



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

CONTENTS.

STRUCTURE, GOVERNANCE AND MANAGEMENT Pg 4-5

WHAT WE DO - OUR MISSION Pg 6

PERFORMANCE AND ACHIEVEMENTS:
GLOBAL SUPPORT SERVICES Pg 7-8

EDUCATIONAL PROVISION AND RESOURCES Pg 8-11

RAISING AWARENESS AND ENGAGEMENT Pg 11-13

FUNDRAISING AND DONATIONS Pg 13-14

TRUSTEES' REPORT FOR THE YEAR ENDED 31st May 2025

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

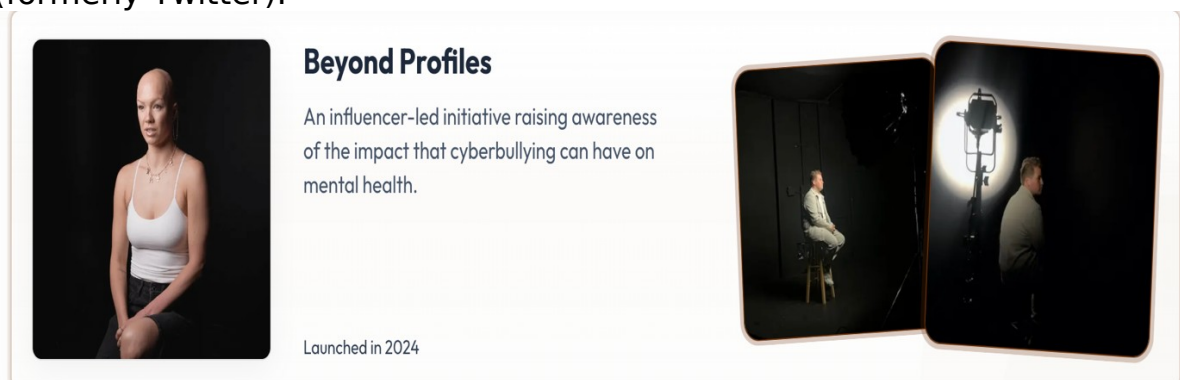
internet. Social media users are encouraged to include #stopcyberbullyingday across social platforms to voice their support for the event.

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.

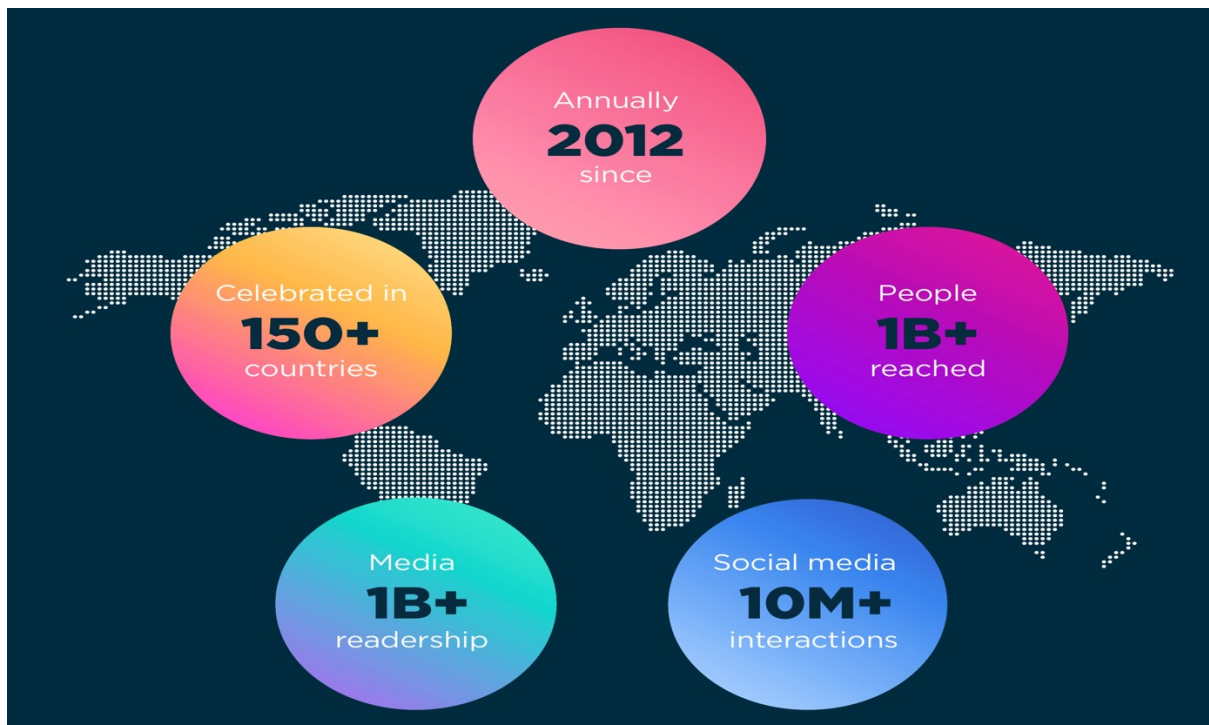
Celebrity and Influencer Ambassadors supporting SCD 2024 include:

- 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

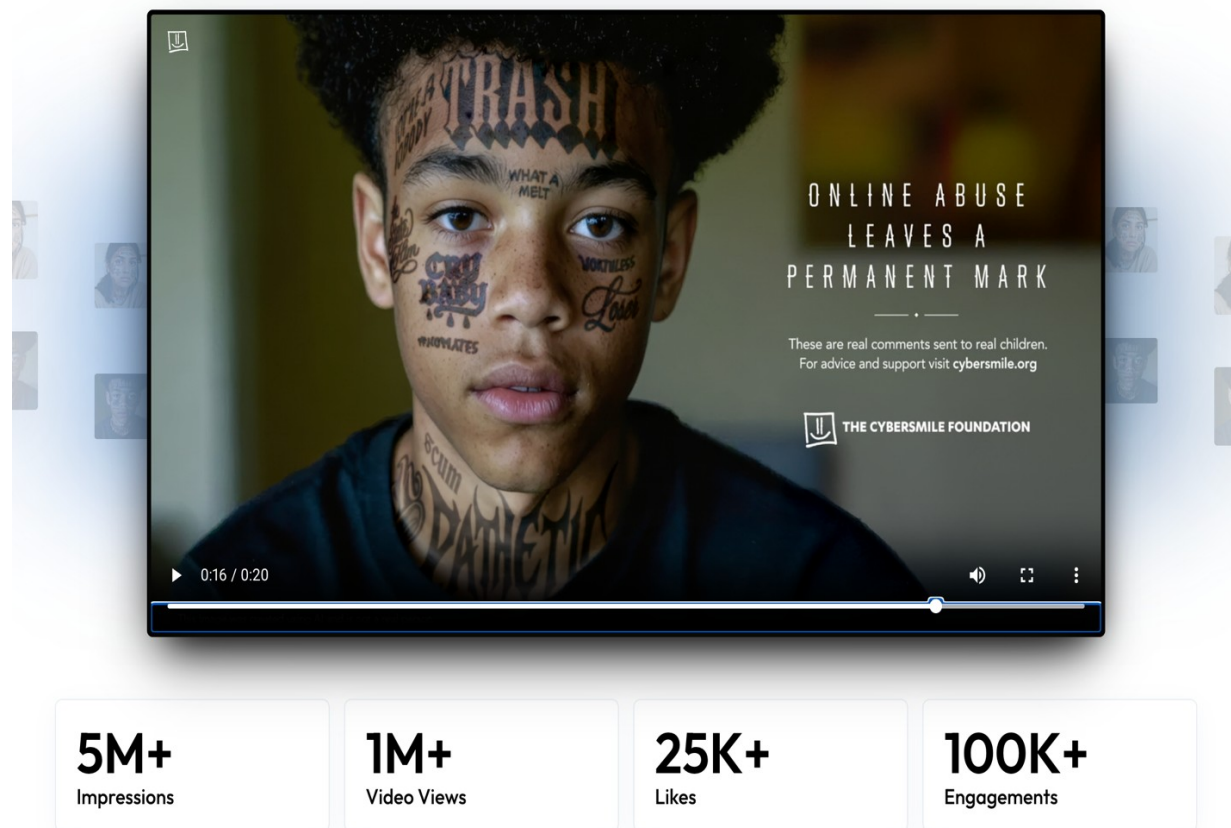
Words are Permanent Campaign.

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
Kent
TN9 1EP

ACCOUNTS
FOR THE YEAR ENDED 31/05/2025

CONTENTS

	Page
Report of the Trustees	3
Independent Examiner's Statement	4
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 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

CONTENTS

	Page
Report of the Trustees	3
Independent Examiner's Statement	4
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

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>