319,184 |
| Total | | <u>400,411</u> | <u>335,009</u> |
| NET INCOME | | 63,080 | 33,941 |
| RECONCILIATION OF FUNDS | | | |
| Total funds brought forward | | 248,009 | 214,068 |
| TOTAL FUNDS CARRIED FORWARD | | <u><u>311,089</u></u> | <u><u>248,009</u></u> |
| CONTINUING OPERATIONS | | | |
| All income and expenditure has arisen from continuing activities. | | | |

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD
STATEMENT OF FINANCIAL POSITION
31 MARCH 2025

| | Notes | 2025 Unrestricted funds £ | 2024 Total funds £ |
|--|-------|------------------------------------|-----------------------------|
| FIXED ASSETS | | | |
| Tangible assets | 7 | 2,081 | 333 |
| Investments | 8 | 1 | 1 |
| | | <hr/> 2,082 | <hr/> 334 |
| CURRENT ASSETS | | | |
| Debtors | 9 | 218,796 | 51,807 |
| Cash at bank | | 253,591 | 264,487 |
| | | <hr/> 472,387 | <hr/> 316,294 |
| CREDITORS | | | |
| Amounts falling due within one year | 10 | (163,380) | (68,619) |
| | | <hr/> | <hr/> |
| NET CURRENT ASSETS | | <hr/> 309,007 | <hr/> 247,675 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | <hr/> | <hr/> |
| | | 311,089 | 248,009 |
| NET ASSETS | | <hr/> | <hr/> |
| | | 311,089 | 248,009 |
| FUNDS | 11 | <hr/> | <hr/> |
| Unrestricted funds | | 311,089 | 248,009 |
| TOTAL FUNDS | | <hr/> | <hr/> |
| | | 311,089 | 248,009 |

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.


The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

STATEMENT OF FINANCIAL POSITION - continued
31 MARCH 2025

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue onNovember 4th 2025 and were signed on its behalf by:

A rectangular box containing a handwritten signature in blue ink that reads "Anthony Duerden".

.....
A J Duerden- Trustee

The notes form part of these financial statements

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS **FOR THE YEAR ENDED 31 MARCH 2025**

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value.

Financial reporting standard 102 - reduced disclosure exemptions

The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of paragraph 3.17(d);
- the requirements of paragraphs 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirement of paragraph 33.7.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure & irrecoverable vat

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

All expenditure is inclusive of irrecoverable VAT.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 3 years straight line depreciation

Office Equipment - 3 years straight line depreciation

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

1. ACCOUNTING POLICIES - continued

Fund accounting

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the balance sheet date, unless the value cannot be measured reliably in which case it is measured as cost less impairment. Investment gain and losses, whether realised or unrealised, are combined and presented as "gain/(losses) on investment" in the Consolidated statement of financial activities.

Redundancy and termination payments

Redundancy and termination costs are recognised as an expense in the Statement of Financial Activities and a liability in the Statement of Financial Position immediately at the point the charity is committed to either: terminate the employment of an employee or group of employees before normal retirement date; or provide termination benefits as a result of an offer made in order to encourage voluntary redundancy.

2. OTHER TRADING ACTIVITIES

| | 2025 | 2024 |
|--------------------|---------|---------|
| | £ | £ |
| Accreditation Fees | 216,826 | 177,206 |
| Sales and Fees | 38,675 | 32,143 |
| | <hr/> | <hr/> |
| | 255,501 | 209,349 |
| | <hr/> | <hr/> |

All income from other trading activities is unrestricted.

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

3. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

| | 2025 £ | 2024 £ |
|-----------------------------|------------|------------|
| Depreciation - owned assets | 693 | 334 |
| | <u>693</u> | <u>334</u> |

4. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees' expenses

Trustees expenses of £1,186 were reimbursed for the period ended 31 March 2025. (Year ended 31 March 2024: £180)

5. STAFF COSTS

| | 2025 £ | 2024 £ |
|-----------------------|----------------|----------------|
| Wages and salaries | 280,513 | 244,122 |
| Social security costs | 16,335 | 17,582 |
| Other pension costs | 13,035 | 12,231 |
| | <u>309,883</u> | <u>273,935</u> |

Included within Wages and Salaries above are redundancy payments of £2,519. At 31 March 2025, there were no outstanding redundancy payments due.

The average monthly number of employees during the year was as follows:

| | 2025 | 2024 |
|----------------------------------|-----------|----------|
| Chief Executive Officer | 1 | 1 |
| Finance and administration staff | 6 | 3 |
| Campaign staff | 3 | 4 |
| | <u>10</u> | <u>8</u> |

No employees received emoluments in excess of £60,000.

The key management personnel of the charity to whom the Trustees delegate the day-to-day running of the organisation is the Chief Executive. The total employee benefits of the key management personnel of the charity for the year ended 31 March 2025 were £55,978 (Year ended 31 March 2024: £52,012).

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

| | Unrestricted funds £ |
|--|----------------------------|
| INCOME AND ENDOWMENTS FROM | |
| Donations and legacies | 159,601 |
| Other trading activities | 209,349 |
| Total | <u>368,950</u> |
| EXPENDITURE ON | |
| Raising funds | 15,825 |
| Charitable activities | |
| General | 319,184 |
| Total | <u>335,009</u> |
| NET INCOME | 33,941 |
| RECONCILIATION OF FUNDS | |
| Total funds brought forward | 214,068 |
| TOTAL FUNDS CARRIED FORWARD | <u><u>248,009</u></u> |

7. TANGIBLE FIXED ASSETS

| | Fixtures and fittings £ | Computer equipment £ | Totals £ |
|---------------------------|----------------------------------|----------------------------|--------------|
| COST | | | |
| At 1 April 2024 | 1,850 | 5,270 | 7,120 |
| Additions | - | 2,441 | 2,441 |
| | <u>1,850</u> | <u>7,711</u> | <u>9,561</u> |
| At 31 March 2025 | 1,850 | 7,711 | 9,561 |
| DEPRECIATION | | | |
| At 1 April 2024 | 1,850 | 4,937 | 6,787 |
| Charge for year | - | 693 | 693 |
| | <u>1,850</u> | <u>5,630</u> | <u>7,480</u> |
| At 31 March 2025 | 1,850 | 5,630 | 7,480 |
| NET BOOK VALUE | | | |
| At 31 March 2025 | - | 2,081 | 2,081 |
| | <u>-</u> | <u>2,081</u> | <u>2,081</u> |
| At 31 March 2024 | - | 333 | 333 |
| | <u>-</u> | <u>333</u> | <u>333</u> |

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

8. FIXED ASSET INVESTMENTS

| | Shares in group undertaking £ |
|-----------------------------------|--|
| MARKET VALUE | |
| At 1 April 2024 and 31 March 2025 | 1 |
| | <hr/> |
| NET BOOK VALUE | |
| At 31 March 2025 | 1 |
| | <hr/> |
| At 31 March 2024 | 1 |
| | <hr/> |

There were no investment assets outside the UK.

The company's investments at the balance sheet date in the share capital of companies include the following:

White Ribbon Resources Limited

Registered office: United Kingdom

Nature of business: Retail Shop

| | |
|-----------------|--------------|
| Class of share: | % holding |
| Ordinary | 100 |

| | 2025 £ | 2024 £ |
|--------------------------------|-----------|-----------|
| Aggregate capital and reserves | 1 | 1 |

The charity has a wholly owned trading subsidiary, White Ribbon Resources Limited (registered company number: 14491783), which is incorporated in the United Kingdom.

White Ribbon Campaign Ltd holds 100% of the share capital of White Ribbon Resources Limited.

The trading subsidiary was incorporated in England and Wales on 18 November 2022 and prepares financial statements to 31 March each year.

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2025 £ | 2024 £ |
|------------------------------------|-----------|-----------|
| Amounts owed by group undertakings | 165,953 | 28,116 |
| Other debtors | 52,166 | 23,691 |
| Prepayments and accrued income | 677 | - |
| | <hr/> | <hr/> |
| | 218,796 | 51,807 |
| | <hr/> | <hr/> |

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2025 | 2024 |
|------------------------------|----------------|---------------|
| | £ | £ |
| Trade creditors | 4,713 | - |
| VAT | 25,476 | 9,445 |
| Other creditors | 745 | 3,245 |
| Accruals and deferred income | 132,446 | 55,929 |
| | <u>163,380</u> | <u>68,619</u> |

Included within accruals and deferred income is deferred income of £129,631, in respect of accreditation fees received during this financial year in relation to future financial years. £75,623 will be released in the financial year ended 31 March 2026 and the remainder of £54,008 will be released in the financial year ended March 2027.

In the year ended 31 March 2024, accruals and deferred income included deferred income of £54,774. £39,868 has been released within this financial year and the balance of £14,906 will be released within the financial year ended 31 March 2026.

11. MOVEMENT IN FUNDS

| | At 1.4.24 | Net movement in funds | Transfers between funds | At 31.3.25 |
|--|----------------|-----------------------|-------------------------|----------------|
| | £ | £ | £ | £ |
| Unrestricted funds | | | | |
| General fund | 186,445 | 63,080 | 61,564 | 311,089 |
| Designated - Development fund | 20,800 | - | (20,800) | - |
| Designated - Training development fund | 25,731 | - | (25,731) | - |
| Designated - Campaign development fund | 15,033 | - | (15,033) | - |
| | <u>248,009</u> | <u>63,080</u> | <u>-</u> | <u>311,089</u> |
| TOTAL FUNDS | <u>248,009</u> | <u>63,080</u> | <u>-</u> | <u>311,089</u> |

Net movement in funds, included in the above are as follows:

| | Incoming resources | Resources expended | Movement in funds |
|---------------------------|--------------------|--------------------|-------------------|
| | £ | £ | £ |
| Unrestricted funds | | | |
| General fund | 463,491 | (400,411) | 63,080 |
| | <u>463,491</u> | <u>(400,411)</u> | <u>63,080</u> |
| TOTAL FUNDS | <u>463,491</u> | <u>(400,411)</u> | <u>63,080</u> |

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

11. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

| | At 1.4.23 £ | Net movement in funds £ | Transfers between funds £ | At 31.3.24 £ |
|--|----------------|----------------------------------|------------------------------------|--------------------|
| Unrestricted funds | | | | |
| General fund | 154,645 | 33,941 | (2,141) | 186,445 |
| Designated - Development fund | 20,000 | - | 800 | 20,800 |
| Designated - Training development fund | 25,223 | - | 508 | 25,731 |
| Designated - Campaign development fund | 14,200 | - | 833 | 15,033 |
| | <u>214,068</u> | <u>33,941</u> | <u>-</u> | <u>248,009</u> |
| TOTAL FUNDS | <u>214,068</u> | <u>33,941</u> | <u>-</u> | <u>248,009</u> |

Comparative net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| Unrestricted funds | | | |
| General fund | 368,950 | (335,009) | 33,941 |
| | <u>368,950</u> | <u>(335,009)</u> | <u>33,941</u> |
| TOTAL FUNDS | <u>368,950</u> | <u>(335,009)</u> | <u>33,941</u> |

A current year 12 months and prior year 12 months combined position is as follows:

| | At 1.4.23 £ | Net movement in funds £ | Transfers between funds £ | At 31.3.25 £ |
|--|----------------|----------------------------------|------------------------------------|--------------------|
| Unrestricted funds | | | | |
| General fund | 154,645 | 97,021 | 59,423 | 311,089 |
| Designated - Development fund | 20,000 | - | (20,000) | - |
| Designated - Training development fund | 25,223 | - | (25,223) | - |
| Designated - Campaign development fund | 14,200 | - | (14,200) | - |
| | <u>214,068</u> | <u>97,021</u> | <u>-</u> | <u>311,089</u> |
| TOTAL FUNDS | <u>214,068</u> | <u>97,021</u> | <u>-</u> | <u>311,089</u> |

WHITE RIBBON CAMPAIGN LTD

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2025

11. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| Unrestricted funds | | | |
| General fund | 832,441 | (735,420) | 97,021 |
| TOTAL FUNDS | <u>832,441</u> | <u>(735,420)</u> | <u>97,021</u> |

During the year, the Board of Trustees have released all designated funds into the General fund, due to intending to spend from income generated in the year as per the agreed budget going forward. Previously, designated funds were nominally set aside monies for the following:

Development - The board had set aside funds to ensure the continued development of the Charity for the next financial year.

Training Development - The board had designated nine months of wages costs for the development of training.

Campaign Development - The board had designated six months of wages costs for the development of future campaigns for the Charity.

12. EMPLOYEE BENEFIT OBLIGATIONS

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable by the charitable company to the fund and amounted to £13,035 (2024: £12,231). Contributions totalling £nil (2024: £3,218) were payable to the fund at the balance sheet date.

13. RELATED PARTY DISCLOSURES

Trustee's expenses are shown in note 7.

There were no other related party transactions during the year.