

THE CYBERSMILE FOUNDATION

England & Wales · Charity number 1147576

Details

Other names	CYBERSMILE
Status	Registered
Legal form	Charitable company
Company number	08081812
Registered	2012-06-01
Register	View on the Charity Commission register

Contact

Address	Riverside House Riverside Lawn Road Tonbridge United Kingdom TN9 1EP
Phone	0203 949 5592
Email	info@cybersmile.org
Website	www.cybersmile.org

Activities

Objects: THE PROTECTION OF CHILDREN AND YOUNG PEOPLE FROM THE EFFECTS OF CYBER-BULLYING, EXPLOITATION AND/OR EXPOSURE TO INAPPROPRIATE CONDUCT THROUGH THE INTERNET, SOCIAL NETWORK SITES AND OTHER ELECTRONIC COMMUNICATION.THE ADVANCEMENT OF EDUCATION OF THE GENERAL PUBLIC IN THE ISSUES SURROUNDING THE DANGERS OF SOCIAL NETWORK SITES, CYBER-BULLYING AND OTHER FORMS OF EXPLOITATION.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training
- **Who:** Children/young People, The General Public/mankind

Geography

- **Area of benefit:** ENGLAND
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-05-31	£499,037	£543,942	-	-
2024-05-31	£555,932	£625,907	£73,294	2
2023-05-31	£633,001	£672,279	£143,269	2
2022-05-31	£576,767	£605,648	£152,547	2
2021-05-31	£417,732	£427,722	-	-

Trustees

Name	Role	Appointed
Chistopher Dugmore		2017-08-01
Dale Robert Shears		2022-06-13
Suzanne El-Haffar		2017-01-31

THE CYBERSMILE FOUNDATION

England & Wales - Charity number 1147576

Accounts



THE CYBERSMILE FOUNDATION

Annual Financial Report 2024 - 2025

THE CYBERSMILE FOUNDATION
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9
1EP

TRUSTEES
C Dugmore
D Shears
S El-Haffar

SECRETARY
D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES
C. Dugmore

BANK
Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS
The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS
Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENTS

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding 10.

RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership.

However, if an eligible person is recommended, proposed and seconded by members

they can be put forward for election as a Trustee provided that they become a

member of the Charity.

A Trustee may serve for a period of three to nine years, after which she/he must

stand down and, if willing, seek re-election after having been duly proposed and

seconded by members. Trustees are appointed at the Annual General Meeting. This

is done by a show of hands or ballot if the number of nominations exceeds the

vacancies. All nominated Trustees have to be approved by the existing Board of

Trustees prior to the Annual General Meeting.

TRUSTEE INDUCTION AND TRAINING

Trustees are mainly members and an induction course for them is unnecessary. Any

new Trustee who is not a member is given full details of the aims of the Charity and

his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

RESERVES POLICY STATEMENT Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk. Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required. Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day-to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

RELATED PARTIES

In developing the Charity and our related user services over the years, we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All-Party Parliamentary Group For Bullying, The All-Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”, Liverpool FC, and British Telecom.

OBJECTIVES

The Charity's objectives are:-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with organisations internationally and develop working partnerships to effect behavioural, cultural, and systemic change

WHO WE ARE

We are a multi-award-winning non-profit committed to digital wellbeing and tackling all forms of bullying and abuse online. We work toward an internet where everyone is free to communicate, learn, play, and express themselves without fear.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world’s leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

OUR MISSION

Cybersmile exists to create a safer, healthier, and more inclusive internet.

Online safety and digital wellbeing issues such as cyberbullying, misinformation, and harmful content are having a devastating impact on mental and physical health. This is leading to serious problems, including anxiety, depression, disordered eating, self-harm, and suicide.

We are working for systemic change to safeguard internet users while protecting freedom of expression. We believe that a healthy relationship with technology is essential as our lives become increasingly connected.

Our mission is to create a world where people of all ages can thrive online, learning and growing, safe from the serious effects of online problems that currently affect millions of people each year.

Through our evidence-based programs, we help people of all ages realize their full potential by supporting those in need, changing behaviours, and providing education to prepare current and future generations for a safe and positive future.

PERFORMANCE AND ACHIEVEMENTS 2024-2025

GLOBAL SUPPORT SERVICES

Our advisory and support resources enable us to support people who experience abuse, harassment, bullying and all forms of online harm. We work to find solutions and positive outcomes that will enable internet users to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

As access to our online world grows across, the issues facing internet users continue to affect more people. To meet the ever-growing need for support, education and advisory support services, we have continued to develop our support services with a focus on scope, scalability and accessibility.

Our main resources and services are comprised of key areas of activity which allow us to maximise our reach and our digital response capabilities. These include:

Cybersmile Assistant

Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice and information for a wide range of issues such as cyber bullying and online abuse, anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more.

This year we have successfully completed the work needed to improve Cybersmile Assistant conversational program interface. All new features, including the introduction of speech/avatar programs to provide more opportunities for inclusive and diverse modes of delivery, have now been fully integrated onto our newly updated web-site, officially launched in Feb 2025. This integration increases the capacity and scope of our Assistant by providing access to new and updated resources for service users around the world.

Global Support Service

Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. This year we have upgraded our Global Support Service, completely redesigning and rebuilding our back-end infrastructure to ensure service users benefit from a completely seamless experience.

These new enhancements have enabled us to reduce wait times for users needing help at scale via our enhanced access portal. This means that people who may need immediate help are contacted automatically with advice for accessing professional crisis support if needed, and further links to our support resources, including our Global Support Service email advisor team.

Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms.

All enquiries are dealt with confidentially on a one-to-one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective advisory support and direction to approved information and resources.

#AskCybersmile

As part of our work in partnership with 'X', (formerly Twitter), we provide direct access to our Global Support Service to X users. Our trained advisors are able to respond to users who experience problems directly through the X platform - accessible to over 600 million active monthly users.

EDUCATION - PROVISION AND RESOURCES

Our educational programs cover a diverse range of topics and are designed to enhance learning experiences for people of all ages and abilities. Whether an educator, student, or someone who simply loves to learn, we have something for everyone.

We offer a vast range of educational resource types, such as interactive modules, lesson plans, videos, toolkits, and many more. All resources are created by our team of experts and are regularly updated to ensure we are delivering the best possible learning experiences.

We believe that education is not a privilege; it is a basic human right. This is why we make our educational resources completely free for all educators and internet users, wherever they are in the world.

Our e-learning platform is continuously evolving to offer meaningful tips and guides for a growing number of important social issues. The current curriculum includes learning experiences in key areas such as digital wellbeing, online safety, social media, digital civility, and many more.

E-Learning Platform.

This year we have successfully integrated our E-Learning platform into our newly upgraded website at Cybersmile.org - making this valuable interactive learning resource more accessible to our users and the general public. In addition to this upgrade, we have also restructured our entire education archive to ensure increased user access to our library of digital toolkits and educational workshops.

In Oct 24, to mark World Mental Health Day, we announced our ‘Spread Magic, Not Hate’ campaign in partnership with Rainbow SpA, creators of the global animated series ‘Winx Club’ - aimed at tackling online abuse. The campaign was launched at New York Comic Con, which saw more than 200,000 attendees at the Javits Center for the annual event. Real-life Winx fairies met with fans of the show and shared QR codes at the venue, providing direct access to Cybersmile resources. Our campaign promotional video raising awareness of our education and support resources received over 600,000 views. Since launch, our learning platform has educated over 685,000 internet users.

Cybersmile.org

Cybersmile.org remains our primary resource for education, awareness, and guidance - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to internet users across the globe.

In Feb 2025, after three years of development, we officially launched our newly updated Cybersmile.org website; specifically designed to improve accessibility, scalability, and user support. The upgrade features a redesigned back-end infrastructure to provide a seamless experience for those accessing educational and support resources.

Key improvements and features include:

- **Enhanced Accessibility:** The site now exceeds basic compliance, integrating structured content that works with AI, voice assistants, and audio-spoken applications to assist users with varying needs.
- **Data Visualization:** Research reports and statistics are now presented through interactive, animated graphs and "at-a-glance" demographics, making complex data easier to digest.
- **New Support Tools:**
 - **Help Center:** A library of AI-powered videos designed for those who prefer listening over reading.
 - **Helpline Directory:** A searchable database of international organizations offering support via TTY, SMS, and other channels.
 - **Cybersmile Assistant:** An updated AI interface with improved logic to address issues like mental health, body image, and cyberbullying.
- **Resource Library:** A unified hub for free interactive modules, lesson plans, and research reports.
- **New Content Formats:** The site introduced specialized sections such as "The Big Conversation" for expert insights and "Industry News" focusing on digital wellbeing.
- **Partner & Impact Showcase:** An archive of current and previous partnerships, complete with impact metrics and direct links to collaborative activities.

Our educational and advisory content is curated at Cybersmile.org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A's.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, body-image,

doomscrolling, comparison culture, online exploitation, social media and mental health, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.

Access to our resources is promoted throughout the year to our audience of over 3.2 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

Cybersmile.org provided guidance, advice, education and support resources for over 3.8 million internet users this year

RAISING AWARENESS - ONLINE ENGAGEMENT & ACCESSABILITY

Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also providing the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year.

Stop Cyberbullying Day 2024

Founded in 2012 and co-ordinated each year by The Cybersmile Foundation, Stop Cyberbullying Day is a global day of awareness with activities on, and off-line. Every third Friday in June, Stop Cyberbullying Day encourages and empowers millions of people around the world to show their commitment toward a truly inclusive and diverse internet.

Stop Cyberbullying Day (SCD) brings together internet users, brands, academics, educators, media outlets, non-profits, governments and public figures from around the world. The annual event provides a perfect platform to demonstrate or renew commitment to a kinder, more inclusive

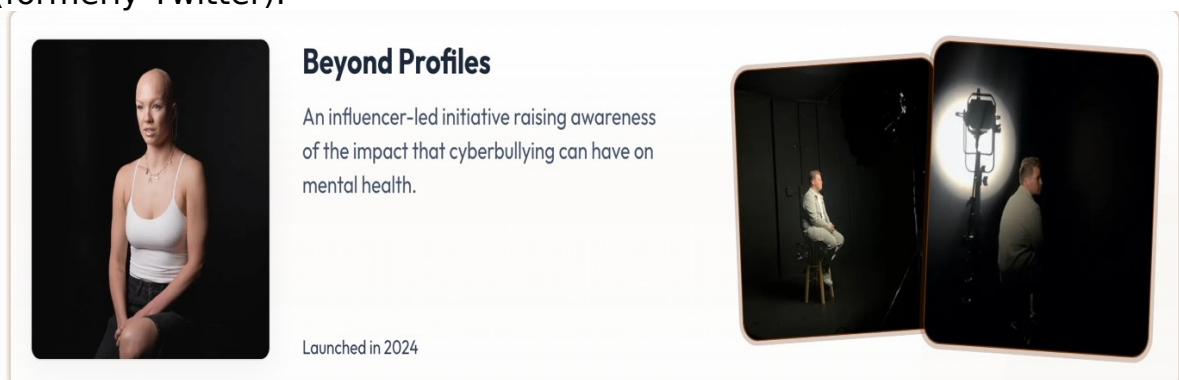
internet. Social media users are encouraged to include #stopcyberbullyingday across social platforms to voice their support for the event.

This year we have again brought together our many supporters, advocates and partners including brands, experts, governments, celebrities and educators to pledge their commitment to a kinder more inclusive internet, and to support our messages for this years Stop Cyberbullying Day – our official day of global awareness.

This year, we marked the SCD 2024 by publishing our new national “Beyond Likes 2024,” a comprehensive national report examining the effects of cyberbullying on the mental health of social media users.

The “Beyond Likes 2024” report surveyed 1,009 adults aged 16 and older to understand their experiences with cyberbullying, both as targets and bystanders, and its impact on their mental health and self-image. This study sheds light on how cyberbullying influences individuals’ perceptions of themselves and their willingness to express themselves online.

SCD 2024 also featured several high-impact digital initiatives including the ‘Beyond Profiles’ campaign: An influencer-led initiative with Zink Talent that featured creators sharing personal experiences with online abuse. The campaign video achieved over 1 million views and trended on X (formerly Twitter).



Advocates and supporters for the day included creators, public figures and thought leaders, who shared inspiring and educational content to demonstrate the power of the internet when used for positive purpose as well as raising awareness of the power that words can have.

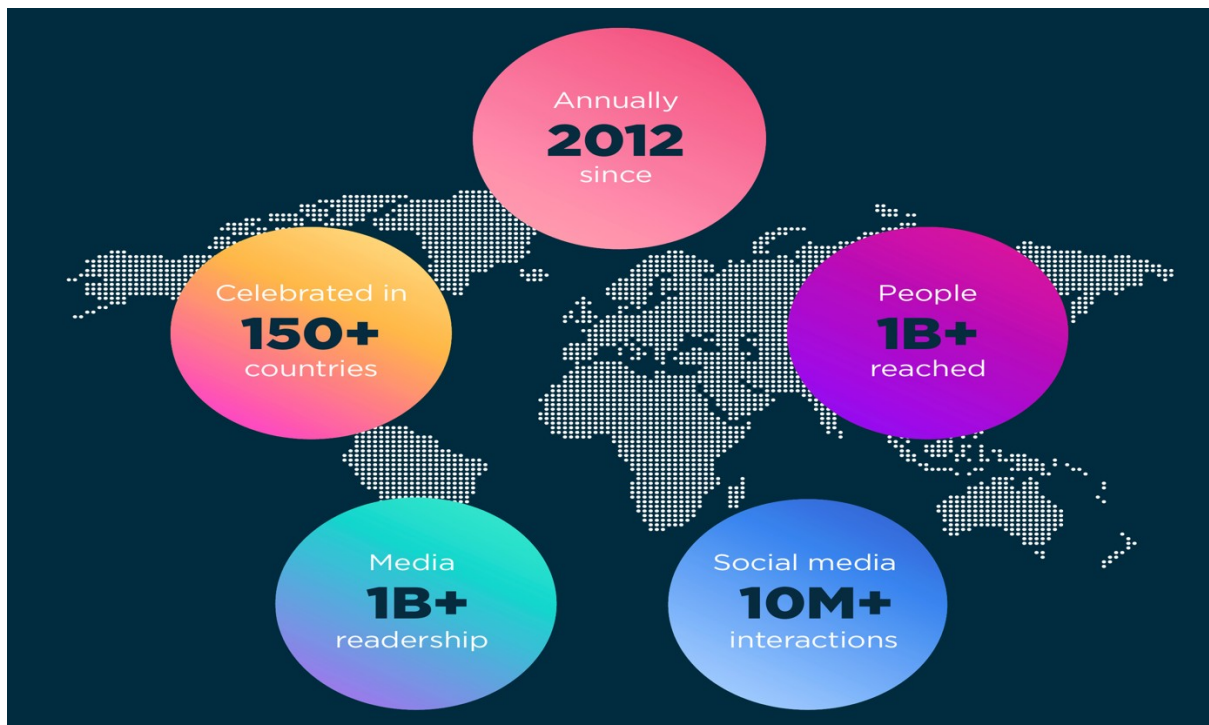
Celebrity and Influencer Ambassadors supporting SCD 2024 include:

- Social media Influencers - Holly H, Chessie King, Johnny Orlando & Lauren Orlando, and Xomgitsbunnie.
- Singers and Actors – Normani Kordei, Kathryn Bernado & Daniel Padilla, Katie Cassidy, Jake Zyrus, Richard Armitage and Garcelle Beauvais.

- Sporting Stars – Pro-golfer Paige Spiranac, WWE Superstar Nicola Glencross, Mr Olympia Athlete Brandon Hendrickson

SCD 2024 Brand Advocates and Corporate Supporters include:

WWE (World Wrestling Entertainment), X (Formerly Twitter), Telenor Group, MTV, TLC alongside celebrity Whitney Thore, star of TV show My Big Fat Fabulous Life, Zinc Talent, and OMBLES (One Minute Briefs).



Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

Partner Campaigning

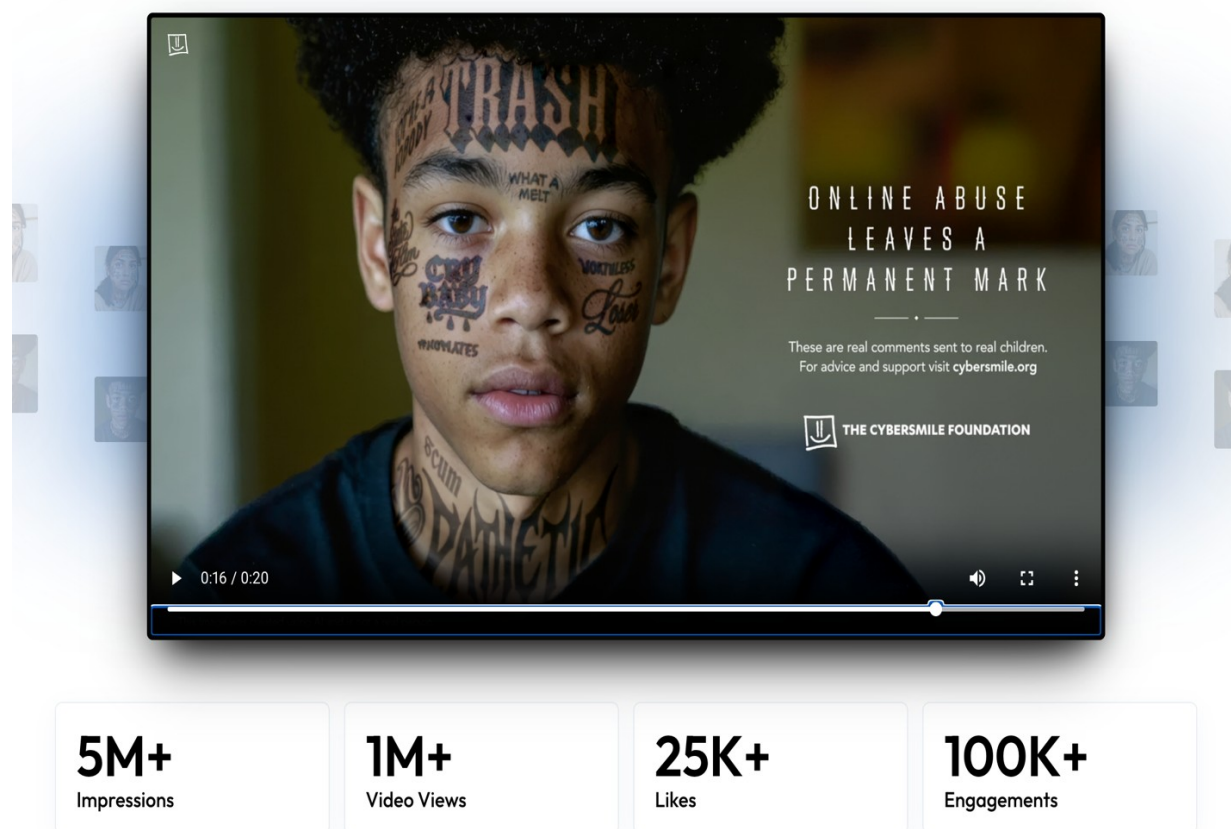
Words are Permanent Campaign.

In May 2025 we launched our “Words are Permanent” public awareness campaign in partnership with creative agency adam&eveDDB.

This innovative awareness campaign took real abusive comments made to young people online and turned them into striking permanent tattoos on

the faces of photorealistic AI-generated children. The initiative highlighted the way online comments only take a few seconds to type but can cause permanent damage to the person being targeted.

The campaign was highlighted as the "Best Print" ad by Best Ads on TV and featured in Creative Salon as a work of the week, reports Creative Salon. The "Words are Permanent" campaign was a continuation of the award-winning partnership between Cybersmile and adam&eveDDB, which in 2018 won Gold, Silver, and Bronze Lions at Cannes with their #TrollingsUgly awareness campaign.



Other notable awareness campaigns this year include:

"Give a Little" (2024-2025): A multi-year partnership with TLC and TikTok.

2024: Featured a PSA with Whitney Way Thore from My Big Fat Fabulous Life focusing on body image and online kindness.

2025: Launched new PSAs featuring Baylen Dupree (Baylen Out Loud) with co-branded TikTok videos highlighting safety tools.

"Beyond Profiles" (Launched June 2024): An influencer-led initiative featuring personal testimonies from creators to remind users of the real emotions behind social media accounts.

"Spread Magic, Not Hate" (October 2024): A global partnership with the Winx Club for World Mental Health Day, featuring a co-branded merchandise capsule and educational content for young adults.

2024: 'The Spread Magic, Not Hate' (in partnership with Winx Club) won the Best Influencer Award at the Digital Licensing Excellence Awards 2024.

Since 2010, Cybersmile campaigns and initiatives have won numerous international awards at prestigious events, including the Cannes Lions Festival of Creativity, Shorty Awards, Campaign Big Awards, The One Show Awards, The Clio Awards and MM+M, to name a few.

Fundraising and Corporate Donations

This year we have raised just under £120,000 through corporate and general public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

Continuing our efforts to acquire long-term funding partners, we have also successfully agreed a partnership with an international health and wellbeing organisation, due to be officially announced in the first quarter of 2026, along with an initial injection of approximately £90,000.

In addition to the funds generously donated to us, this year we have also received £380,000 in donated services from organisations and companies that have supported our mission this year by donating essential resources and services completely free of charge. These include, Google, 'X' Corp (formerly Twitter), JOAN London, and Sky Broadband.

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2025

Prepared By:

Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2025**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks
Riverside House
River Lawn Road
Tonbridge
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TN9 1EP

ACCOUNTS
FOR THE YEAR ENDED 31/05/2025

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**FOR THE YEAR ENDED 31/05/2025
TRUSTEES' REPORT**

The trustees present their report and accounts for the year ended 31/05/2025

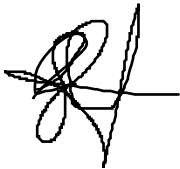
PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 25/02/2026

S El-Haffar
Trustee

A handwritten signature in black ink, consisting of a stylized 'S' followed by a vertical line and a horizontal crossbar.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2025

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2025 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2025

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 24/02/2026

Eight Oaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**Statement of Financial Activities
for the year ended 31/05/2025**

			2025	2024
	Unrestricted funds	Restricted funds	Total	Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	499,037	-	499,037	555,932
Total Income and endowments	499,037	-	499,037	555,932
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,896	-	7,896	8,417
Expenditure on Charitable activities	536,046	-	536,046	617,490
Total Expenses	543,942	-	543,942	625,907
Net gains on investments				
Net Income	(44,905)	-	(44,905)	(69,975)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(44,905)	-	(44,905)	(69,975)
Total funds brought forward	73,294	-	73,294	143,269
Net funds carried forward	28,389	-	28,389	73,294

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

BALANCE SHEET AT 31/05/2025

	Notes	2025 £	2024 £
FIXED ASSETS			
Tangible assets	3	965	1,287
CURRENT ASSETS			
Debtors (amounts falling due within one year)	4	11,363	36,360
Cash at bank and in hand		18,127	37,393
		<u>29,490</u>	<u>73,753</u>
CREDITORS: Amounts falling due within one year	5	<u>2,066</u>	<u>1,746</u>
NET CURRENT ASSETS		<u>27,424</u>	<u>72,007</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>28,389</u>	<u>73,294</u>
CAPITAL AND RESERVES			
Unrestricted funds	7		
General fund		<u>28,389</u>	<u>73,294</u>
		<u>28,389</u>	<u>73,294</u>

For the year ending 31/05/2025 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 25/02/2026 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2025**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. EMPLOYEES

	2025	2024
	No.	No.
Average number of employees	2	2

3. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2024	8,167	8,167
At 31/05/2025	8,167	8,167
Depreciation		
At 01/06/2024	6,880	6,880
For the year	322	322
At 31/05/2025	7,202	7,202
Net Book Amounts		
At 31/05/2025	965	965
At 31/05/2024	1,287	1,287

4. DEBTORS

	2025 £	2024 £
Amounts falling due within one year:		
Other debtors	11,363	36,360
	<u>11,363</u>	<u>36,360</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Taxation and social security	1,766	1,746
Other creditors	300	-
	<u>2,066</u>	<u>1,746</u>

6. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2025 there were 3 members.

7. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	73,294	499,037	(543,942)	-	28,389
	<u>73,294</u>	<u>499,037</u>	<u>(543,942)</u>	<u>-</u>	<u>28,389</u>

8. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

Incoming Resources
for the year ended 31/05/2025

		2025	2024
		£	£
Incoming resources			
Incoming resources from generated funds			
Grants			
Donated Services	<u>380,000</u>	<u>485,000</u>	
	380,000	485,000	
Donations			
General Donations	<u>119,037</u>	<u>70,932</u>	
	119,037	70,932	
	<u>499,037</u>	<u>555,932</u>	
	<u>499,037</u>	<u>555,932</u>	

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2025**

	2025	2024
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,896	8,417
	<u>7,896</u>	<u>8,417</u>
	<u>7,896</u>	<u>8,417</u>
Charitable Activities		
General		
Educational Resources	12,028	12,308
Website	53,567	25,981
International	11,308	11,453
Support Services	18,704	19,460
Marketing and Public Relations	392,025	497,949
Research	16,862	17,334
	<u>504,494</u>	<u>584,485</u>
Governance Costs		
Administrative costs	26,122	27,826
Legal & Professional costs	5,430	5,179
	<u>31,552</u>	<u>33,005</u>
	<u>543,942</u>	<u>625,907</u>

Registered number: 08081812
Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2025

Prepared By:
Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2025**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

ACCOUNTS
FOR THE YEAR ENDED 31/05/2025

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Statement of Financial Activities	6
Balance Sheet	7
Notes to the Accounts	8 to 12
Detailed Statement of Financial Activities	11

**FOR THE YEAR ENDED 31/05/2025
TRUSTEES' REPORT**

The trustees present their report and accounts for the year ended 31/05/2025

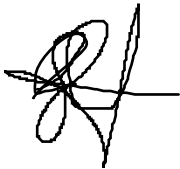
PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 25/02/2026

S El-Haffar
Trustee

A handwritten signature in black ink, consisting of a stylized 'S' followed by a series of loops and a horizontal line extending to the right.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2025

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2025 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2025

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 24/02/2026

Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**Statement of Financial Activities
for the year ended 31/05/2025**

			2025	2024
	Unrestricted funds	Restricted funds	Total	Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	499,037	-	499,037	555,932
Total Income and endowments	499,037	-	499,037	555,932
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,896	-	7,896	8,417
Expenditure on Charitable activities	536,046	-	536,046	617,490
Total Expenses	543,942	-	543,942	625,907
Net gains on investments				
Net Income	(44,905)	-	(44,905)	(69,975)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(44,905)	-	(44,905)	(69,975)
Total funds brought forward	73,294	-	73,294	143,269
Net funds carried forward	28,389	-	28,389	73,294

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

BALANCE SHEET AT 31/05/2025

	Notes	2025 £	2024 £
FIXED ASSETS			
Tangible assets	3	965	1,287
CURRENT ASSETS			
Debtors (amounts falling due within one year)	4	11,363	36,360
Cash at bank and in hand		18,127	37,393
		<u>29,490</u>	<u>73,753</u>
CREDITORS: Amounts falling due within one year	5	<u>2,066</u>	<u>1,746</u>
NET CURRENT ASSETS		<u>27,424</u>	<u>72,007</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>28,389</u>	<u>73,294</u>
CAPITAL AND RESERVES			
Unrestricted funds	7		
General fund		<u>28,389</u>	<u>73,294</u>
		<u>28,389</u>	<u>73,294</u>

For the year ending 31/05/2025 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 25/02/2026 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2025**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. EMPLOYEES

	2025	2024
	No.	No.
Average number of employees	2	2

3. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2024	8,167	8,167
At 31/05/2025	8,167	8,167
Depreciation		
At 01/06/2024	6,880	6,880
For the year	322	322
At 31/05/2025	7,202	7,202
Net Book Amounts		
At 31/05/2025	965	965
At 31/05/2024	1,287	1,287

4. DEBTORS

	2025 £	2024 £
Amounts falling due within one year:		
Other debtors	11,363	36,360
	<u>11,363</u>	<u>36,360</u>

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	2025	2024
	£	£
Taxation and social security	1,766	1,746
Other creditors	300	-
	<u>2,066</u>	<u>1,746</u>

6. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2025 there were 3 members.

7. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	73,294	499,037	(543,942)	-	28,389
	<u>73,294</u>	<u>499,037</u>	<u>(543,942)</u>	<u>-</u>	<u>28,389</u>

8. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

Incoming Resources
for the year ended 31/05/2025

		2025	2024
		£	£
Incoming resources			
Incoming resources from generated funds			
Grants			
Donated Services	<u>380,000</u>	<u>485,000</u>	
		380,000	485,000
Donations			
General Donations	<u>119,037</u>	<u>70,932</u>	
		119,037	70,932
		<u>499,037</u>	<u>555,932</u>
		<u>499,037</u>	<u>555,932</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2025**

	2025	2024
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,896	8,417
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	<u>7,896</u>	<u>8,417</u>
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General		
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International	11,308	11,453
Support Services	18,704	19,460
Marketing and Public Relations	392,025	497,949
Research	16,862	17,334
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Governance Costs		
Administrative costs	26,122	27,826
Legal & Professional costs	5,430	5,179
	<u>31,552</u>	<u>33,005</u>
	<u>543,942</u>	<u>625,907</u>

THE CYBERSMILE FOUNDATION

England & Wales - Charity number 1147576

Accounts



THE CYBERSMILE FOUNDATION

Annual Financial Report 2023 - 2024

THE CYBERSMILE FOUNDATION
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9 1EP

TRUSTEES
C Dugmore
D Shears
S El-Haffar

SECRETARY
D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES
C. Dugmore

BANK
Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS
The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS
Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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TRUSTEES' REPORT FOR THE YEAR ENDED 31st May 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENTS

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding 10.

RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership. However, if an eligible person is recommended, proposed and seconded by members they can be put forward for election as a Trustee provided that they become a member of the Charity.

A Trustee may serve for a maximum period of three years, after which she/he must stand down and, if willing, seek re-election after having been duly proposed and seconded by members. Trustees are appointed at the Annual General Meeting. This is done by a show of hands or ballot if the number of nominations exceeds the vacancies. All nominated Trustees have to be approved by the existing Board of Trustees prior to the Annual General Meeting.

TRUSTEE INDUCTION AND TRAINING

Trustees are mainly members and an induction course for them is unnecessary. Any new Trustee who is not a member is given full details of the aims of the Charity and his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

RESERVES POLICY STATEMENT Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk. Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required.

Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day- to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

RELATED PARTIES

In developing the Charity and our related user services we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All-Party Parliamentary Group For Bullying, The All-Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Twitter Safety Team, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”.

OBJECTIVES

The Charity's objectives are :-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with organisations internationally and develop working partnerships to affect change

THE CYBERSMILE FOUNDATION – WHAT WE DO

The Cybersmile Foundation is a multi-award-winning anti-cyberbullying non-profit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives. Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

OUR MISSION

Everyone should have an equal right to access and enjoy our connected world.

Online problems and the impact that they can have on our mental and physical health are holding many back from enjoying the benefits that access to the internet can provide.

We are committed to helping everyone realize their true potential by supporting those in need, changing problematic behaviors, and through education, preparing this and future generations for a safe and positive future.

PERFORMANCE AND ACHIEVEMENTS 2023-2024

GLOBAL SUPPORT SERVICES

Our advisors and support resources enable us to support people who experience abuse, harassment, bullying and all forms of online harm. We work to find solutions and positive outcomes that will enable internet users to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

As access to our online world grows across, the issues facing internet users continue to affect more people. To meet the ever-growing need for support, education and advisory support services, we have continued to develop our support services with a focus on scope, scalability and accessibility.

Our main resources and services are comprised of key areas of activity which allow us to maximise our reach and our digital response capabilities. These include:

Cybersmile Assistant

Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice, information for issues such as cyber bullying and online abuse, anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more.

This year we have completed much of the work needed to improve Cybersmile Assistant conversational program interface, including the introduction of speech/avatar programs to provide more opportunities for inclusive and diverse modes of delivery, and the integration of the Assistant onto our newly updated web-site due to launch in Q4 2024. This integration increases the capacity and scope of our Assistant by providing access to new and updated resources for our service users.

Help@Cybersmile.org

Help@Cybersmile.org is dedicated email based advisory support service which provides users with one-to-one email support via our trained advisors. Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms. All enquiries are dealt with confidentially on a one-to-one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective advisory support and direction to approved information and resources.

#AskCybersmile

As part of our work in partnership with 'X', (formerly Twitter), we provide direct access to our Global Support Service to X users. Our trained advisors are able to respond to users who

experience problems directly through the X platform - accessible to over 600 million active monthly users.

Testimonials from our service users.

"It's amazing once you get to know that you can get help from people all around the world that you don't even know. They helped me SOOO much, that's why I support Cybersmile in every possible way that I can. Thank you Cybersmile for the help you have given me and everybody else you help so much. Thank you!"

Algeria

"I think The Cybersmile Foundation is a brilliant organisation, they are doing a lot to help people. I am so glad I found them because they play a really big role in helping lots of people around the world. They literally save lives! Amazing!"

USA.

"With the help of Cybersmile I learnt that I didn't have to feel alone or lost for words, in fact, the Cybersmile team helped me find the words to help those around me in my community. Thank you Cybersmile, you guys have changed my life and so many others for the better."

New Zealand

"I discovered Cybersmile, at times it was all I needed to wipe those tears and walk up straight again, you helped me get through some days, and taught me to always keep my head up and know whenever darkness takes over, sometime soon the sun will rise again."

Tunisia

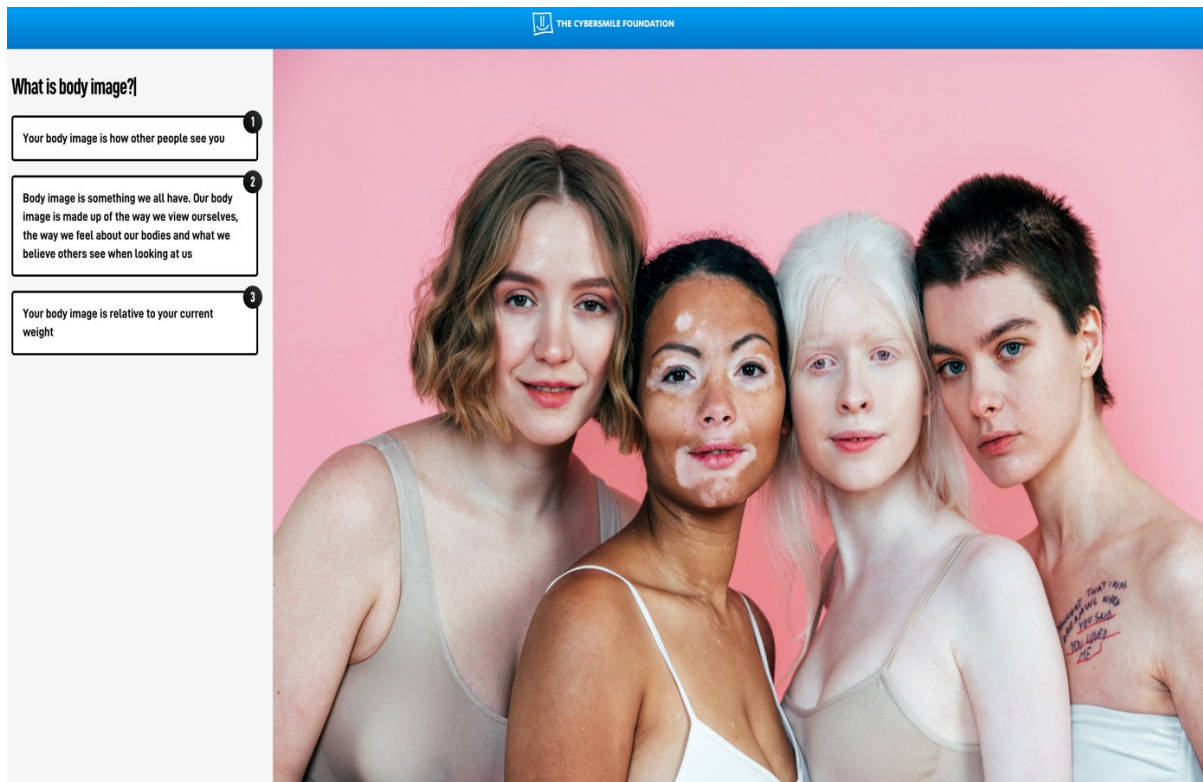
Over the past year, Cybersmile Global Support services has supported over 4.2 million internet users around the world.

EDUCATION – PROVISION AND RESOURCES

Interactive Digital Learning Platform.

The Cybersmile Interactive Learning Platform contains interactive learning modules covering a wide range of topics. The modules are designed to deliver learning outcomes to students that teach them how recognize risk in digital environments, how to deal with challenging or uncomfortable situations and how to develop healthy online behaviours.

In Oct 23, we launched a new module to mark World Mental Health Day. The new 'Body Image' has been created to help users learn about the impact that social media can have on our on their mental health as well as physical wellbeing in relation to the way they feel about their bodies. The learning module provides users with a wide number of questions that focus on key areas covering body-confidence, insecurities, distorted body-image, social comparisons, self-criticism, self-validation, mindfulness and self-care.



The new learning module, which was developed using the findings from the Cybersmile’s new “Body Beautiful 2023 report has been incorporated into the Cybersmile Education Program, which contains a full curriculum of interactive learning modules focusing on a wide range of issues affecting internet users of all ages.

Since launch, our learning platform has educated over 485,000 internet users.

Cybersmile.org

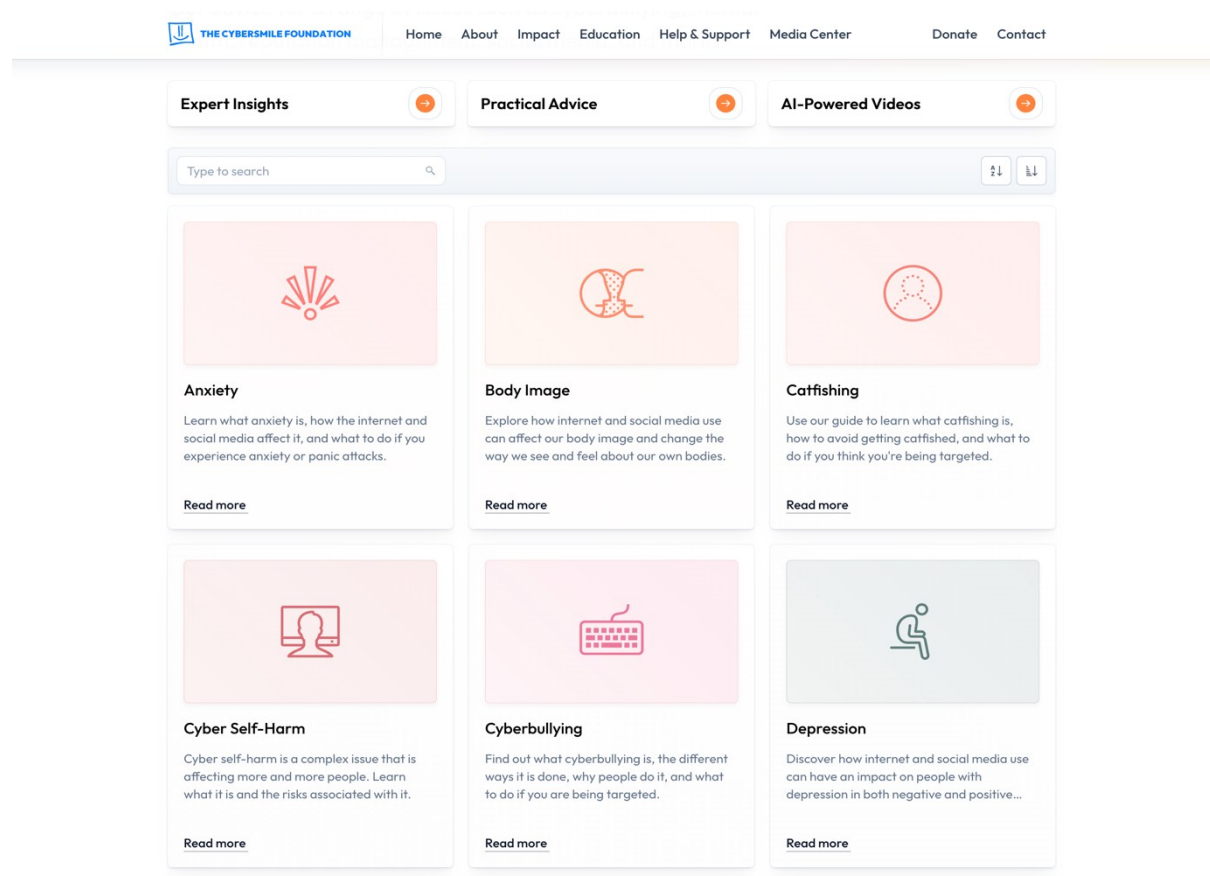
Cybersmile.org remains our primary resource for education, awareness, and guidance - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to internet users across the globe.

Our educational and advisory content is curated at Cybersmile org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A’s and access to our online community forum.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, extortion, sexual blackmail, revenge porn, self-harming, doxing, hacking and game-rage, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.



Access to our resources is promoted throughout the year to our audience of over 2.8 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

Research and development of our site upgrade is continuing as we integration our entire site with new AI-based technologies. We have completed most of the upgrades as well as incorporating a huge amount of new, and refreshed material into our new site build. We are currently testing the platform and are going ahead with a 'soft' launch in the last quarter of 2024, with an official launch being scheduled for the first quarter of 2025.

Cybersmile.org provided guidance, advice, education and support resources for over 3.4 million internet users this year

RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY

Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also providing the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year.

Stop Cyberbullying Day 2023

This year we have again brought together our many supporters, advocates and partners including brands, experts, governments, celebrities and educators to pledge their commitment to a kinder more inclusive internet, and to support our messages for this years Stop Cyberbullying Day – our official day of global awareness.

We also marked the day by publishing our new national report Comparison Culture 2023, which explores the impact of social media comparisons on Gen Z in the UK.

This year's supporters included creators, public figures and thought leaders who shared inspiring and educational content to demonstrate the power of the internet when used for positive purpose as well as raising awareness of the power that words can have.

Featured supporters and public figures taking part in this year's event included:

- **Education & Government:** Los Angeles Unified Schools, Consumer Protection Ontario, McGraw Hill PreK-12, Education Ontario, Conciencia Digital, East Riding Council UK, Thammasat University Student Committee Thailand, The National Cyber Security Center of the Kingdom of Bahrain, Common Sense Education.
- **Telecom & Finance:** Samsung, Tigo Costa Rica, Tigo Guatemala, Millicom, Telus, ESET, Exa Networks, LH Bank Thailand.
- **Public Figures & Celebrities:** Holly H, Jillian Mercado, Anastasia Pagonis, Nicola Glencross, Dr. Deborah Gilboa, Dr. Barbara Mariposa, Digital Dada Podcast, Robin Martin.
- **Sports, Entertainment & Lifestyle:** ITV, Sky, Urban Decay, Guild Esports, Wicked UK, PPTV HD 36 Thailand, Thai PBS News, WeAre8, CoverageBook.
- **NGOs & Institutions:** UNICEF Thailand, Foundation of Light, Internet Matters, Childnet, Digital Rights Foundation, DFWAC, Argentina Cibersegura, American

Veterinary Medical Association, Center for Violence Prevention at Children's Hospital of Philadelphia, SCG Foundation, Juvenile Welfare Board Pinellas County, Nation

Some examples of this year's Stop Cyberbullying Day Community Engagement:

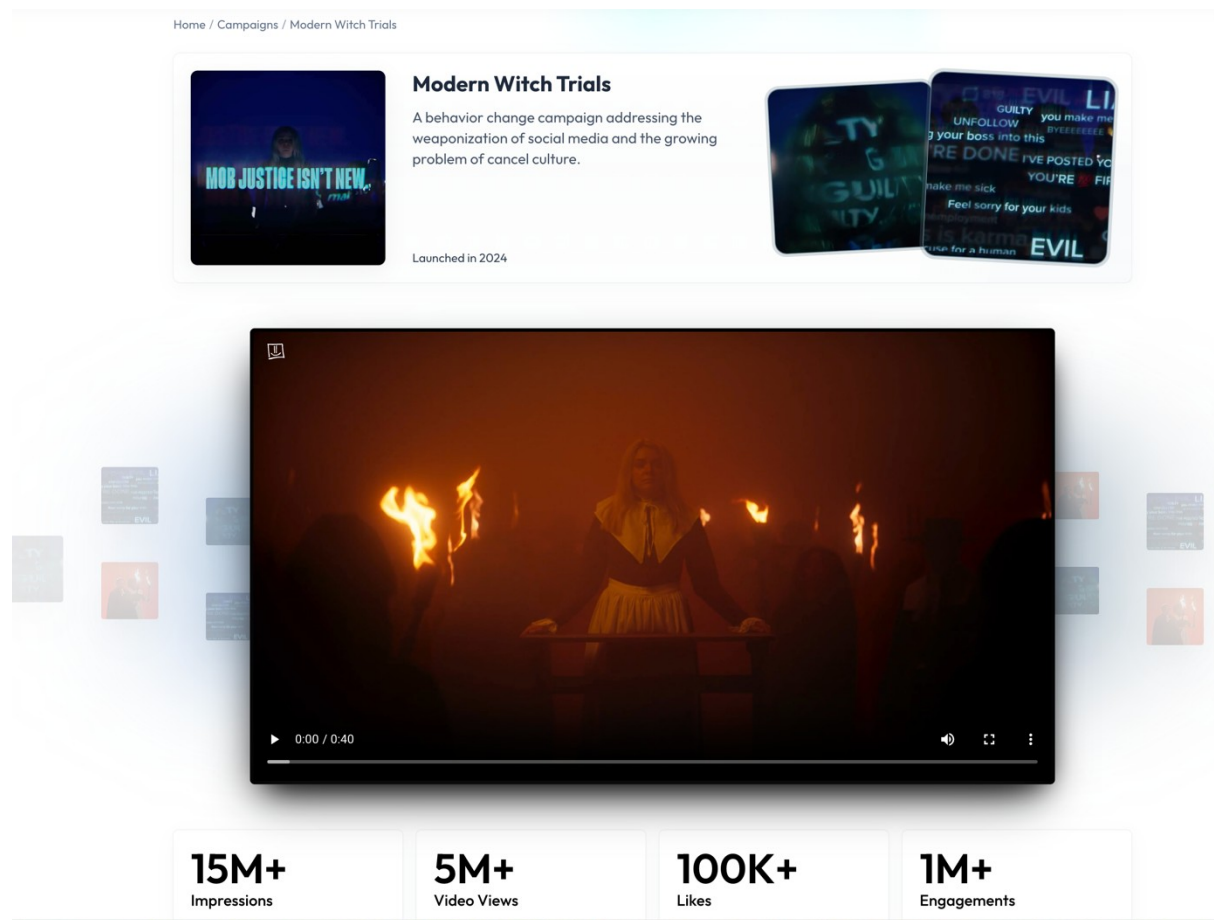
- Join #StopCyberbullyingDay today and take a moment to raise awareness! This global initiative, coordinated by The @CybersmileHQ, focuses on building a diverse and inclusive digital Internet. Did you know that according to the NGO, 60% of internet users have experienced bullying, abuse, or harassment online? #StopCyberbullyingDay – **Karim Antonio Lesina, EVP and Chief External Affairs Officer at Millicom**
- On #StopCyberbullyingDay, join us and take a stand against cyberbullying. Together we can do this. #DigitalCitizenship – **Los Angeles Unified Schools**
- 60% of internet users have witnessed or been targeted with #bullying, harassment, or abuse. On #StopCyberbullyingDay, it's important to bring awareness to the prevalence of this issue and promote solutions for a kinder, more inclusive internet for all. – **Netsweeper**
- #StopCyberBullyingDay. It's high time to break the chains of #onlinebullying and create a digital world where everyone feels safe and valued! Spread #love, #kindness, and #respect in virtual interactions and let's empower each other to make a positive impact online! – **Mitsogo Inc**
- June 16 is #StopCyberbullyingDay. Help us #EndBullying by providing kids with the tools to ensure their online safety. – **Telus**
- Today is #stopcyberbullyingday. Join us in taking a moment to raise awareness of the impact that our words can have online. Learn how you can support the day here <https://stopcyberbullyingday.org> – **Advanced Network Systems**
- For #StopCyberbullyingDay, let's ensure online safety & protect #ChildrensMentalHealth. Cyberbullying can have severe consequences on a child's well-being, causing anxiety, depression, and low self-esteem. – **Juvenile Welfare Board**
- The internet is an amazing resource for children and young people, but could be even better without bullying, harassment and abuse ♥ this is why today we are supporting #stopcyberbullyingday – **Birmingham LSCP**

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

Partner Campaigning

In May 2024 the Cybersmile Foundation was awarded 10 Telly Awards for 'Modern Witch Trials', a campaign launched in February 2024 to tackle the weaponization of social media and the growing problem of online mob harassment. The campaign's short film garnered

international recognition with more than 5 million video views and inspiring meaningful conversations.



Other notable awareness campaigns this year include:

- Cybersmile and Urban Decay launch their “Be Fearless Experience”
- Cybersmile launch “Body Beautiful Campaign” on World Mental Health Day
- Cybersmile, Sky Broadband and Guild Esports team up to tackle abuse of women gamers.

Since 2010, Cybersmile campaigns and initiatives have won numerous international awards at prestigious events, including the Cannes Lions Festival of Creativity, Shorty Awards, Campaign Big Awards, The One Show Awards, The Clio Awards and MM+M, to name a few.

Fundraising and Corporate Donations

This year we have raised just under £70,000 through corporate and public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

We have experienced a downturn in levels of corporate funding and general donations this year as we transition between long-term funding partners. In an effort to address this we have successfully widened the scope of our partner outreach and fundraising efforts throughout 2024 and are currently negotiating with potential partners for funding in 2025-6. We have also created multiple access portals for donations and partner funding opportunities as part of our new website build due to for launch in Q4 2024 - adding a valuable stream of potential income for the charity moving into 2025.

In addition to the funds generously donated to us, this year we have also received £485,000 in donated services from organisations and companies that have supported our mission this year by donating essential resources and services completely free of charge. These include, Google, 'X' Corp (formerly Twitter), JOAN London, and Sky Broadband.

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2024

Prepared By:

Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2024**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eight Oaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2024**

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FOR THE YEAR ENDED 31/05/2024
TRUSTEES' REPORT

The trustees present their report and accounts for the year ended 31/05/2024

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2025

S El-Haffar
Trustee

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2024

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2024 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2024

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Christopher Dixon ACMA

.....

Date: 26/02/2025

Statement of Financial Activities
for the year ended 31/05/2024

	Unrestricted funds	Restricted funds	2024 Total	2023 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	555,932	-	555,932	663,001
Total Income and endowments	555,932	-	555,932	663,001
Expenses				
Costs of generating funds				
Expenditure on Raised funds	8,417	-	8,417	7,708
Expenditure on Charitable activities	617,490	-	617,490	664,571
Total Expenses	625,907	-	625,907	672,279
Net gains on investments				
Net Income	(69,975)	-	(69,975)	(9,278)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(69,975)	-	(69,975)	(9,278)
Total funds brought forward	143,269	-	143,269	152,547
Net funds carried forward	73,294	-	73,294	143,269

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

BALANCE SHEET AT 31/05/2024

	Notes	2024 £	2023 £
FIXED ASSETS			
Tangible assets	3	1,287	1,929
CURRENT ASSETS			
Debtors (amounts falling due within one year)	4	36,360	28,954
Cash at bank and in hand		<u>37,393</u>	<u>116,847</u>
		73,753	145,801
CREDITORS: Amounts falling due within one year	5	<u>1,746</u>	<u>4,461</u>
NET CURRENT ASSETS		<u>72,007</u>	<u>141,340</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>73,294</u>	<u>143,269</u>
CAPITAL AND RESERVES			
Unrestricted funds	7		
General fund		<u>73,294</u>	<u>143,269</u>
		<u>73,294</u>	<u>143,269</u>

For the year ending 31/05/2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2125 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2024**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. EMPLOYEES

	2024	2023
	No.	No.
Average number of employees	2	2

3. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2023	8,167	8,167
At 31/05/2024	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2023	6,238	6,238
For the year	<u>642</u>	<u>642</u>
At 31/05/2024	<u>6,880</u>	<u>6,880</u>
Net Book Amounts		
At 31/05/2024	<u>1,287</u>	<u>1,287</u>
At 31/05/2023	<u>1,929</u>	<u>1,929</u>

4. DEBTORS

	2024 £	2023 £
Amounts falling due within one year:		
Other debtors	<u>36,360</u>	<u>28,954</u>
	<u>36,360</u>	<u>28,954</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Taxation and social security	<u>1,746</u>	<u>4,461</u>
	<u>1,746</u>	<u>4,461</u>

6. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2024 there were 3 members.

7. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	143,269	555,932	(625,907)	-	73,294
	<u>143,269</u>	<u>555,932</u>	<u>(625,907)</u>	<u>-</u>	<u>73,294</u>

8. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

Incoming Resources
for the year ended 31/05/2024

	2024		2023	
	£		£	
Incoming resources				
Incoming resources from generated funds				
Grants				
Donated Services	<u>485,000</u>	485,000	<u>530,000</u>	530,000
 Donations				
General Donations	<u>70,932</u>	70,932	<u>133,001</u>	133,001
	<u>555,932</u>		<u>663,001</u>	
	<u>555,932</u>		<u>663,001</u>	

The Cybersmile Foundation

Expenses
for the year ended 31/05/2024

	2024	<i>2023</i>
	£	<i>£</i>
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	<u>8,417</u>	<u>7,708</u>
	<u>8,417</u>	<u>7,708</u>
	<u>8,417</u>	<u>7,708</u>
Charitable Activities		
General		
Educational Resources	12,308	6,712
Website	25,981	35,000
International	11,453	10,780
Support Services	19,460	18,438
Marketing and Public Relations	497,949	545,720
Research	<u>17,334</u>	<u>12,102</u>
	<u>584,485</u>	<u>628,752</u>
 Governance Costs		
Administrative costs	27,826	32,020
Legal & Professional costs	<u>5,179</u>	<u>3,799</u>
	<u>33,005</u>	<u>35,819</u>
	<u>625,907</u>	<u>672,279</u>

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2024

Prepared By:

Eightoaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2024**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eight Oaks
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2024**

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FOR THE YEAR ENDED 31/05/2024
TRUSTEES' REPORT

The trustees present their report and accounts for the year ended 31/05/2024

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2025

S El-Haffar
Trustee

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2024

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2024 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2024

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Christopher Dixon ACMA

.....

Date: 26/02/2025

Statement of Financial Activities
for the year ended 31/05/2024

	Unrestricted funds	Restricted funds	2024 Total	2023 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	555,932	-	555,932	663,001
Total Income and endowments	555,932	-	555,932	663,001
Expenses				
Costs of generating funds				
Expenditure on Raised funds	8,417	-	8,417	7,708
Expenditure on Charitable activities	617,490	-	617,490	664,571
Total Expenses	625,907	-	625,907	672,279
Net gains on investments				
Net Income	(69,975)	-	(69,975)	(9,278)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(69,975)	-	(69,975)	(9,278)
Total funds brought forward	143,269	-	143,269	152,547
Net funds carried forward	73,294	-	73,294	143,269

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

BALANCE SHEET AT 31/05/2024

	Notes	2024 £	2023 £
FIXED ASSETS			
Tangible assets	3	1,287	1,929
CURRENT ASSETS			
Debtors (amounts falling due within one year)	4	36,360	28,954
Cash at bank and in hand		<u>37,393</u>	<u>116,847</u>
		73,753	145,801
CREDITORS: Amounts falling due within one year	5	<u>1,746</u>	<u>4,461</u>
NET CURRENT ASSETS		<u>72,007</u>	<u>141,340</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>73,294</u>	<u>143,269</u>
CAPITAL AND RESERVES			
Unrestricted funds	7		
General fund		<u>73,294</u>	<u>143,269</u>
		<u>73,294</u>	<u>143,269</u>

For the year ending 31/05/2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2125 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2024**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. EMPLOYEES

	2024	2023
	No.	No.
Average number of employees	2	2

3. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2023	8,167	8,167
At 31/05/2024	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2023	6,238	6,238
For the year	<u>642</u>	<u>642</u>
At 31/05/2024	<u>6,880</u>	<u>6,880</u>
Net Book Amounts		
At 31/05/2024	<u>1,287</u>	<u>1,287</u>
At 31/05/2023	<u>1,929</u>	<u>1,929</u>

4. DEBTORS

	2024 £	2023 £
Amounts falling due within one year:		
Other debtors	<u>36,360</u>	<u>28,954</u>
	<u>36,360</u>	<u>28,954</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Taxation and social security	<u>1,746</u>	<u>4,461</u>
	<u>1,746</u>	<u>4,461</u>

6. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2024 there were 3 members.

7. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	143,269	555,932	(625,907)	-	73,294
	<u>143,269</u>	<u>555,932</u>	<u>(625,907)</u>	<u>-</u>	<u>73,294</u>

8. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

Incoming Resources
for the year ended 31/05/2024

	2024		2023	
	£		£	
Incoming resources				
Incoming resources from generated funds				
Grants				
Donated Services	<u>485,000</u>	485,000	<u>530,000</u>	530,000
 Donations				
General Donations	<u>70,932</u>	70,932	<u>133,001</u>	133,001
	<u><u>555,932</u></u>		<u><u>663,001</u></u>	
	<u><u>555,932</u></u>		<u><u>663,001</u></u>	

Expenses
for the year ended 31/05/2024

	2024	<i>2023</i>
	£	<i>£</i>
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	8,417	7,708
	<u>8,417</u>	<u>7,708</u>
	<u>8,417</u>	<u>7,708</u>
Charitable Activities		
General		
Educational Resources	12,308	6,712
Website	25,981	35,000
International	11,453	10,780
Support Services	19,460	18,438
Marketing and Public Relations	497,949	545,720
Research	17,334	12,102
	<u>584,485</u>	<u>628,752</u>
 Governance Costs		
Administrative costs	27,826	32,020
Legal & Professional costs	5,179	3,799
	<u>33,005</u>	<u>35,819</u>
	<u>625,907</u>	<u>672,279</u>

THE CYBERSMILE FOUNDATION

England & Wales - Charity number 1147576

Accounts



THE CYBERSMILE FOUNDATION

Annual Financial Report 2022 - 2023

THE CYBERSMILE FOUNDATION
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9 1EP

TRUSTEES
C Dugmore
D Shears
S El-Haffar

SECRETARY
D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES
C. Dugmore

BANK
Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS
The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS
Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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TRUSTEES' REPORT FOR THE YEAR ENDED 31st May 2023

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENTS

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding 10.

RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership. However, if an eligible person is recommended, proposed and seconded by members they can be put forward for election as a Trustee provided that they become a member of the Charity.

A Trustee may serve for a maximum period of three years, after which she/he must stand down and, if willing, seek re-election after having been duly proposed and seconded by members. Trustees are appointed at the Annual General Meeting. This is done by a show of hands or ballot if the number of nominations exceeds the vacancies. All nominated Trustees have to be approved by the existing Board of Trustees prior to the Annual General Meeting.

TRUSTEE INDUCTION AND TRAINING

Trustees are mainly members and an induction course for them is unnecessary. Any new Trustee who is not a member is given full details of the aims of the Charity and his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

RESERVES POLICY STATEMENT Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk. Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required.

Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day- to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

RELATED PARTIES

In developing the Charity and our related user services we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All-Party Parliamentary Group For Bullying, The All-Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Twitter Safety Team, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”.

OBJECTIVES

The Charity's objectives are :-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with organisations internationally and develop working partnerships to affect change

THE CYBERSMILE FOUNDATION – WHAT WE DO

The Cybersmile Foundation is a multi-award-winning anti-cyberbullying non-profit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives. Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

OUR MISSION

Our mission is a simple one; we believe that everybody should have the right to access and enjoy the benefits that our new connected digital world offers – without the fear of bullying, threats and abuse.

Unfortunately, cyberbullying, harassment and digital abuse is increasing, holding many back from enjoying the benefits that access to the internet can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied and abused online, changing the behaviour of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

PERFORMANCE AND ACHIEVEMENTS 2022-2023

GLOBAL SUPPORT SERVICES

Our advisors and support resources enable us to help internet users who experience abuse, harassment, bullying and all forms of online harm. We work with people to find solutions and positive outcomes that will enable them to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

As access to our online world grows across, the issues facing internet users continue to affect more people. To meet the ever-growing need for support, education and advisory support services, we have continued to develop our support services with a focus on scope, scalability and accessibility.

Our main resources and services are comprised of key areas of activity which allow us to maximise our reach and our digital response capabilities. These include:

Cybersmile Assistant

Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice, information for issues such as cyber bullying and online abuse, anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. This year we have continued to enhance the range and accessibility of the Cybersmile Assistant, and have also begun the research and development of further AI capabilities to improve the overall capabilities and accessibility of the assistant. Plans for 2024 include the development of improved language models to enhance the conversational program interface, and the introduction of speech/avatar programs to provide more opportunities for inclusive and diverse modes of delivery.

Help@Cybersmile.org

Help@Cybersmile.org is dedicated email based advisory support service which provides users with one-to-one email support via our trained advisors. Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms. All enquiries are dealt with confidentially on a one-to-one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective advisory support and direction to approved information and resources.

#AskCybersmile

As part of our work in partnership with 'X', (formerly Twitter), we provide direct access to our Global Support Service to X users. Our trained advisors are able to respond to users who experience problems directly through the X platform - accessible to over 550 million active monthly users.

Testimonials from our service users.

"Cybersmile is an authentic space of affirmation and encouragement. It doesn't matter who you are or where you are located – this community is always ready to remind you that you matter, you belong and you have a right to be here. Somehow, I always seem to read the right words at the right time and... yes, I smile! There is so much hate and anger in this world and it is easy to become disheartened but Cybersmile refreshes the soul! "Big up yuhself!"
Jamaica.

"I am so glad I found the Cybersmile community and wished it was around back when I was growing up in the 80's and 90's! I hope they continue to be as amazing as they are today. As we look forward to a bright and beautiful future, let us not forget that YOU MATTER!"
USA.

"Thank you Cybersmile for doing such amazing work. This is the first time in my life that I have found a place that makes me smile when I see people helping each other on a day-to-day basis. Thanks to you I can see a good side of social media. It's great work that you are doing, keep it up!"
Nigeria.

"You have helped me so much. The support you have given me in the past is amazing and I have beat the cyber bullies all because of you. Never be afraid to contact Cybersmile because they will always send you a smile back! The advice and help is brilliant and I highly recommend them to anyone who is being cyber bullied."
United Kingdom

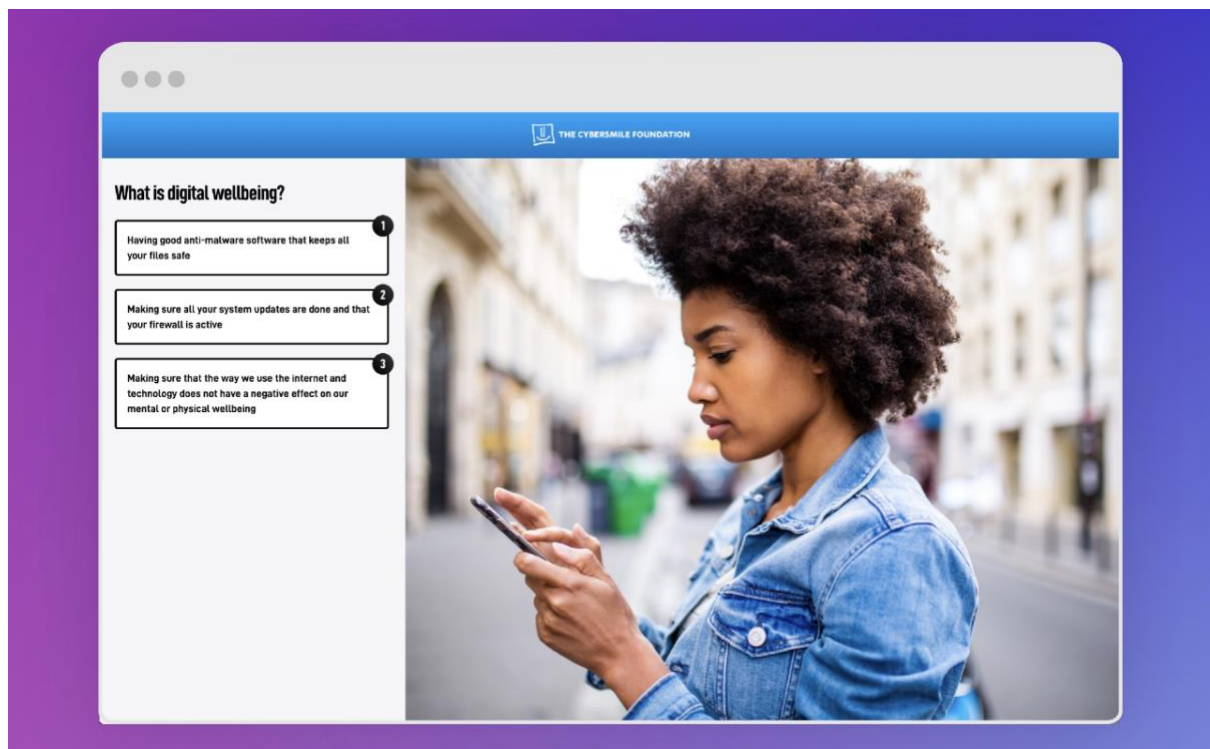
Over the past year, Cybersmile Global Support services has supported over 3.2 million internet users around the world.

EDUCATION – PROVISION AND RESOURCES

Interactive Digital Learning Platform.

The Cybersmile Interactive Learning Platform contains interactive learning modules covering a wide range of topics. The modules are designed to deliver learning outcomes to students that teach them how recognize risk in digital environments, how to deal with challenging or uncomfortable situations and how to develop healthy online behaviours.

In Oct 22, we launched a new module to mark World Mental Health Day. The new 'Digital Wellbeing' module was created to help people better understand the relationship between internet users and their mental and physical wellbeing, exploring issues including excessive or unhealthy screen-time, poor exercise and sleep routines, and how algorithms can affect your online consumption. The module was guided by our recent research and findings from our Digital Wellbeing Report 2022 - our bi-yearly study which examines the impact of social media and internet use on Gen Z wellbeing across the UK.



Since launch, our learning platform has educated over 460,000 internet users.

Cybersmile.org

Cybersmile.org remains our primary resource for education, awareness, and guidance - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to internet users across the globe.

Our educational and advisory content is curated at Cybersmile.org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A's and access to our online community forum.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, extortion, sexual blackmail, revenge porn, self-harming, doxing, hacking and game-rage, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.

HELP CENTER



Access to our resources is promoted throughout the year to our audience of over 2.5 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

Research and development of our site upgrade is still underway and we have extended this process into 2024 to ensure our integration with new AI-based technologies are fully explored and have all the necessary safeguards in place for user wellbeing. In addition, we have taken advantage of this extended research and development period to update all site content and create more material. We expect to launch the new site at the end of the second quarter 2024.

Cybersmile.org provided guidance, advice, education and support resources for over 3.4 million internet users this year

RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY

Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also providing the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year. Some of our highlights and most successful campaigns this year include:

Stop Cyberbullying Day 2022

Stop Cyberbullying Day 2022 saw a host of familiar brands, organizations, governments, media companies and celebrities pledge their support for this, our tenth day of awareness.

This year we brought together brands, experts, governments, celebrities and educators to pledge their commitment to a kinder more inclusive internet, and to support our messages for this years Stop Cyberbullying Day. These include highlighting the need for internet users to learn more about digital wellbeing and finding a healthy balance in our online and offline lives.

We also marked the day by publishing our second bi-yearly report examining the relationships with social media in the UK. Key topics include mental health, body image, social comparisons, negative news consumption and social media addiction.

Social media support examples for Stop Cyberbullying Day 2022:

- "The best way to protect your kids online is by teaching them how to use their first smartphone safely and responsibly. #StopCyberbullyingDay" – [@SamsungMobile](#)
- "🌟Positivity Thread🌟To celebrate #StopCyberBullyingDay tag a friend below and tell them something you love about them 💜 @CybersmileHQ #UrbanDecayXCybersmile" – [@Urban-Decay](#)
- "Your words and actions online can have a huge impact. This #StopCyberbullyingDay and on, use your virtual voice to encourage a safe and kinder environment for all. Let's collectively cancel hate on the internet." – [@Safety_Canada](#)
- "Today is #stopcyberbullyingday. Los Angeles Unified is adding our support for a kinder, more inclusive internet" – [@LASchools](#)
- "What happens online is a key part of real life, so it would be great if we could prevent cyberbullying from occurring in the first place. This is not always possible, but there are things parents can do to help their children: #StopCyberbullyingDay" – [@eSafetyOffice](#)
- "The Miss Universe Organization does not tolerate bullying of any kind. We are a community built to champion, encourage and uplift one another. There is no room for hate here. #StopBullying #STOPCYBERBULLYINGDAY @PiaWurtzbach @HarnaazKaur @andreameza" – [@MissUniverse](#)
- "We advocate to strive for sustainability and a more inclusive internet with #StopCyberBullyingDay." – [@Acer](#)
- "Every year – every third Friday in June – #StopCyberbullyingDay is celebrated globally and in UAE too by raising awareness about the prevention of cyberbullying, as this provides a safe learning environment for the students in particular and other members of the community." – [@MOEUAEofficial](#)

Some examples of this year's Stop Cyberbullying Day activations include:

- Samsung Mobile mark SCD22 by publishing smartphone safety tips for kids
- Canadian Commission call for an end to online hate, and a safer, kinder online environment
- Premier League footballers take part in online campaign to raise awareness of the real-world consequences that online abuse can have
- Urban Decay launch awareness campaign highlighting the harm online hate does, and encouraging people to stop giving hateful words power
- Ministry of Education in the UAE pledges commitment to raising awareness of cyberbullying
- Internet Matters Organisation publish online guides for parents to help them have meaningful and helpful conversations with kids about online safety.
- LA County Dept of Mental Health call for people to learn things they can do to make digital spaces safer and happier for all.

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

Fundraising and Corporate Donations

This year we have raised £133,000 through corporate and public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

In addition to the funds generously donated to us, this year we have also received £530,000 in donated services from organisations and companies that have supported our mission this year by donating essential resources and services completely free of charge. These include, Google, Sharezees, adam&eveDDB, Pearl & Dean, and Beautiful Cow.

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2023

Prepared By:

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2023**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
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Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2023**

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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2023**

The trustees present their report and accounts for the year ended 31/05/2023

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2024

S El-Haffar
Secretary

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2023

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2023 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2023

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 27/02/2024

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**Statement of Financial Activities
for the year ended 31/05/2023**

			2023	2022
	Unrestricted funds	Restricted funds	Total	Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	663,001	-	663,001	576,767
Total Income and endowments	663,001	-	663,001	576,767
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,708	-	7,708	7,643
Expenditure on Charitable activities	664,571	-	664,571	598,005
Total Expenses	672,279	-	672,279	605,648
Net gains on investments				
Net Income	(9,278)	-	(9,278)	(28,881)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(9,278)	-	(9,278)	(28,881)
Total funds brought forward	152,547	-	152,547	181,428
Net funds carried forward	143,269	-	143,269	152,547

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2023

	Notes	2023 £	2022 £
FIXED ASSETS			
Tangible assets	4	1,929	2,571
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	28,954	27,698
Cash at bank and in hand		<u>116,847</u>	<u>129,377</u>
		145,801	157,075
CREDITORS: Amounts falling due within one year	6	<u>4,461</u>	<u>7,099</u>
NET CURRENT ASSETS		141,340	149,976
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>143,269</u>	<u>152,547</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		<u>143,269</u>	<u>152,547</u>
		<u>143,269</u>	<u>152,547</u>

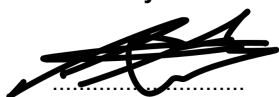
For the year ending 31/05/2023 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2024 and signed on their behalf by



.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2023**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	2023	2022
	£	£
Wages and salaries	100,000	100,000
	<u>100,000</u>	<u>100,000</u>

The average weekly numbers of employees during the year were as follows:

	2023	2022
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

3. EMPLOYEES

	2023	2022
	No.	No.
Average number of employees	2	2

4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2022	8,167	8,167
At 31/05/2023	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2022	5,596	5,596
For the year	<u>642</u>	<u>642</u>
At 31/05/2023	<u>6,238</u>	<u>6,238</u>
Net Book Amounts		
At 31/05/2023	<u>1,929</u>	<u>1,929</u>
At 31/05/2022	<u>2,571</u>	<u>2,571</u>

5. DEBTORS

	2023 £	2022 £
Amounts falling due within one year:		
Other debtors	<u>28,954</u>	<u>27,698</u>
	<u>28,954</u>	<u>27,698</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Taxation and social security	4,461	5,550
Other creditors	<u>-</u>	<u>1,549</u>
	<u>4,461</u>	<u>7,099</u>

7. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2023 there were 3 members.

8. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	152,547	663,001	(672,279)	-	143,269
	<u>152,547</u>	<u>663,001</u>	<u>(672,279)</u>	<u>-</u>	<u>143,269</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

Incoming Resources
for the year ended 31/05/2023

	2023	2022
	£	£
Incoming resources		
Incoming resources from generated funds		
Grants		
Donated Services	<u>530,000</u>	<u>460,000</u>
	530,000	460,000
Donations		
General Donations	<u>133,001</u>	<u>116,767</u>
	133,001	116,767
	<u>663,001</u>	<u>576,767</u>
	<u>663,001</u>	<u>576,767</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2023**

	2023	2022
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,708	7,643
	<u>7,708</u>	<u>7,643</u>
	<u>7,708</u>	<u>7,643</u>
Charitable Activities		
General		
Educational Resources	6,712	11,200
Website	35,000	25,000
International	10,780	11,227
Support Services	18,438	18,226
Marketing and Public Relations	545,720	474,180
Research	12,102	16,813
	<u>628,752</u>	<u>556,646</u>
Governance Costs		
Administrative costs	32,020	38,332
Legal & Professional costs	3,799	3,027
	<u>35,819</u>	<u>41,359</u>
	<u>672,279</u>	<u>605,648</u>

Registered number: 08081812
Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2023

Prepared By:
Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2023**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2023**

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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2023**

The trustees present their report and accounts for the year ended 31/05/2023

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2024

S El-Haffar
Secretary

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2023

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2023 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2023

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 27/02/2024

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

The Cybersmile Foundation

**Statement of Financial Activities
for the year ended 31/05/2023**

			2023	2022
	Unrestricted funds	Restricted funds	Total	Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	663,001	-	663,001	576,767
Total Income and endowments	663,001	-	663,001	576,767
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,708	-	7,708	7,643
Expenditure on Charitable activities	664,571	-	664,571	598,005
Total Expenses	672,279	-	672,279	605,648
Net gains on investments				
Net Income	(9,278)	-	(9,278)	(28,881)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(9,278)	-	(9,278)	(28,881)
Total funds brought forward	152,547	-	152,547	181,428
Net funds carried forward	143,269	-	143,269	152,547

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2023

	Notes	2023 £	2022 £
FIXED ASSETS			
Tangible assets	4	1,929	2,571
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	28,954	27,698
Cash at bank and in hand		<u>116,847</u>	<u>129,377</u>
		145,801	157,075
CREDITORS: Amounts falling due within one year	6	<u>4,461</u>	<u>7,099</u>
NET CURRENT ASSETS		141,340	149,976
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>143,269</u>	<u>152,547</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		<u>143,269</u>	<u>152,547</u>
		<u>143,269</u>	<u>152,547</u>

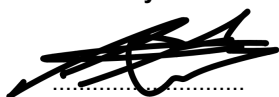
For the year ending 31/05/2023 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2024 and signed on their behalf by



.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2023**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	2023	2022
	£	£
Wages and salaries	100,000	100,000
	<u>100,000</u>	<u>100,000</u>

The average weekly numbers of employees during the year were as follows:

	2023	2022
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

3. EMPLOYEES

	2023	2022
	No.	No.
Average number of employees	2	2

4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2022	8,167	8,167
At 31/05/2023	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2022	5,596	5,596
For the year	<u>642</u>	<u>642</u>
At 31/05/2023	<u>6,238</u>	<u>6,238</u>
Net Book Amounts		
At 31/05/2023	<u>1,929</u>	<u>1,929</u>
At 31/05/2022	<u>2,571</u>	<u>2,571</u>

5. DEBTORS

	2023 £	2022 £
Amounts falling due within one year:		
Other debtors	<u>28,954</u>	<u>27,698</u>
	<u>28,954</u>	<u>27,698</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Taxation and social security	4,461	5,550
Other creditors	<u>-</u>	<u>1,549</u>
	<u>4,461</u>	<u>7,099</u>

7. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2023 there were 3 members.

8. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	152,547	663,001	(672,279)	-	143,269
	<u>152,547</u>	<u>663,001</u>	<u>(672,279)</u>	<u>-</u>	<u>143,269</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

**Incoming Resources
for the year ended 31/05/2023**

	2023		2022	
	£		£	
Incoming resources				
Incoming resources from generated funds				
Grants				
Donated Services	<u>530,000</u>	530,000	<u>460,000</u>	460,000
Donations				
General Donations	<u>133,001</u>	133,001	<u>116,767</u>	116,767
	<u>663,001</u>		<u>576,767</u>	
	<u>663,001</u>		<u>576,767</u>	

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2023**

	2023	2022
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,708	7,643
	<u>7,708</u>	<u>7,643</u>
	<u>7,708</u>	<u>7,643</u>
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General		
Educational Resources	6,712	11,200
Website	35,000	25,000
International	10,780	11,227
Support Services	18,438	18,226
Marketing and Public Relations	545,720	474,180
Research	12,102	16,813
	<u>628,752</u>	<u>556,646</u>
Governance Costs		
Administrative costs	32,020	38,332
Legal & Professional costs	3,799	3,027
	<u>35,819</u>	<u>41,359</u>
	<u>672,279</u>	<u>605,648</u>

THE CYBERSMILE FOUNDATION

England & Wales - Charity number 1147576

Accounts



THE CYBERSMILE FOUNDATION

Annual Financial Report 2021 - 2022

THE CYBERSMILE FOUNDATION
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9 1EP

TRUSTEES
C Dugmore
D Shears
S El-Haffar

SECRETARY
D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES
C. Dugmore

BANK
Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS
The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS
Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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TRUSTEES' REPORT FOR THE YEAR ENDED 31st May 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENTS

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding 10.

RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership. However, if an eligible person is recommended, proposed and seconded by members they can be put forward for election as a Trustee provided that they become a member of the Charity.

A Trustee may serve for a maximum period of three years, after which she/he must stand down and, if willing, seek re-election after having been duly proposed and seconded by members. Trustees are appointed at the Annual General Meeting. This is done by a show of hands or ballot if the number of nominations exceeds the vacancies. All nominated Trustees have to be approved by the existing Board of Trustees prior to the Annual General Meeting.

TRUSTEE INDUCTION AND TRAINING

Trustees are mainly members and an induction course for them is unnecessary. Any new Trustee who is not a member is given full details of the aims of the Charity and his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

RESERVES POLICY STATEMENT Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk. Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required.

Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day- to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

RELATED PARTIES

In developing the Charity and our related user services we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All-Party Parliamentary Group For Bullying, The All-Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Twitter Safety Team, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”.

OBJECTIVES

The Charity's objectives are :-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with organisations internationally and develop working partnerships to affect change

THE CYBERSMILE FOUNDATION – WHAT WE DO

The Cybersmile Foundation is a multi-award-winning anti-cyberbullying non-profit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives. Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

OUR MISSION

Our mission is a simple one; we believe that everybody should have the right to access and enjoy the benefits that our new connected digital world offers – without the fear of bullying, threats and abuse.

Unfortunately, cyberbullying, harassment and digital abuse is increasing, holding many back from enjoying the benefits that access to the internet can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied and abused online, changing the behaviour of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

PERFORMANCE AND ACHIEVEMENTS 2021-2022

GLOBAL SUPPORT SERVICES

Our advisors and support resources enable us to engage with the victims of cyberbullying and online abuse - to find solutions and positive outcomes that will enable them to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

As access to our online world grows across, the issues facing internet users continue to affect more people. To meet the ever-growing need for support, education and advisory support services, we have continued to develop our support services with a focus on scope, scalability and accessibility.

Our main resources and services are comprised of key areas of activity which allow us to maximise our reach and our digital response capabilities. These include:

Cybersmile Assistant

Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice, information for issues such as cyber bullying and online abuse, anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. This year we have continued to enhance and expand the scope of content, guidance and information that we deliver. This includes an accessibility audit which will be used to improve access for existing users as well as expanding our reach.

Help@Cybersmile.org

Help@Cybersmile.org is dedicated advisory support service which provides users with one-to-one email support via our trained advisors. Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms.

All enquiries are dealt with confidentially on a one-to-one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective advisory support and direction to approved information and resources.

#AskCybersmile

As part of our work in partnership with Twitter, we provide direct access to our Global Support Service to Twitter users. Our trained advisors are able to respond to users who experience problems directly through the Twitter platform - accessible to over 420 million active monthly users.

Testimonials from our service users.

"Cybersmile is an authentic space of affirmation and encouragement. It doesn't matter who you are or where you are located – this community is always ready to remind you that you matter, you belong and you have a right to be here. Somehow, I always seem to read the right words at the right time and... yes, I smile! There is so much hate and anger in this world and it is easy to become disheartened but Cybersmile refreshes the soul! "Big up yuhself!"
Jamaica.

"I am so glad I found the Cybersmile community and wished it was around back when I was growing up in the 80's and 90's! I hope they continue to be as amazing as they are today. As we look forward to a bright and beautiful future, let us not forget that YOU MATTER!"
USA.

"Thank you Cybersmile for doing such amazing work. This is the first time in my life that I have found a place that makes me smile when I see people helping each other on a day-to-day basis. Thanks to you I can see a good side of social media. It's great work that you are doing, keep it up!"
Nigeria.

"You have helped me so much. The support you have given me in the past is amazing and I have beat the cyber bullies all because of you. Never be afraid to contact Cybersmile because they will always send you a smile back! The advice and help is brilliant and I highly recommend them to anyone who is being cyber bullied."
United Kingdom

Over the past year, Cybersmile has supported over 2.8 million internet users around the world through our Global Support Team.

EDUCATION – PROVISION AND RESOURCES

Interactive Digital Learning Platform.

The Cybersmile Interactive Learning Platform contains interactive learning modules covering a wide range of topics. The modules are designed to deliver learning outcomes to students that teach them how to recognize risk in digital environments, how to deal with challenging or uncomfortable situations and how to develop healthy online behaviours.

Continuing our acquisition of key corporate sponsor partnerships this year, we have teamed up with influential brands, including, Urban Decay, ST. Moriz and BT Sports, to create new modules that expand our interactive learning curriculum and provide tailored education across a number of key social issues. These include – body image, allyship and upstanding behaviours, and tackling online hate. The new modules have been designed to encourage people to think more about supporting and encouraging meaningful conversation and building diverse and inclusive online behaviours and cohesive communities.

**Parental Guidance**

Learn how to keep young internet users safe online

**Positive Gaming**

Learn how to get the most out of gaming online

**Livestream Basics**

Learn how to get the most out of livestreams as a streamer and a viewer

**Gender Awareness**

Learn the basics around the topic of gender identity

**Digital Civility**

Learn the importance of interacting online with respect and compassion

**LGBT Awareness**

Learn the basics around the topic of sexual orientation

Since launch, our learning platform has educated over 320,000 internet users.

Cybersmile.org

Cybersmile.org remains our primary resource for education, awareness, and guidance - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to internet users across the globe.

Our educational and advisory content is curated at Cybersmile.org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A's and access to our online community forum.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, extortion, sexual blackmail, revenge porn, self-harming, doxing, hacking and game-rage, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide

specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.

HELP CENTER



Access to our resources is promoted throughout the year to our audience of over 2 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

Following our strategic UX and UI review last year, we have been busy redesigning the site to encompass the findings of our review - in an effort to surpass our expectations regarding user flow, user behaviours, wireframe implementation and overall accessibility. The new version of Cybersmile.org is expected to be ready in the second quarter of 2023.

Cybersmile.org provided guidance, advice, education and support resources for over 2.7 million internet users this year

RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY

Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also providing the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year. Some of our highlights and most successful campaigns this year include:

Stop Cyberbullying Day 2021

Stop Cyberbullying Day 2021 brought people together on and offline from all over the world. Brands, experts, governments, celebrities and educators all pledged and demonstrated their commitment to a kinder more inclusive internet at a time when it has never been more important to promote kindness and acceptance on and offline.

Stop Cyberbullying Day 2021 saw a host of familiar brands, organizations, governments, media companies and celebrities pledge their support for an inclusive internet.

Influencers and celebrities from the worlds of sport and entertainment used their powerful platforms to raise awareness of the event while offering tips, advice and insights through exclusive interviews and social media posts.

Social media support examples for Stop Cyberbullying Day 2021:

- “The cast of TROLLHUNTERS: RISE OF THE TITANS has an important message on Anti-Cyberbullying Day. Let’s work together to create a safe space for our kids on the internet. And remember #DontFeedTheTrolls” – [@netflixfamily](#)
- “Urban Decay believes that in diversity there is beauty and power, and that’s why we are adding our support for a kinder, more inclusive internet by supporting #StopCyberBullyingDay today!” – [@UrbanDecay](#)
- “It’s a sad truth that NordVPN’s research team uncovered while preparing for #stopcyberbullyingday: Almost 50% of all young people have been bullied online. And that number is not going down. Here’s what we found.” – [@NordVPN](#)
- “Today is #StopCyberBullyingDay. We are joining @CybersmileHQ and others for the call to end #CyberBullying. We believe the internet should be an inclusive space. Now is the time to encourage unity and kindness within our communities online.” – [@ComSecYouth](#)
- “#STOPCYBERBULLYINGDAY Today, we encourage unity and acceptance online, diverse and inclusive internet # We want you to have trust and feel safe while using internet. EU Cybersecurity Act strengthens Europe’s cybersecurity. Read more 📖” [@DigitalEU](#)
- “La Escuela de Influenciadores de UNICEF Colombia y @Tigo_Colombia apoyamos el uso seguro, responsable y creativo de Internet. Únete al #StopCyberbullyingDay incrbiéndote en Misión #Ciberconscientes y aprende a ejercer una ciudadanía digital responsable 📖” – [@UNICEFColombia](#)

Some examples of this year’s Stop Cyberbullying Day activations include:

- A global call-to-action video from the cast members of “TrollHunters” animation film produced by DreamWorks Animation to help people affected by cyberbullying.
- Twice BAFTA nominated game developer Weather Factory launched an online fundraiser in support of Cybersmile, encouraging its community to support the day.

- Various governments and political figures pledging their support for Stop Cyberbullying Day.
- NordVPN revealed the findings from new cyberbullying research.
- Cartoon Network launched a cyberbullying hub for its viewers.
- European Commission calling for unity and acceptance online.
- Victoria Police in Australia launch resources and videos for online bullying while calling for an inclusive internet.
- Telenor reveals Digital World, a new platform to help youth navigate the internet safely.
- CEO of BT, Marc Allera issues a public letter to its customers about Stop Cyberbullying Day and cyberbullying from a parental perspective.

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

Research Partnership Campaigns

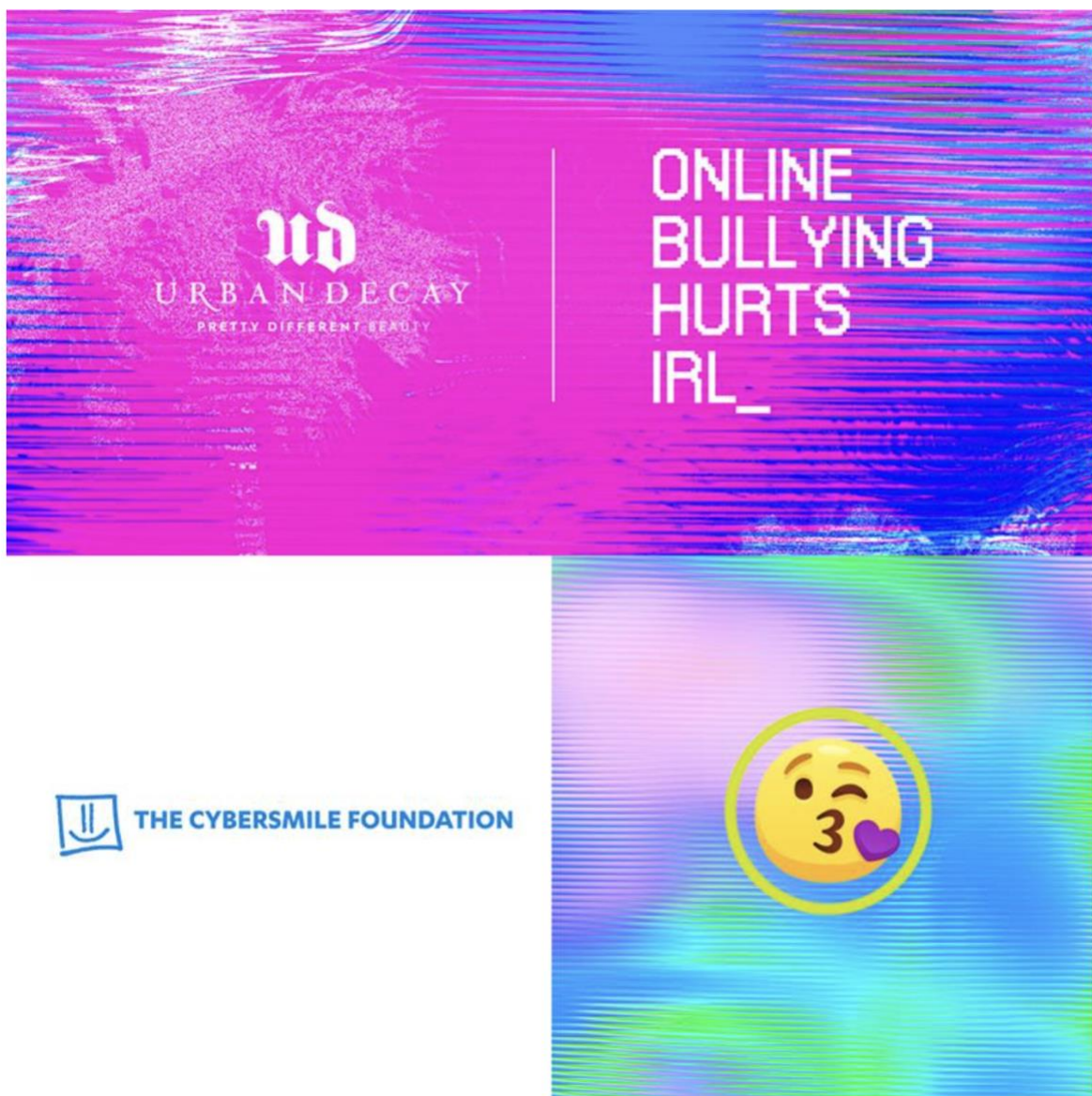
As part of our work with corporate partners, we launched national report in partnership with Co. by Colgate, focusing on the prevalence and emotional impact of identity-based cyberbullying on Gen Z in the U.S.

In addition to offering powerful insights into the realities of life online for Gen Z, 'The State of Play Report' also contains expert advice for being a better digital citizen, best practice tips for dealing with cyberbullying as an intended target as well as a bystander and a series of direct links to Cybersmile education and support resources.



In September 2021 we launched the “Online Bullying Hurts IRL,” global initiative created to bring deeper awareness to the personal toll of online bullying and promote digital wellbeing. The campaign, a collaboration with brand partner Urban Decay, was part of a 3-year incentive to guide and educate the brand’s consumers, fans and corporate community across the brand’s website and social channels.

The core of this global initiative was to recognize the very tangible and negative impacts that result from both seemingly innocent teasing to very severe, obvious bullying in a effort to help make the Internet and social media a space that is safe for all – educating consumers, fans and employees, enabling them to recognize the signs, responsibly intervene and positively change the conversation.



Testimonials from our brand sponsors and corporate partners.

"Working alongside Cybersmile has allowed us to continue the vital work that Hope United kickstarted last year: to tackle online hatred and cyberbullying that is sadly part of everyday life. We're also incredibly excited to further support grassroots football communities across the UK as part of our long-term partnership with the four UK home nations football associations to up-skill millions of players, coaches and fans."

Pete Jeavons, Marketing Communications Director, BT.

"Social media can be such a powerful place for good. A place where we learn from each other. A place where we can be allies together. Unfortunately, it is also a place that gives scale to online bullying, which hurts in real life. This partnership to help educate our community is not just a moment for us, it's a constant commitment to be changemakers where we can help empower our community to stand up in their indifference."

Malena Higuera, General Manager, Urban Decay Cosmetics.

"Here at ST. Moriz we are passionate about encouraging body positivity and positive self-image. Cyberbullying is the increase and we have heard first-hand the effect that it can have on people's self-esteem and feelings of self-worth. We want to demonstrate to our customers that we don't just say, we do. Therefore, we are thrilled to announce our new partnership with Cybersmile and we hope that we can be part of preventing cyberbullying and can encourage people to be kind online."

Belinda Parkinson, Senior Brand Manager, St. Moriz

Fundraising and Corporate Donations

This year we have raised £116,767 through corporate funding and public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

In addition to the funds generously donated by our corporate partners, this year we have also received £576,767 in donated services from organisations and companies that have supported our mission this year by donating essential resources and services completely free of charge. These include, Twitter, META (Facebook & Instagram), Ten Toes Media, adam&eveDDB, and Pearle & Dean.

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2022

Prepared By:

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2022**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2022**

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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2022**

The trustees present their report and accounts for the year ended 31/05/2022

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2023

S El-Haffar
Secretary

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2022

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2022 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2022

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 24/02/2023

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

The Cybersmile Foundation

**Statement of Financial Activities
for the year ended 31/05/2022**

	Unrestricted funds	Restricted funds	2022 Total	2021 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	576,767	-	576,767	417,732
Total Income and endowments	576,767	-	576,767	417,732
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,643	-	7,643	15,247
Expenditure on Charitable activities	598,005	-	598,005	412,475
Total Expenses	605,648	-	605,648	427,722
Net gains on investments				
Net Income	(28,881)	-	(28,881)	(9,990)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(28,881)	-	(28,881)	(9,990)
Total funds brought forward	181,428	-	181,428	191,418
Net funds carried forward	152,547	-	152,547	181,428

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2022

	Notes	2022 £	2021 £
FIXED ASSETS			
Tangible assets	4	2,571	2,824
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	27,698	23,673
Cash at bank and in hand		<u>129,377</u>	<u>164,742</u>
		157,075	188,415
CREDITORS: Amounts falling due within one year	6	<u>7,099</u>	<u>9,811</u>
NET CURRENT ASSETS		149,976	178,604
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>152,547</u>	<u>181,428</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		<u>152,547</u>	<u>181,428</u>
		<u>152,547</u>	<u>181,428</u>

For the year ending 31/05/2022 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2023 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2022**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	2022	2021
	£	£
Wages and salaries	100,000	100,000
	<u>100,000</u>	<u>100,000</u>

The average weekly numbers of employees during the year were as follows:

	2022	2021
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

3. EMPLOYEES

	2022	2021
	No.	No.
Average number of employees	2	2

4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2021	7,563	7,563
Additions	<u>604</u>	<u>604</u>
At 31/05/2022	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2021	4,739	4,739
For the year	<u>857</u>	<u>857</u>
At 31/05/2022	<u>5,596</u>	<u>5,596</u>
Net Book Amounts		
At 31/05/2022	<u><u>2,571</u></u>	<u><u>2,571</u></u>
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>

5. DEBTORS

	2022 £	2021 £
Amounts falling due within one year:		
Other debtors	<u>27,698</u>	<u>23,673</u>
	<u><u>27,698</u></u>	<u><u>23,673</u></u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Taxation and social security	5,550	4,756
Other creditors	<u>1,549</u>	<u>5,055</u>
	<u><u>7,099</u></u>	<u><u>9,811</u></u>

7. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2022 there were 3 members.

8. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	181,428	576,767	(605,648)	-	152,547
	<u>181,428</u>	<u>576,767</u>	<u>(605,648)</u>	<u>-</u>	<u>152,547</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

**Incoming Resources
for the year ended 31/05/2022**

	2022	<i>2021</i>
	£	£
Incoming resources		
Incoming resources from generated funds		
Grants		
Donated Services	<u>460,000</u>	<u>270,000</u>
	460,000	270,000
Donations		
General Donations	<u>116,767</u>	<u>147,732</u>
	116,767	147,732
	<u>576,767</u>	<u>417,732</u>
	<u>576,767</u>	<u>417,732</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2022**

	2022	2021
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,643	15,247
	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
Charitable Activities		
General		
Educational Resources	11,200	10,651
Website	25,000	22,445
International	11,227	27,073
Support Services	18,226	16,763
Marketing and Public Relations	474,180	286,758
Research	16,813	11,788
	<u>556,646</u>	<u>375,478</u>
Governance Costs		
Administrative costs	38,332	34,251
Legal & Professional costs	3,027	2,746
	<u>41,359</u>	<u>36,997</u>
	<u>605,648</u>	<u>427,722</u>

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2022

Prepared By:

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2022**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
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**ACCOUNTS
FOR THE YEAR ENDED 31/05/2022**

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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2022**

The trustees present their report and accounts for the year ended 31/05/2022

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2023

S El-Haffar
Secretary

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2022

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2022 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

FOR THE YEAR ENDED 31/05/2022

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....
Date: 24/02/2023

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

The Cybersmile Foundation

**Statement of Financial Activities
for the year ended 31/05/2022**

	Unrestricted funds	Restricted funds	2022 Total	2021 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	576,767	-	576,767	417,732
Total Income and endowments	576,767	-	576,767	417,732
Expenses				
Costs of generating funds				
Expenditure on Raised funds	7,643	-	7,643	15,247
Expenditure on Charitable activities	598,005	-	598,005	412,475
Total Expenses	605,648	-	605,648	427,722
Net gains on investments				
Net Income	(28,881)	-	(28,881)	(9,990)
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(28,881)	-	(28,881)	(9,990)
Total funds brought forward	181,428	-	181,428	191,418
Net funds carried forward	152,547	-	152,547	181,428

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2022

	Notes	2022 £	2021 £
FIXED ASSETS			
Tangible assets	4	2,571	2,824
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	27,698	23,673
Cash at bank and in hand		<u>129,377</u>	<u>164,742</u>
		157,075	188,415
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NET CURRENT ASSETS		149,976	178,604
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>152,547</u>	<u>181,428</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		<u>152,547</u>	<u>181,428</u>
		<u>152,547</u>	<u>181,428</u>

For the year ending 31/05/2022 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 27/02/2023 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2022**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	2022	<i>2021</i>
	£	£
Wages and salaries	<u>100,000</u>	<u>100,000</u>
	<u><u>100,000</u></u>	<u><u>100,000</u></u>

The average weekly numbers of employees during the year were as follows:

	2022	<i>2021</i>
	No.	No.
Management and administration	<u>2</u>	<u>2</u>
	<u><u>2</u></u>	<u><u>2</u></u>

3. EMPLOYEES

	2022	<i>2021</i>
	No.	No.
Average number of employees	2	2

4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2021	7,563	7,563
Additions	<u>604</u>	<u>604</u>
At 31/05/2022	<u>8,167</u>	<u>8,167</u>
Depreciation		
At 01/06/2021	4,739	4,739
For the year	<u>857</u>	<u>857</u>
At 31/05/2022	<u>5,596</u>	<u>5,596</u>
Net Book Amounts		
At 31/05/2022	<u><u>2,571</u></u>	<u><u>2,571</u></u>
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>

5. DEBTORS

	2022 £	2021 £
Amounts falling due within one year:		
Other debtors	<u>27,698</u>	<u>23,673</u>
	<u><u>27,698</u></u>	<u><u>23,673</u></u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Taxation and social security	5,550	4,756
Other creditors	<u>1,549</u>	<u>5,055</u>
	<u><u>7,099</u></u>	<u><u>9,811</u></u>

7. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2022 there were 3 members.

8. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	181,428	576,767	(605,648)	-	152,547
	<u>181,428</u>	<u>576,767</u>	<u>(605,648)</u>	<u>-</u>	<u>152,547</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

**Incoming Resources
for the year ended 31/05/2022**

	2022	<i>2021</i>
	£	£
Incoming resources		
Incoming resources from generated funds		
Grants		
Donated Services	<u>460,000</u>	<u>270,000</u>
	460,000	270,000
Donations		
General Donations	<u>116,767</u>	<u>147,732</u>
	116,767	147,732
	<u>576,767</u>	<u>417,732</u>
	<u>576,767</u>	<u>417,732</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2022**

	2022	2021
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	7,643	15,247
	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
Charitable Activities		
General		
Educational Resources	11,200	10,651
Website	25,000	22,445
International	11,227	27,073
Support Services	18,226	16,763
Marketing and Public Relations	474,180	286,758
Research	16,813	11,788
	<u>556,646</u>	<u>375,478</u>
Governance Costs		
Administrative costs	38,332	34,251
Legal & Professional costs	3,027	2,746
	<u>41,359</u>	<u>36,997</u>
	<u>605,648</u>	<u>427,722</u>

THE CYBERSMILE FOUNDATION

England & Wales - Charity number 1147576

Accounts



THE CYBERSMILE FOUNDATION

Annual Financial Report 2020 - 2021

THE CYBERSMILE FOUNDATION
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9 1EP

TRUSTEES
C Dugmore
G Cameron
S El-Haffar

SECRETARY
D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES
C. Dugmore

BANK
Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS
The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS
Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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TRUSTEES' REPORT FOR THE YEAR ENDED 31st May 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENTS

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding 10.

RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership. However, if an eligible person is recommended, proposed and seconded by members they can be put forward for election as a Trustee provided that they become a member of the Charity.

A Trustee may serve for a maximum period of three years, after which she/he must stand down and, if willing, seek re-election after having been duly proposed and seconded by members. Trustees are appointed at the Annual General Meeting. This is done by a show of hands or ballot if the number of nominations exceeds the vacancies. All nominated Trustees have to be approved by the existing Board of Trustees prior to the Annual General Meeting.

TRUSTEE INDUCTION AND TRAINING

Trustees are mainly members and an induction course for them is unnecessary. Any new Trustee who is not a member is given full details of the aims of the Charity and his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

RESERVES POLICY STATEMENT Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk. Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required.

Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day- to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

RELATED PARTIES

In developing the Charity and our related user services we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All Party Parliamentary Group For Bullying, The All Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Twitter Trust and Safety Council, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”.

OBJECTIVES

The Charity's objectives are :-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with organisations internationally and develop working partnerships to affect change

THE CYBERSMILE FOUNDATION – WHAT WE DO

The Cybersmile Foundation is a multi-award-winning anti-cyberbullying non-profit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives. Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

OUR MISSION

Our mission is a simple one; we believe that everybody should have the right to access and enjoy the benefits that our new connected digital world offers – without the fear of bullying, threats and abuse.

Unfortunately, cyberbullying, harassment and digital abuse is increasing, holding many back from enjoying the benefits that access to the internet can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied and abused online, changing the behaviour of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

PERFORMANCE AND ACHIEVEMENTS 2020-2021

GLOBAL SUPPORT SERVICES

Our advisors and support resources enable us to engage with the victims of cyberbullying and online abuse - to find solutions and positive outcomes that will enable them to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

This year we have continued to develop and expand our ability to provide responsive, scalable and effective support to internet users around the world. This includes our team of advisors as well as the continual progress of our AI interactive support tool, Cybersmile Assistant.

The ongoing effects of the global pandemic throughout 2020 and 2021 has continued to see online abuse, hate speech and the spread of harmful misinformation intensify. To help address these issues we are continuing to create online engagement narratives focusing on awareness and access to our scalable open-source education and support resources - in an effort to provide people with the help they need during these challenging times. Over the past year, Cybersmile has supported over 2.3 million internet users through our Global Support Team.

Cybersmile Assistant

Now in its third year of development, Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice, information for issues such as anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. Developed 2019, in partnership with Rimmel London, Cybersmile Assistant offers an unparalleled Global Support Service with the capability of scaling and being implemented across multiple platforms. The assistant is designed to provide support to internet users around the world, offering easy access to practical advice, useful information and targeted support services

The scale and accessibility of the assistant has proved to be invaluable during the ongoing global pandemic, enabling us to maintain a constant level of responsive support for users world-wide who have been affected by harmful or traumatic experiences online.

Another significant outcome from the implementation of Cybersmile Assistant, which has helped us maintain our capacity for dealing with large numbers of users, is the reduction of cost for responding to enquiries, from £03.00 per person to £00.08 per person.

Developments during this financial year have been focused on accessibility, ease of use, mobile UX optimisation and user flow.

Help@Cybersmile.org

Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms.

This year our advisor continued to provide support for a wide range of issues including those associated with the effects of Covid19. By keeping current information available to all our advisors, we have been able to respond to people effectively and also guide them the most up to date guidance and best practice issued by health organisations and official government pandemic guidelines.

All enquiries are dealt with confidentially on a one-to-one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective advisory support and direction to approved information and resources.

#AskCybersmile

As part of our work in partnership with Twitter, we provide direct access to our Global Support Service to Twitter users. Our trained advisors are able to respond to users who experience problems directly through the Twitter platform - accessible to over 300 million active monthly users.

Our team work around the clock to advise on a wide range of issues 356 days a year and also work with the Twitter Safety Team to ensure that all users are given the support they need when problems arise. Our work this year with Twitter has included contributing to efforts within the Twitter Safety Team to ensure policies and procedures are providing support for users who experience problems.

EDUCATION – PROVISION AND RESOURCES

Interactive Digital Learning Platform.

The Cybersmile Interactive Learning Platform contains interactive learning modules covering a wide range of topics. The modules are designed to deliver learning outcomes to students that teach them how recognize risk in digital environments, how to deal with challenging or uncomfortable situations and how to develop healthy online behaviours.

Now in the third year of development, we have continued to enhance and improve user experience and accessibility to the platform. These improvements to the platform include upgrading typography, colours, layouts, navigation, interactions and website integration, as well as implementing a complete UI/UX redesign of assistant to stay in line with current web standards.

As part of our ongoing digital educational module development program, we teamed up with Instagram to create three new interactive modules that deal with a number of important aspects related to getting the most from Instagram including how to use the platform's safety tools, how to build a positive community, how to deal with bullying and how to help other users who might need some extra support.

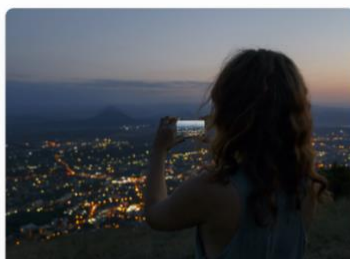
The new modules have been designed to encourage people to think more about supporting and encouraging meaningful conversation and building diverse and inclusive communities. The modules also encourage users to be mindful of other user's sensitivities and also to be aware of the need for self-care and their own digital wellbeing.

Since launch, our learning platform has educated over 285,000 internet users.



Body Image

Explore the relationship between social media and the way we perceive our own bodies



Getting the most from Instagram

Learn how to get the most from Instagram and build meaningful connections



Dealing with Bullying on Instagram

Learn the best ways to deal with bullying on Instagram



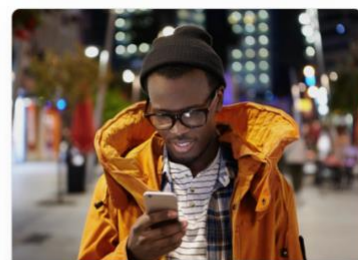
Using Instagram's Safety Tools

Learn how to use Instagram's suite of safety tools to keep yourself and others safe



Technology and Wellbeing

Understand the relationship between internet use and our physical and mental wellbeing



Content Authenticity

Learn the basics of media literacy and how to check information online

Cybersmile.org

Cybersmile.org remains our primary resource for education, guidance and. This year we have continued to respond to issues relating to the global pandemic - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to over 3.6 million people.

Our educational and advisory content is curated at Cybersmile org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A's and access to our online community forum.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, extortion, sexual blackmail, revenge porn, self-harming, doxing, hacking and game-rage, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.

Access to our resources is promoted throughout the year to our audience of over 1.3 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

This year, much of our work has been focused on increasing and developing areas to optimise accessibility. In early 2021 we started a strategic UX and UI review of Cybersmile's entire main website and education/support hubs which are used by millions of people each year for access to our education and support services. The review includes, but is not limited to user flows, behaviours, wireframes and accessibility audits.

As Cybersmile's main home for all activities, our website and hubs provide advice, education and support to over 2 million people each year –many of them requiring and expecting accessibility-friendly content and infrastructure in line with current web standards.

RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY

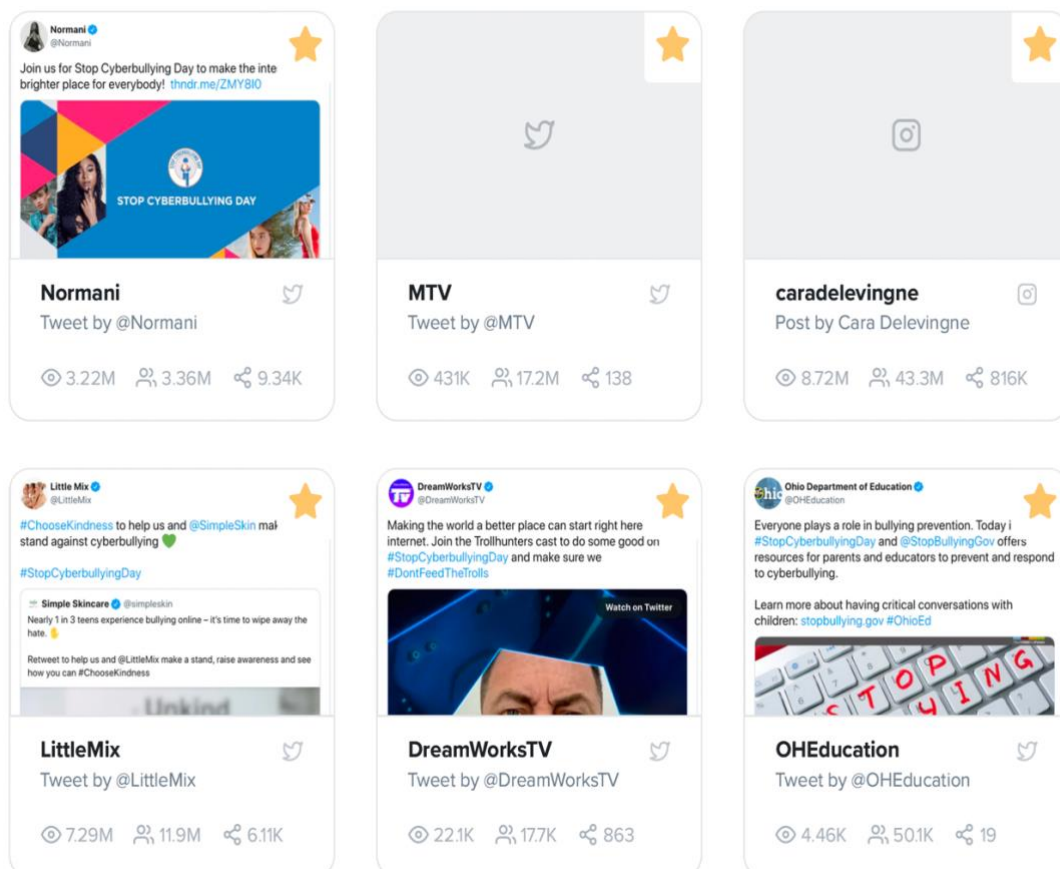
Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also provided the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year. Some of our highlights and most successful campaigns this year include:

Stop Cyberbullying Day 2020

Stop Cyberbullying Day 2020 brought people together on and offline from all over the world. Brands, experts, governments, celebrities and educators all pledged and demonstrated their commitment to a kinder more inclusive internet at a time when it has never been more important to promote kindness and acceptance on and offline.

This year we were supported by celebrities, online influencers, governments and leading figures from around the world, including UNICEF, the Department for Education, the National Cyber Security Centre, Samsung, Twitter and Instagram, to name but a few.



Our work this year includes the creation of our new Stop Cyberbullying Day website, which features a downloadable official handbook designed to help people plan their activities and includes social media templates as well as tips and suggested ways to have a big impact on the day.

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

Campaigns and Research

To mark Stop Cyberbullying Day 2020, we published the Digital Wellbeing 2020 report – a study designed to better understand young people's relationship with their devices and the internet and how these relationships affect various aspects of their health. Participants aged 10 -16 were asked about a number of topics including how they feel about their parental and school support networks, their feelings towards their own parent's internet use, and the impact of the COVID-19 pandemic.

For Anti-Bullying Week 2020, we partnered with leading social media platform, Instagram to undertake a study looking at the relationship between 'banter' and bullying online. The Banter or Bullying? No Offence report examines the nature of offence and where young people draw the line in 2020. In light of the findings of the report, Cybersmile and Instagram also launched a joint creative campaign to raise awareness of bullying masked as banter and to encourage young people to identify and manage their own personal boundaries.

THE CYBERSMILE FOUNDATION

BANTER OR BULLYING?

Ever heard "NO OFFENCE BUT..." and worried what was coming?

Has banter with your mates gone too far? Well, you are not alone

Percentage	Statistic
32%	don't find it easy to talk with friends and family when they offend them
65%	think banter can be used as an excuse for bullying
68%	have been upset or insulted by a comment that started with "No offence, but..."
75%	agree that people are more likely to overstep the mark from banter into bullying when talking online

Cybersmile's five step guide for talking to a mate who's crossed the line

- 1 Choose a safe space to communicate calmly without distractions
- 2 Recognise the importance of your friendship and why it is valuable
- 3 Address the issue or the behaviour without making it a personal attack
- 4 Be mindful of your emotions and how they can affect your perspective
- 5 Remember, it's ok to have different opinions – it makes the world interesting!

When it happens to you

- ✓ Try not to retaliate, this could escalate the situation
- ✓ Consider blocking the person or reporting them to the social media platform
- ✓ Talk to someone that you trust about the situation - close friends and family are a great place to start
- ✓ Reach out to a support organisation like Cybersmile if you need further help
- ✓ Always call emergency services if you feel threatened or in danger in any way

When it happens to someone else

- ✓ Watch for posts and comments showing the person needs support
- ✓ Report the issue to the social media platform so they can take action
- ✓ Reach out privately to offer support if you are comfortable doing so
- ✓ Consider suggesting professional support from organisations like Cybersmile
- ✓ Always call emergency services if you think someone is in danger of harm

Supported by

Survey of 2003 15-16 year olds conducted by Comscore between 26 Oct - 3 Nov 2020

In April 2021 we teamed up with Liverpool and England captain, Jordan Henderson to deliver a powerful campaign to address online hate and abuse. The 'People Not Profiles' campaign involved Jordan handing over total control of his social media channels to Cybersmile, who featured a series of first-hand accounts and examples of cyberbullying as well as powerful insights into the various ways that internet users can be affected by the problem.

In addition to raising awareness of the devastating impact of online abuse and cyberbullying, the campaign also provided millions of people across Cybersmile and Jordan Henderson's social media channels with direct access to Cybersmile's open-source education program and information. Our interactive educational modules were promoted throughout the campaign and included engaging learning opportunities on topics such as Using Instagram's Safety Tools, Positive Gaming, Digital Civility, Online Safety - which sit alongside many other topics and issues explored on the Cybersmile learning module platform, Cybersmileeducation.org.

Fundraising and Corporate Donations

This year we have raised just under £145,000 through our corporate funding and public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

In addition to the funds generously donated by our corporate partners, this year we have also received £270,000 in donated services from organisations and companies that have supported our mission this year by providing essential resources and services completely free of charge. These include, Twitter, Facebook, Instagram, Organic agency and Ingenuity London.

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

**UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

Prepared By:

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2021**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2021**

The trustees present their report and accounts for the year ended 31/05/2021

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 28/02/2022

S El-Haffar
Trustee

**INDEPENDENT EXAMINER'S STATEMENT
FOR THE YEAR ENDED 31/05/2021**

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2021 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

**INDEPENDENT EXAMINER'S STATEMENT
FOR THE YEAR ENDED 31/05/2021**

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....

Date: 28/02/2022

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**Statement of Financial Activities
for the year ended 31/05/2021**

	Unrestricted funds	Restricted funds	2021 Total	2020 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	417,732	-	417,732	545,365
Total Income and endowments	417,732	-	417,732	545,365
Expenses				
Costs of generating funds				
Expenditure on Raised funds	15,247	-	15,247	6,501
Expenditure on Charitable activities	412,475	-	412,475	499,912
Total Expenses	427,722	-	427,722	506,413
Net gains on investments				
Net Income	(9,990)	-	(9,990)	38,952
Gains/(losses) on revaluation of fixed assets				
Net movement in funds:				
Net income for the year	(9,990)	-	(9,990)	38,952
Total funds brought forward	191,418	-	191,418	152,466
Net funds carried forward	181,428	-	181,428	191,418

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2021

	Notes	2021 £	2020 £
FIXED ASSETS			
Tangible assets	4	2,824	2,116
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	23,673	31,087
Cash at bank and in hand		<u>164,742</u>	<u>175,931</u>
		188,415	207,018
CREDITORS: Amounts falling due within one year	6	<u>9,811</u>	<u>17,716</u>
NET CURRENT ASSETS		<u>178,604</u>	<u>189,302</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>181,428</u>	<u>191,418</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		<u>181,428</u>	<u>191,418</u>
		<u>181,428</u>	<u>191,418</u>

For the year ending 31/05/2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 28/02/2022 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	2021	2020
	£	£
Wages and salaries	100,000	97,333
	<u>100,000</u>	<u>97,333</u>

The average weekly numbers of employees during the year were as follows:

	2021	2020
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

3. EMPLOYEES

	2021	2020
	No.	No.
Average number of employees	2	2

4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
Cost		
At 01/06/2020	5,914	5,914
Additions	<u>1,650</u>	<u>1,650</u>
At 31/05/2021	<u>7,564</u>	<u>7,564</u>
Depreciation		
At 01/06/2020	3,798	3,798
For the year	<u>942</u>	<u>942</u>
At 31/05/2021	<u>4,740</u>	<u>4,740</u>
Net Book Amounts		
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>
At 31/05/2020	<u><u>2,116</u></u>	<u><u>2,116</u></u>

5. DEBTORS

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	<u>23,673</u>	<u>31,087</u>
	<u><u>23,673</u></u>	<u><u>31,087</u></u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Taxation and social security	4,756	4,664
Other creditors	<u>5,055</u>	<u>13,052</u>
	<u><u>9,811</u></u>	<u><u>17,716</u></u>

7. LIMITED BY GUARANTEE

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2021 there were 3 members.

8. UNRESTRICTED FUNDS

	Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
	£	£	£	£	£
General fund	191,418	417,732	(427,722)	-	181,428
	<u>191,418</u>	<u>417,732</u>	<u>(427,722)</u>	<u>-</u>	<u>181,428</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

**Incoming Resources
for the year ended 31/05/2021**

	2021	2020
	£	£
Incoming resources		
Incoming resources from generated funds		
Grants		
Donated Services	<u>270,000</u>	<u>356,000</u>
	270,000	356,000
Donations		
General Donations	<u>147,732</u>	<u>189,365</u>
	147,732	189,365
	<u>417,732</u>	<u>545,365</u>
	<u>417,732</u>	<u>545,365</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2021**

	2021	2020
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	15,247	6,501
	<u>15,247</u>	<u>6,501</u>
	<u>15,247</u>	<u>6,501</u>
Charitable Activities		
General		
Educational Resources	10,651	20,262
Website	22,445	72,573
International	27,073	5,286
Support Services	16,763	16,499
Marketing and Public Relations	286,758	321,367
Research	11,788	15,815
	<u>375,478</u>	<u>451,802</u>
Governance Costs		
Administrative costs	34,251	43,963
Legal & Professional costs	2,746	4,147
	<u>36,997</u>	<u>48,110</u>
	<u>427,722</u>	<u>506,413</u>

Registered number: 08081812

Charity number: 1147576

The Cybersmile Foundation

**UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

Prepared By:

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31/05/2021**

TRUSTEES

S El-Haffar
G Cameron
C Dugmore

SECRETARY

D Raisbeck

REGISTERED OFFICE

Riverside House
River Lawn Road
Tonbridge
TN9 1EP

COMPANY NUMBER

08081812

CHARITY NUMBER

1147576

BANKERS

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

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Independent Examiner's Statement	4
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Accounts	8 to 13
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**TRUSTEES' REPORT
FOR THE YEAR ENDED 31/05/2021**

The trustees present their report and accounts for the year ended 31/05/2021

PRINCIPAL ACTIVITIES

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 28/02/2022

S El-Haffar
Trustee

**INDEPENDENT EXAMINER'S STATEMENT
FOR THE YEAR ENDED 31/05/2021**

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION

I report on the accounts of the company for the year ended 31/05/2021 .

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINERS STATEMENT

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

**INDEPENDENT EXAMINER'S STATEMENT
FOR THE YEAR ENDED 31/05/2021**

INDEPENDENT EXAMINERS STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....

Date: 28/02/2022

Eightoaks Limited
Riverside House
River Lawn Road
Tonbridge
Kent
TN9 1EP

**Statement of Financial Activities
for the year ended 31/05/2021**

	Unrestricted funds	Restricted funds	2021 Total	2020 Total
	£	£	£	£
Income				
Income from generated funds				
Donations and legacies	417,732	-	417,732	545,365
Total Income and endowments	417,732	-	417,732	545,365
Expenses				
Costs of generating funds				
Expenditure on Raised funds	15,247	-	15,247	6,501
Expenditure on Charitable activities	412,475	-	412,475	499,912
Total Expenses	427,722	-	427,722	506,413
Net gains on investments				
Net Income	(9,990)	-	(9,990)	38,952
Gains/(losses) on revaluation of fixed assests				
Net movement in funds:				
Net income for the year	(9,990)	-	(9,990)	38,952
Total funds brought forward	191,418	-	191,418	152,466
Net funds carried forward	181,428	-	181,428	191,418

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

The Cybersmile Foundation

BALANCE SHEET AT 31/05/2021

	Notes	2021 £	2020 £
FIXED ASSETS			
Tangible assets	4	2,824	2,116
CURRENT ASSETS			
Debtors (amounts falling due within one year)	5	23,673	31,087
Cash at bank and in hand		<u>164,742</u>	<u>175,931</u>
		188,415	207,018
CREDITORS: Amounts falling due within one year	6	<u>9,811</u>	<u>17,716</u>
NET CURRENT ASSETS		178,604	189,302
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>181,428</u>	<u>191,418</u>
CAPITAL AND RESERVES			
Unrestricted funds	8		
General fund		181,428	191,418
		<u>181,428</u>	<u>191,418</u>

For the year ending 31/05/2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

Approved by the board of trustees on 28/02/2022 and signed on their behalf by

.....
S El-Haffar
Trustee

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31/05/2021**

1. ACCOUNTING POLICIES

1a. Basis Of Accounting

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

1b. Incoming Resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1c. Resources Expended

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.

1d. Allocation And Apportionment Of Costs

All costs relate to the single activity of the charitable company and are recognised accordingly.

1e. 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.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

1f. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

The Cybersmile Foundation

1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

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	<u>100,000</u>	<u>97,333</u>

The average weekly numbers of employees during the year were as follows:

	2021	2020
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

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	2021	2020
	No.	No.
Average number of employees	2	2

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	Equipment £	Total £
Cost		
At 01/06/2020	5,914	5,914
Additions	<u>1,650</u>	<u>1,650</u>
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At 31/05/2021	<u>4,740</u>	<u>4,740</u>
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At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>
At 31/05/2020	<u><u>2,116</u></u>	<u><u>2,116</u></u>

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	<u>191,418</u>	<u>417,732</u>	<u>(427,722)</u>	<u>-</u>	<u>181,428</u>

9. RESTRICTED FUNDS

Brought forward	Incoming resources	Outgoing resources	Transfers	Carried forward
£	£	£	£	£

The Cybersmile Foundation

**Incoming Resources
for the year ended 31/05/2021**

	2021	2020
	£	£
Incoming resources		
Incoming resources from generated funds		
Grants		
Donated Services	<u>270,000</u>	<u>356,000</u>
	270,000	356,000
Donations		
General Donations	<u>147,732</u>	<u>189,365</u>
	147,732	189,365
	<u>417,732</u>	<u>545,365</u>
	<u>417,732</u>	<u>545,365</u>

The Cybersmile Foundation

**Expenses
for the year ended 31/05/2021**

	2021	2020
	£	£
Expenses		
Costs of generating funds		
Costs Of Generating Voluntary Income		
Costs Of Generating Voluntary Income	15,247	6,501
	<u>15,247</u>	<u>6,501</u>
	<u>15,247</u>	<u>6,501</u>
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International	27,073	5,286
Support Services	16,763	16,499
Marketing and Public Relations	286,758	321,367
Research	11,788	15,815
	<u>375,478</u>	<u>451,802</u>
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Administrative costs	34,251	43,963
Legal & Professional costs	2,746	4,147
	<u>36,997</u>	<u>48,110</u>
	<u>427,722</u>	<u>506,413</u>