

# STRENGTH WITH IN ME FOUNDATION

England & Wales · Charity number 1165152

## Details

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**Other names** S.W.I.M

**Status** Registered

**Legal form** CIO

**Registered** 2016-01-13

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 3Space  
37 Warren Street  
London  
W1T 6AD

**Phone** 03333321900

**Email** [lifesaver@swim-dv.org](mailto:lifesaver@swim-dv.org)

**Website** [www.swim-dv.org](http://www.swim-dv.org)

## Activities

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**Objects:** THE PROMOTION OF SOCIAL INCLUSION, FOR THE PUBLIC BENEFIT OF WOMEN AND GIRLS WHO ARE SOCIALLY EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF THE EFFECTS OF DOMESTIC ABUSE BY; 1. PROVIDING EDUCATION AND SUPPORT TO ENABLE WOMEN AND GIRLS AFFECTED BY DOMESTIC ABUSE TO MANAGE THE EMOTIONAL, PHYSICAL, SOCIAL AND FINANCIAL EFFECTS ON THEIR LIVES AND THAT OF THEIR CHILDREN.2. RAISING PUBLIC AWARENESS OF DOMESTIC ABUSE ISSUES AND THE EFFECTS ON WOMEN AND GIRLS BOTH GENERALLY AND IN RELATION TO THEIR SOCIAL EXCLUSION, BY UNDERTAKING RESEARCH AND ADVISING AGENCIES ON BEST PRACTICE.3. PROVIDING WORKSHOPS, FORUMS, ADVOCACY AND INFORMATION TO WOMEN AND GIRLS TO BREAK DOWN THE BARRIERS OF SOCIAL EXCLUSION CAUSED BY DOMESTIC ABUSE.4. PROVIDING WORKSHOPS IN SCHOOLS AND YOUTH GROUPS TO EMPOWER GIRLS TO IDENTIFY AND FOSTER HEALTHY, SAFE RELATIONSHIPS TO PREVENT THE LIKELIHOOD OF THEM BECOMING SOCIALLY EXCLUDED AS A RESULT OF DOMESTIC VIOLENCE.

**Activities:** Workshop, education, talks and lobbying regarding domestic abuse of women and girls

## Classification

- **How:** Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Other Defined Groups

## Geography

- Throughout England

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-01	£94,079	£93,792	-	-
2023-12-01	£96,893	£96,387	-	-
2022-12-01	£95,524	£87,143	-	-
2021-12-01	£21,934	£30,753	-	-
2020-12-01	£20,016	£10,284	-	-

## Trustees

Name	Role	Appointed
Dr DIAHANNE RHINEY	Chair	2016-01-13
Anya James		2024-09-02
Courtney Daniella Boateng		2025-03-03
Paula Rhone-Adrien		2021-04-07
Rachel Shorter		2025-03-03
Selma Nicholls		2025-03-03

**STRENGTH WITH IN ME FOUNDATION**

England & Wales - Charity number 1165152

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# Accounts

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STRENGTH WITH IN ME FOUNDATION

# ANNUAL REPORT 2023-2024



# A MESSAGE FROM OUR FOUNDER:

I'm proud to report that in 2023–2024 we advanced our mission through disciplined strategic planning and execution. With the strong backing of our Board—most notably a strategy day generously sponsored by one of our Trustees—we sharpened our focus and aligned our resources for greater impact.

During that session, we developed plans to pivot elements of our work to harness the arts as a powerful way to engage young people. We also refreshed our Theory of Change and updated our mission statement to reflect this evolution.

Our advocacy remained steadfast: we continue to press for Healthy Relationships to be taught as part of the national school curriculum and are preparing future campaigns to help make this a reality.

The Baton Awards remains a flagship platform to spotlight S.W.I.M's work, with all proceeds directed to the charity.

We are deeply grateful for the continued commitment of our Board of Trustees, the generosity of attendees who donate at the event, and the introductions and in-kind support offered by our wider community of supporters.

In a challenging financial climate for the sector, we are actively exploring innovative and diversified fundraising streams to sustain and scale our work.

We look forward to the year ahead.

*D. Rhiney*

**Dr. Diahanne Rhiney BCAe**  
**S.W.I.M Foundation Founder**

# BACKGROUND

Strength With In Me Foundation (S.W.I.M) is a non-profit organization, providing comprehensive intervention in response to the prevalence of Domestic Abuse.

Founded in 2016 our mission is to reduce the incidence and minimize the impact of Domestic Abuse by teaching young people aged 11 years to 21 years old. how to effectively identify toxic relationships through our workshop programmes, events and services.

We also train and educate professionals to deliver workshops for young people on healthy relationships and best practice for working with young people who have experienced or are experiencing domestic abuse.

S.W.I.M is the acronym for our pioneering approach to Domestic Abuse, 'Strength With In Me' which highlights our purpose – to equip young people with the emotional tools to make informed relationship choices which we believe will contribute to combatting the Domestic Abuse pandemic from an emotional educational standpoint.

## OUR APPROACH

S.W.I.M's approach is designed not solely as a reaction to an existing crisis, but one which primarily aims to grasp the issue and take charge of the actions, thoughts, cultures and beliefs which may make us vulnerable to being the victims of Domestic Abuse.

We understand that as individuals we cannot control the behaviours and actions of others however, at S.W.I.M we dare to believe that we have the strength within us to be well equipped upon entering any kind of relationship, to confidently ascertain what we are worthy and deserving of and to actively seek out positive relationships.

# OUR OBJECTIVE:

- providing education and support to enable young people aged 11-21 years old, affected by domestic abuse to manage the emotional, physical, social, and financial effects on their lives .
- raising public awareness of domestic abuse issues and the effects on children and young people, both generally and in relation to their social exclusion, by undertaking research and advising agencies on best practice.
- providing workshops, forums, advocacy, and information to young people to break down the barriers of social exclusion caused by domestic abuse. providing workshops in schools and youth groups
- to empower young people to identify and foster healthy, safe relationships to prevent the likelihood of them becoming socially excluded as a result of domestic abuse.”

## OUR PLEDGE

- To recognise that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others
- To isolate new and unspoken methods of Domestic Abuse
- To intervene early on in processes which draw individuals towards violent relationships
- To create a community which actively seeks to instil emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

# OUR WORK THIS YEAR:

## PLANNING & PROGRESSION

### OUR NEW MISSION STATEMENT:

SWIM uses creative, digital and educational workshops to teach young people what healthy relationships are to help end domestic abuse.

### WORKSHOP DEVELOPMENT:

We have worked on developing our workshops to include creative elements that encourage young people to share their thoughts and experiences in an artistic way whether that be music, poetry, story telling, dance or other creative streams. Delivery of workshops continues in schools and community spaces. Including funded projects and feedback from young people on our work.

### POSTCODE LOTTERY:

We received funding to deliver workshops on misogyny, relationships, peer pressure, social media and abuse online. These workshops offered the opportunity for young people to share their experiences and thoughts on the topics and think about ways to avoid the issues raised.

### YOUTH ADVISORY BOARD:

In 2024, Leon Gilbaldi and Courtney Boetang joined our Youth Advisory Board providing valuable insight into how the Youth Board works and feed into the wider S.W.I.M strategy.

The Youth Advisory Board fed into the new direction of our workshop facilitation and areas of focus to ensure we reach young people with information both in schools and community settings. 2025 will see the roll out of some of this work.

# OUR WORK THIS YEAR:

We are confident that their expertise and passion will significantly enhance our initiatives and help us reach our desired outcomes.

## LOOKING AHEAD

As we look to the future, we are excited about the potential to make an even greater impact. We plan to:

- Expand our SWIM to SHORE project by integrating the collected feedback into our app and launching it to a wider audience.
- Continue to raise funds to continue delivery in areas of need.
- Increase the number of workshops and programs we deliver in schools across London.

We are deeply grateful for the support we have received from our funders, partners, and the community. Together, we are making a difference in the lives of young people and families to help end domestic violence for all.

## THEORY OF CHANGE

Our Trustees have been working hard to draft our Theory of Change which will provide an insight to the work we do at SWIM and be a great resource to the schools, youth provisions and professionals as well as external organisations and individuals who want to work with SWIM. We hope to release this document in 2024.

# OUR FINANCE REPORT:

## Strength WithIn Me Foundation

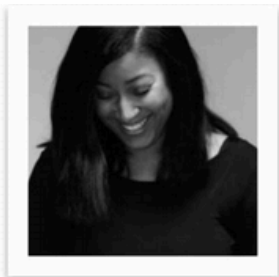
### Profit and Loss

2 December, 2023 - 1 December, 2024

	<b>Total</b>
Income	
Gifts and Donations Income	45,328.76
Grants	48,750.00
<b>Total Income</b>	<b>£94,078.76</b>
GROSS PROFIT	<b>£94,078.76</b>
Expenses	
Accountancy	705.25
Event Expenses	14,267.02
Funding Application	5,860.00
Insurance Expense	238.70
Printing	523.54
Rent and Rates	5,000.00
Sub-contracting expenses	55,338.23
Telephone	9,600.00
Website Expenses	2,259.62
<b>Total Expenses</b>	<b>£93,792.36</b>
NET OPERATING INCOME	£286.40
Other Income	
Cashbacks	-
<b>Total Other Income</b>	<b>£0.00</b>
NET OTHER INCOME	<b>£0.00</b>
NET INCOME	<b>£286.40</b>

# OUR TRUSTEES:

Our Trustee Daniella Maison stepped down from her role in September 2024. Daniella remains an advisor to the Charity. We are grateful for her support throughout her time with S.W.I.M.



**Mrs. Diahanne Rhiney**  
Founder & Chair

[diahanne@swim\\_dv.org](mailto:diahanne@swim_dv.org)



**Claudette Rhiney BSc**  
Project Co-Ordinator & Director  
[claudette@swim\\_dv.org](mailto:claudette@swim_dv.org)



**Daniella Maison BA (Hons) MA**  
Trustee & Head of Communications  
[daniella@swim\\_dv.org](mailto:daniella@swim_dv.org)



**Serena Walker**  
Trustee & Events Organiser



**Kenny Imafidon**  
Trustee & Deputy Chair



**Warren Powell**  
Trustee & Treasurer



**Paula Rhone-Adrien**  
Trustee & Family Law Specialist



**Serena Nalty-Coombs**  
Governance & Project Manager



**Our aim: to change  
actions, thoughts,  
culture and beliefs  
around domestic  
abuse.**

**THANK YOU!**

**Strength With In Me Foundation**

**Charity No: 1165152**



The Annexe, 104 Monks Avenue, Waltham Abbey, Essex EN9 1LJ  
T: 0333 332 1900 | E: lifesaver@swim-dv.org | www.swim-dv.org

# Strength WithIn Me Foundation

## Profit and Loss

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**Section A**

**Independent Examiner's Report**

**Report to the trustees**

STRENGTH WITH IN ME FOUNDATION

**On accounts for the year  
ended**

01.12.2024

**Charity no  
(if any)**

1165152

**Set out on pages**

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **01 / 12 / 2024**.

**Responsibilities and  
basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales (**ICAEW**).

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below \*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

**Signed:**

**Date:**

29.09.2025

**Name:**

MUTIU ADEBUKOLA ADEJUMBI

**Relevant professional  
qualification(s) or body**

Institute of Chartered Accountants in England and Wales (ICAEW)  
ACA (41412371)

(if any):

**Address:**

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

**STRENGTH WITH IN ME FOUNDATION**

England & Wales - Charity number 1165152

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# Accounts

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STRENGTH WITH IN ME FOUNDATION

# ANNUAL REPORT 2022-2023



# A MESSAGE FROM OUR FOUNDER:

2022-23 has been a difficult period for securing grants and funding. The third sector as a whole is struggling due to increased demand. We have gone from securing funding at a rate of 90% to just 35%, as grants for charities have dropped from funding 1 out of 3 applications to only 1 out of 10. Additionally, the cost-of-living downturn has significantly impacted fundraising and donations.

Fortunately, we received vital funding from the National Lottery, the Mayor's Fund, and through generous donations.

With the establishment of the youth board, we now have a clearer and more targeted approach, resulting in workshops designed by young people, for young people. Expanding our digital presence through an online platform has enabled us to reach a national audience more effectively.

Our main fundraising event, held in partnership with the 16 Days of Activism Against Gender-Based Violence, has grown in popularity and support.

However, we are increasingly concerned about the rise in domestic abuse among young people, with individuals entering relationships at a younger age. This, coupled with the negative influence of figures like Andrew Tate, has exacerbated the situation, normalising harmful behaviours and attitudes toward gender and relationships. The growing trend of domestic violence among young people highlights the urgent need for targeted interventions and education.

Our Board of Trustees meets regularly and is keen for S.W.I.M to increase its visibility. By working closely with the board, we aim to create an organisational structure that is both scalable and sustainable.

# A MESSAGE FROM OUR FOUNDER:

We've established dedicated work groups focused on fundraising, marketing and communications, and the theory of change. These efforts allow the trustees to leverage their strengths, leading to better outcomes.

Although change is challenging, particularly in the face of financial constraints, this situation has pushed us to innovate and think creatively. I believe these efforts will result in positive outcomes for the charity, and most importantly, for the young people we serve by educating and empowering them to help eradicate domestic abuse.

*D. Rhiney*

**Dr. Diahanne Rhiney BCAe**  
**S.W.I.M Foundation Founder**

# BACKGROUND

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Founded in 2016 our mission is to reduce the incidence and minimize the impact of Domestic Abuse by teaching young people aged 11 years to 21 years old. how to effectively identify toxic relationships through our workshop programmes, events and services.

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## OUR APPROACH

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## OUR PLEDGE

- To recognise that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others
- To isolate new and unspoken methods of Domestic Abuse
- To intervene early on in processes which draw individuals towards violent relationships
- To create a community which actively seeks to instil emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

# OUR WORK THIS YEAR:

## FUNDRAISING AND FUNDED PROJECTS

This year we received funding from The National Lottery and the Lord Mayors Foundation.

**The National Lottery** funded our SWIM to SHORE project which was a research and scoping project where we delivered workshops to young people aged 11-21 years old and sort their ideas, opinions and feedback on the information and support they would like to see as part of our ground breaking app. We worked alongside our developers to pull together the information into our planning and design process.

### **The Mayors Foundation**

This funding gave us the opportunity to run a 6-8 week training for young people volunteers through weekly physical workshops and remote online training through the V Together portal (a purpose built platform for working remotely with groups and individuals)

6 months of ongoing support for victims/ potential victims of domestic abuse with the support of peer volunteers

Evaluation session with peer volunteers for feedback and to arrange individual action plans for further career/ educational development

We continue to be the chosen charity for the annual Baton Awards which celebrates pays tribute to some of the most influential and unsung women of colour. The event takes place during The global 16 Days of Activism against Gender-Based Violence calling for an end to violence against women and girls.

## YOUTH ADVISORY BOARD

We welcomed two members to our Youth Advisory Board in 2023, Abosede Alaka and Cat Miller.

Abosede's work as a project manager in the charitable sector and Cat advocates for women experiencing domestic violence.

We are confident that their expertise and passion will significantly enhance our initiatives and help us continue to deliver impactful to the young people we work with.

# OUR WORK THIS YEAR:

We are confident that their expertise and passion will significantly enhance our initiatives and help us reach our desired outcomes.

## LOOKING AHEAD

As we look to the future, we are excited about the potential to make an even greater impact. We plan to:

- Expand our SWIM to SHORE project by integrating the collected feedback into our app and launching it to a wider audience.
- Continue to raise funds to continue delivery in areas of need.
- Increase the number of workshops and programs we deliver in schools across London.

We are deeply grateful for the support we have received from our funders, partners, and the community. Together, we are making a difference in the lives of young people and families to help end domestic violence for all.

## THEORY OF CHANGE

Our Trustees have been working hard to draft our Theory of Change which will provide an insight to the work we do at SWIM and be a great resource to the schools, youth provisions and professionals as well as external organisations and individuals who want to work with SWIM. We hope to release this document in 2024.

# OUR FINANCE REPORT:

## Strength WithIn Me Foundation

### Profit and Loss

2 December, 2022 - 1 December, 2023

	TOTAL
Income	
Gifts and Donations Income	51,977.98
Grants	44,884.67
<b>Total Income</b>	<b>£96,862.65</b>
GROSS PROFIT	<b>£96,862.65</b>
Expenses	
Accountancy	1,743.00
Event Expenses	9,220.00
Funding Application	8,870.00
Insurance Expense	256.03
Printing	148.00
Rent and Rates	7,294.00
Sub-contracting expenses	61,731.38
Telephone	6,125.00
Website Expenses	1,000.00
<b>Total Expenses</b>	<b>£96,387.41</b>
NET OPERATING INCOME	<b>£475.24</b>
Other Income	
Cashbacks	29.62
<b>Total Other Income</b>	<b>£29.62</b>
NET OTHER INCOME	<b>£29.62</b>
NET INCOME	<b>£504.86</b>

# OUR TRUSTEES:



**Mrs. Diahanne Rhiney**  
Founder & Chair

[diahanne@swim\\_dv.org](mailto:diahanne@swim_dv.org)



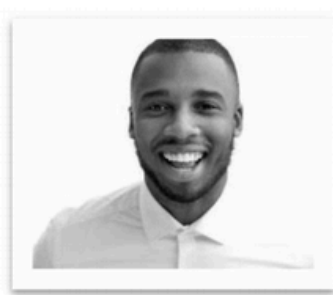
**Claudette Rhiney BSc**  
Project Co-Ordinator & Director  
[claudette@swim\\_dv.org](mailto:claudette@swim_dv.org)



**Daniella Maison BA (Hons) MA**  
Trustee & Head of Communications  
[daniella@swim\\_dv.org](mailto:daniella@swim_dv.org)



**Serena Walker**  
Trustee & Events Organiser



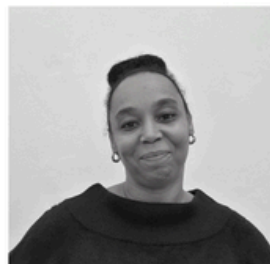
**Kenny Imafidon**  
Trustee & Deputy Chair



**Warren Powell**  
Trustee & Treasurer



**Paula Rhone-Adrien**  
Trustee & Family Law Specialist



**Serena Nalty-Coombs**  
Governance & Project Manager



**Our aim: to change  
actions, thoughts,  
culture and beliefs  
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abuse.**

**THANK YOU!**

**Strength With In Me Foundation**

**Charity No: 1165152**



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T: 0333 332 1900 | E: lifesaver@swim-dv.org | www.swim-dv.org

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Independent examiner's report on the  
accounts

Section A

Independent Examiner's Report

Report to the trustees

STRENGTH WITH IN ME FOUNDATION

On accounts for the year  
ended

01.12.2023

Charity no  
(if any)

1165152

Set out on pages

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 01.12.2023.

Responsibilities and  
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

The charity's gross income exceeded £25,000 and I am qualified to undertake the examination by being a qualified member of Association of Chartered Certified Accountants (ACCA).

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date: 28.08.2024

Name:

RITIN BHATIA

Relevant professional  
qualification(s) or body  
(if any):

ACCA (4899146)

**Address:**

Unit F2, The Pixel Building, 110 Brooker Road

Waltham Abbey

EN9 1JH

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

**STRENGTH WITH IN ME FOUNDATION**

England & Wales - Charity number 1165152

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# Accounts

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# ANNUAL REPORT 2021-2022

## A MESSAGE FROM OUR FOUNDER

*Adapting to change following Covid-19 was difficult however, we continued to work on updating our online presence in order to support young people across the country. The number of calls we received continued to increase while the world tried to get back to some normality. As previously reported calls via our helpline from young people had gone from 30 calls per week to 263 per week during lockdown and remained consistent for us in 2021-22.*

*Fortunately, we received funding from ..... and were able to respond to the additional calls and offer a safe space for young people who were experiencing and/or witnessing domestic abuse which had escalated due to the closure of schools and youth facilities.*

*The charitable sector was under pressure as voluntary sector organisations were seeking additional resources to support the various needs of people nationwide from mental health to the cost of living crisis. We were not exempt from this, which was tough on us financially as an organisation. However, we continued to make the necessary strategic changes to meet the high demand and deliver a quality service to those in need.*

*Planning ahead we have a focus on digitalising our presence through an online platform. Plans to partner with an organisation already delivering to schools in this way, to create a licenced training platform will ensure that Healthy Relationship training for professionals and workshops for children will roll out nationally within the next 2 years. We will continue to deliver in person where possible but, this development means that we can reach more young people in an effective and cost efficient way.*

*We look forward to launching our platform shortly and are excited about what this means for us and our users.*

*Our Board of Trustees meet regularly and are keen for S.W.I.M to increase our visibility, working closely with them our aim is to create an architecture for the organisation that is scalable and sustainable.*

*We are excited to have commenced plans for the recruitment of our Youth Advisory Board who will provide the much needed feedback on our work and give insight on the ground of what young people, parents and educators are experiencing. Statistics on domestic abuse affecting young people are almost non-existent and do not give a rounded view of the real challenges and impact on children's physical, emotional and mental health. We feel it is important that we work with those who are in these spaces to stay abreast of the real life experiences of those we seek to serve. The Youth Advisory Board will also support us with fund-raising and campaigning to raise awareness of domestic abuse and its affects on young people.*

*As we venture into this new space we hope that you will continue to support S.W.I.M as we move into this next part of our journey by educating and empowering young people to help eradicate domestic abuse.*

*D. Rhiney*

Dr. Diahanne Rhiney PhD  
S.W.I.M Foundation Founder

# CONTENTS

01 Introduction

02 Our Approach

03 Our Objectives & Work

04 Engagements & Achievements

05 Looking Ahead

06 Finance Report

07 Our Trustees & Team

# Introduction

## Who we are

Strength With In Me Foundation (S.W.I.M) is a non-profit organization, providing comprehensive intervention in response to the prevalence of Domestic Abuse. Our mission is to reduce the incidence and minimize the impact of Domestic Abuse by teaching young people how to identify effectively toxic relationships through our workshop programmes, events and services. We also train and educate professionals to deliver workshops for young people on healthy relationships and best practice for working with young people who have experienced or are experiencing domestic abuse.

**S.W.I.M** is the acronym for our pioneering approach to Domestic Abuse, '**Strength With In Me**' which highlights our purpose – to equip young people with the emotional tools to make informed relationship choices which we believe will contribute to combatting the Domestic Abuse pandemic from an emotional educational standpoint.



## Our Approach

**S.W.I.M's** approach is designed not solely as a reaction to an existing crisis, but one which primarily aims to grasp the issue and take charge of the actions, thoughts, cultures and beliefs which may make us vulnerable to being the victims of Domestic Abuse.

We understand that as individuals we cannot control the behaviours and actions of others however, at **S.W.I.M** we dare to believe that we have the strength within us to be well equipped upon entering any kind of relationship, to confidently ascertain what we are worthy and deserving of and to actively seek out positive relationships.





01

## Cross Government definition;

Any incident or pattern of incidents of controlling, coercive, threatening behaviour, Abuse or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality (Mar 2013).

02

## Legal definition;

Refers to violent acts committed by a family or household member against another, such as child abuse or the mistreatment of one's spouse. Domestic Abuse can refer to physical harm inflicted on a member of a household or family, by another member of the same household or family.

03

## Domestic abuse is;

defined as the abuse of one person by another within an intimate or family relationship. It is the repeated, random, and habitual use of intimidation to control a person. The abuse can be physical, emotional, psychological, financial and/or sexual. Domestic Abuse knows no boundaries and neither does it see age, race, class, religion, or gender.

## S.W.I.M

has a multi-disciplinary team approach in response to educating and empowering young people. The team consists of mental health therapists, social workers, behaviour change specialists and behavioural mentors, teachers, and a research team.

Our campaigns all have the same agenda: to raise awareness, to highlight those hidden by shame and stigma but also recognise **controlling behaviours**, a range of acts designed to make a person subordinate and/or dependent by isolating them from sources of support, exploiting their resources and capacities for personal gain, depriving them of the means needed for independence, resistance and escape and regulating their everyday behaviour as well as **coercive behaviours**, acts or a pattern of acts of assault, threats, humiliation and intimidation or other abuse that is used to harm, punish, or frighten their victim.



# 03 Our Objectives

- 01 providing education and support to enable young people aged 11-21 years old, affected by domestic abuse to manage the emotional, physical, social, and financial effects on their lives .
- 02 raising public awareness of domestic abuse issues and the effects on children and young people, both generally and in relation to their social exclusion, by undertaking research and advising agencies on best practice.
- 03 providing workshops, forums, advocacy, and information to young people to break down the barriers of social exclusion caused by domestic abuse.
- 04 providing workshops in schools and youth groups to empower young people to identify and foster healthy, safe relationships to prevent the likelihood of them becoming socially excluded as a result of domestic abuse."



## Strength With In Me

S . W . I . M T E A C H Y O U N G P E O P L E W H A T  
H E A L T H Y R E L A T I O N S H I P S A R E T O H E L P  
E N D D O M E S T I C A B U S E .

[www.swim-dv.org](http://www.swim-dv.org)

@swim\_dv

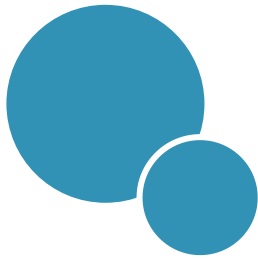
[www.givey.com/strengthwithinme](http://www.givey.com/strengthwithinme)

## OUR PLEDGE

- To **recognize** that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others
- To **isolate** new and unspoken methods of Domestic Abuse
- To **intervene** early on in processes which draw individuals towards violent relationships
- To **create** a community which actively seeks to instil emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

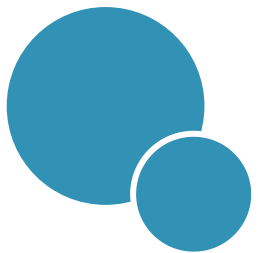


## Engagements



### The Baton Awards

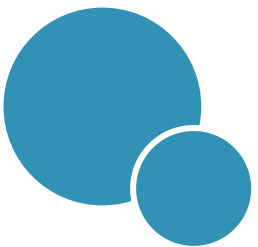
On 24<sup>th</sup> November 2022 the Baton Awards returned for its first in person event since Covid-19. S.W.I.M are the featured charity for this annual event which pays tribute to some of the most influential and unsung women of colour and engaging in a wider public debate about the powerful role and talents of women of colour in society today and the positive social change that will enable these women to prosper.



### United Nations

#### Day of the elimination of violence against women

Held at Buckingham Palace Gardens on 29<sup>th</sup> November 2022 this event welcomed individuals and organisations across the country who work tirelessly to highlight, support, campaign and provide services for women who have been affected by violence and abuse.



### Multicultural Business & Community

#### Awards 2022

**S.W.I.M** were honoured to be nominated for an award at this year's event.

The MBCC awards is a non-profit organisation. Their mission is to focus on the people that make a difference in both the business and the general community. People who go out of their way to help others selflessly without wanting any praise or thanks. This is the platform where those people can be recognised nationally for the incredible work they do for the country.



## The S.W.I.M App

With funding from The National Lottery Reaching Communities Grant we ran focus groups and started the development of our ground-breaking app which is in the early stages of development. The first app of its kind designed specifically for young people.

S.W.I.M's app is being designed as a free to download mobile app, providing support, emergency assistance and information to anyone who may be in an abusive relationship or those concerned about someone they know.

## NCFE Accreditation

We continue to work towards becoming accredited by NCFE. The NCFE accreditation service is a National Awarding Organisation that will give our workshops a benchmark quality standard (benchmarked against the framework to reach awarding organisation standards), that will add value to our propositions and also provide evidence to third parties, e.g., funders, local authority education bodies, about the quality of the learning we offer.

## Youth Advisory Board

We were pleased to start the important work of recruitment to our Youth Advisory Board in 2022 and continue to onboard members who are committed to advocate on behalf of young people to review our educational and training workshops, be ambassadors in promoting our work, support fundraising and introduce contacts and resources to the organisation. We are confident that introduction of this Board will support our efforts to reach our aim to have healthy relationships as part of the educational curriculum nationwide by 2025.

## National Youth Conference

Plans are underway to run our first Youth Conference in 2023 to listen to the voices of young people who have been affected by domestic abuse and help statutory and third sector organisations gain a better insight into the impact of domestic abuse in childhood and the importance of educating children from an early age.

*Come and S.W.I.M with us.....*



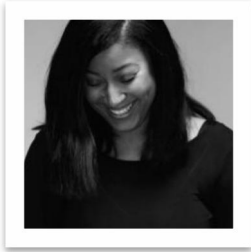
## Strength WithIn Me Foundation

### Profit and Loss

2 December, 2021 - 1 December, 2022

	TOTAL
Income	
Gifts and Donations Income	71,861.26
Grants	23,650.00
<b>Total Income</b>	<b>£95,511.26</b>
GROSS PROFIT	<b>£95,511.26</b>
Expenses	
Insurance Expense	249.98
IT & Software	2,000.00
Office Expense	11,848.00
Printing	140.00
Rent and Rates	3,120.00
Sub-contracting expenses	63,053.00
Telephone	3,675.00
Website Expenses	2,406.00
<b>Total Expenses</b>	<b>£86,491.98</b>
NET OPERATING INCOME	<b>£9,019.28</b>
Other Income	
Cashbacks	12.55
<b>Total Other Income</b>	<b>£12.55</b>
Other Expenses	
Accountancy	651.00
<b>Total Other Expenses</b>	<b>£651.00</b>
NET OTHER INCOME	<b>£ -638.45</b>
NET INCOME	<b>£8,380.83</b>

# 07 Our Trustees & Team



**Dr. Diahanne Rhiney**

Founder & Chair

[diahanne@swim\\_dv.org](mailto:diahanne@swim_dv.org)



**Claudette Rhiney BSc**

Project Co-Ordinator & Director

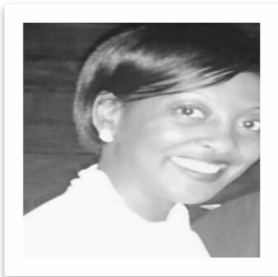
[claudette@swim\\_dv.org](mailto:claudette@swim_dv.org)



**Daniella Maison BA (Hons) MA**

Trustee & Head of Communications

[daniella@swim\\_dv.org](mailto:daniella@swim_dv.org)



**Serena Walker**

Trustee & Events Organiser



**Kenny Imafidon**

Trustee & Deputy Chair



**Warren Powell**

Trustee & Treasurer



**Paula Rhone-Adrien**

Trustee & Family Law Specialist



**Serena Nalty-Coombs**

Governance & Project Manager



**Our aim: to change  
actions, thoughts,  
culture and beliefs  
around domestic  
abuse.**

**THANK YOU!**

**Strength With In Me Foundation**

**Charity No: 1165152**



The Annexe, 104 Monks Avenue, Waltham Abbey, Essex EN9 1LJ  
T: 0333 332 1900 | E: lifesaver@swim-dv.org | www.swim-dv.org

# Strength WithIn Me Foundation

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Section A

Independent Examiner's Report

Report to the trustees

STRENGTH WITH IN ME FOUNDATION

On accounts for the year  
ended

01.12.2022

Charity no  
(if any)

1165152

Set out on pages

Responsibilities and  
basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 01.12.2022.

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

The charity's gross income exceeded £25,000 and I am qualified to undertake the examination by being a qualified member of Association of Chartered Certified Accountants (ACCA).

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

01.10.2023

Name:

RITIN BHATIA

Relevant professional  
qualification(s) or body  
(if any):

ACCA (4899146)

**Address:** 2A, St. Johns Buildings, Frien Barnet Road

London

N11 3DP

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

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**STRENGTH WITH IN ME FOUNDATION**

England & Wales - Charity number 1165152

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# Accounts

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# Annual Report

**2020-21**

*Over 1 million British children are growing up in Domestic Abuse Households. 75% of teenage girls have already experienced Domestic Abuse in a relationship.*

*The Time Is Now...*

## **Strength With In Me (S.W.I.M) Foundation**

---

**Tel:** 0333 332 1900

The Annexe 104 Monkwood  
Avenue Waltham Abbey Essex EN9  
1LJ

Website: [swim\\_dv.org](http://swim_dv.org)  
Email: [lifesaver@swim\\_dv.org](mailto:lifesaver@swim_dv.org)

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*“Education is the kindling of a flame, not the filling of a vessel”*

**Socrates**

## A Message from the Founder

### Highlights

It has been a tough year for S.W.I.M. This year has presented new challenges for us as a charity, and we have gone from receiving approximately 30 calls per week from young people in domestic abuse households and relationships to 260 per week. We improved our technology and phone systems to deal with this increase. As we adapted to the new climate and rising numbers, we were seeking to provide support and help via apps and other accessible means during lockdown, so the charity Trustees and team have been knuckling down to ensure our response is relevant and on-time and focusing on fundraising.

COVID-19 highlighted the need for online courses which is where our focus has been.

The moment we have been waiting for finally arrived. For quite some time our team have attended and hosted meetings, created campaigns, designed workshops, sat with MP's and celebrities, and formed an All-Party Parliament Group working tirelessly to have healthy relationships taught as compulsory and this year, it was finally implemented. From last September, healthy relationships, sex, and health education will be compulsory subjects in all secondary schools, while all primaries will have to teach relationships and health education. Last year, we were convinced this was a true watershed moment however, the closure of schools has delayed teachers being able to implement this change in the curriculum effectively. However, with schools returning to normal, we are excited to see the effects of the APPG unfold as children begin to be educated on the crucial subject of health relationships.

### Strategic Highlights

We were pleased to welcome a new Trustee, Paula Rhone-Adrien to the Board in April 2021. Paula is a specialist in Family Law and mediation. Her knowledge and expertise will be instrumental for the organisation and we are already benefiting from her valued insight to enhance the work that we do. We are grateful to have her on board.

The team has been actively responding to COVID-19 effects by investigating how to licence our online interactive courses to schools so that we could meet the increasing

demands without physically attending schools during the pandemic. Our focus has been on the combination of hosting some live key events with an emphasis on virtual events, campaigns, and workshops. We are also developing a 'Train the trainer' method that will allow us to train school staff members so they can deliver the courses to their students. Notably, in the past few months we have upgraded our online platform. We also now have our Workshops available online, and we have developed a youth board. This is a trauma informed approach based on the theory of change whereby a board of youths write and develop healthy relationships that are written by young people themselves, for their peers.

Sadly, information from the MET Police has shown that Domestic Abuse only continued to increase after Covid-19 restrictions were eased. A key factor is that whilst restrictions have lifted for the general public, many resources are still unavailable.

## Financial Highlights

**S.W.I.M** was gifted a sum of money from Diahanne Rhiney Ltd. To ensure we able to continue delivering our workshops and raise awareness.

As a charity, we are always looking for creative ways to raise our profile while raising funds to continue delivering our work. In addition to external funding, we also rely on the generous donations from our supporters through fund raising events and our JustGiving page. S.W.I.M is a registered eBay charity, so supporters can donate 10% to 100% of the items cost.

Fundraising has been a challenge due to COVID because the demand on funding has increased significantly and remained that way post-COVID-19. Applications have been made and we have often made it to the final stages (one had 3 times their usual applications) but steep competition has prevented us from being awarded as has been the case for hundreds of domestic abuse charities.

From a strategic point of view, we are looking at new ways to generate funding now that lockdown restrictions have eased.

## FURTHERING THE CONVERSATION

*'We've worked hard to make sure our workshops are change-making. We sensitively tackle the controversial area of Domestic Abuse and relationships using a combination of imaginatively designed interactive role-plays and open forum discussions. By giving children accurate and relevant information that is both 'on time' and age-appropriate, we work to provide a firm foundation for them to make informed choices about their relationships.'*

## Operating Highlights

Much of our activity has been online. We've been using social media as a key marketing tool to engage conversation. We have also set up a private Facebook group for victims to be supported by their peers.

Our online events have resulted in higher participation and allowed us to have a broader impact and a national influence without participants having to factor in travel etc.

Our workshops, now also online, continue to raise awareness and encourage young people to take responsibility for their wellbeing to make positive relationship choices. At **S.W.I.M** we sensitively tackle the controversial area of Domestic Abuse and relationships using a combination of imaginatively designed, age-appropriate interactive role-plays and open forum discussions. We also work to smash the taboo of Domestic Abuse amongst young people.

Our event series '21 Questions' is now an online event, designed as an opportunity for young people aged 17 upwards to speak openly about their modern realities and ask the questions that are all too often avoided in an honest environment. **S.W.I.M** invite a diverse crowd to partake in a 'Question Time' style audience-driven discussion sharing an understanding of the deeper and wider issues around Domestic Abuse.

We use multiple social media platforms to increase our worldwide reach and have a strong Twitter and Facebook following, posting regularly with credible up-to-date and relevant articles on Domestic Abuse and healthy relationships.

## Looking Ahead

Domestic violence was a major issue during COVID:19's 'lockdown Britain' with multiple support services having reported a surge in calls to helplines, while the Metropolitan police said they had made 4,093 arrests for domestic abuse offences – an average of about 100 a day since March 9th, when people with coronavirus symptoms were asked to self-isolate. The effect on British children and young people is devastating. Without the sanctuary of school and the support of peers and

practitioners, children in domestic abusive households were experiencing a crisis during lockdown.

There's a global surge of domestic violence since coronavirus because young people are in contact with their abuser 24/7. I know that certain procedures have been looked at in the UK, in terms of what do you do when young people are in a house with the person that is abusing them. Covid-19's impact on mental health and the further strain on the public purse only makes the situation worse. Worryingly, domestic abuse continued to surge after restrictions were lifted, as is shown by data from London's MET police. This is believed to be because whilst restrictions have lifted for the general public, access to resources has remained limited.

This is an interesting situation as it is unprecedented. Domestic violence is not seen as an immediate emergency right now, but I am still working on changing that through education and awareness.

*"Education is the kindling of a flame, not the filling of a vessel."* Socrates

**D. Rhiney**

Dr. Diahanne Rhiney PhD  
S.W.I.M Foundation Founder  
September 2021

MANY PEOPLE BELIEVE THAT DOMESTIC ABUSE WOULDN'T HAPPEN TO SOMEONE LIKE THEMSELVES

*It can happen to anyone.*

*Domestic Abuse can happen to anyone of any race, age, sexual orientation, religion or gender. It can happen to couples who are married, living together or dating. Domestic Abuse affects people of all socioeconomic backgrounds, cultures and educational levels.*

*"You will face many defeats in your life, but never let yourself be defeated."*

*-Maya Angelou*

## Introduction

### Who We Are

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**The cross-government definition of domestic abuse and abuse is:** any incident or pattern of incidents of controlling, coercive, threatening behaviour, Abuse or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality (Mar 2013).

## NO MORE PAIN

*Domestic Abuse causes far more pain than the visible marks of bruises and scars. It is devastating to be abused by someone that you love and thinks loves you in return.*

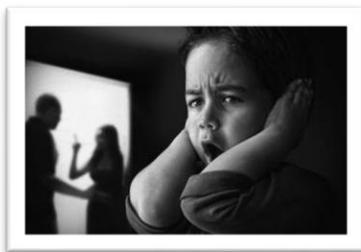
*A Domestic Abuse victim cannot even start a plan to leave until they first believe that life outside of that relationship is better and possible.*

**The legal definition of domestic abuse** refers to violent acts committed by a family or household member against another, such as child abuse or the mistreatment of one's spouse. Domestic Abuse can refer to physical harm inflicted on a member of a household or family, by another member of the same household or family.

**Domestic Abuse** is defined as the abuse of one person by another within an intimate or family relationship. It is the repeated, random, and habitual use of intimidation to control a person. The abuse can be physical, emotional, psychological, financial and/or sexual. Domestic Abuse knows no boundaries and neither does it see age, race, class, religion, or gender.

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Our campaigns all have the same agenda: to raise awareness, to highlight those hidden by shame and stigma but also recognise **controlling behaviours**, a range of acts designed to make a person subordinate and/or dependent by isolating them from sources of support, exploiting their resources and capacities for personal gain, depriving them of the means needed for independence, resistance and escape and regulating their everyday behaviour as well as **coercive behaviours**, acts or a pattern of acts of assault, threats, humiliation and intimidation or other abuse that is used to harm, punish, or frighten their victim.

**S.W.I.M With Us...**



PRIME MINISTER,  
THERESA MAY

*Domestic Abuse and abuse is a life shattering and absolutely abhorrent crime; tackling it is a key priority for this government – and something I have always attached a personal importance to, both as Home Secretary and now as Prime Minister. I am clear that we need to build on the measures I introduced as Home Secretary – including the new offence of ‘Controlling and Coercive Behaviour’, Domestic Abuse Protection Orders, and the Domestic Abuse Disclosure Scheme – and ensure that no stone be left unturned in delivering a system that increases convictions, and works better for victims.*

## Executive Summary

### S.W.I.M With Us...

The **S.W.I.M** Foundation was founded in 2015 and our small, dedicated team aim to educate young people through our conferences, mentoring programme and age-appropriate workshops. We work directly with foster carers, professionals, police, schools, universities, colleges, youth mentors, practitioners, and the community. Our goal is to focus on creating an emotional intervention; to educate young people on how to identify healthy relationships and unhealthy toxic relationships and to positively shape their relationship choices, boost their self-esteem and safeguard them from Domestic Abuse. This extends to training and workshops for professionals working with young people in various settings to deliver effective sessions with young people encouraging discussions around healthy relationships and the exploration of their emotional and physical needs and to identify and support young people who are or have been affected by domestic abuse.

### Did you know...?



1 in 5 teenage girls have been assaulted by a boyfriend



10-15-year-olds account for 30.6% of children effected by Domestic Abuse



Recent surveys (including NSPCC, Zero Tolerance & End Violence Against Women campaign) reveal that approximately 40% of our young people are already being subjected to relationship abuse in their teenage years



9 in 10 children who suffer Domestic Abuse and/or grow up in a Domestic Abuse household go onto have mental health problems

**S.W.I.M** formed an All-Party Parliamentary Group (APPG) and campaigned relentlessly for healthy relationship lessons to be made compulsory in all UK schools. Finally, the government has implemented this vital amendment to the ‘Children and Social Work

Bill' for all primary and secondary schools, including independent schools and academies.

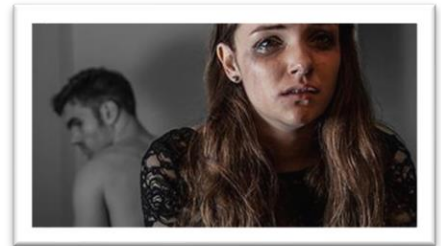
Domestic Abuse is and has always been a taboo subject, which all too often gets brushed under the carpet, but we aim to change this. We are doing this by educating and empowering young people how to identify what a healthy relationship looks like, how to recognise their own self-worth, and how to know when a relationship is toxic.

Alongside our online campaigns, workshops and conferences we run a series of hard-hitting, grass roots 21 Questions events that have been raising awareness. At these live debate **S.W.I.M** invite a diverse crowd where the floor is opened for questions and our expert panelists can respond and contribute accordingly in an interactive online session.

According to Women's Aid, Domestic Abuse now effects 1 in 4 women from all classes and backgrounds. Most recently, it was revealed that girls aged 16-24 are most at risk of some form of Domestic Abuse.

Unfortunately, the reality of modern Domestic Abuse means that we think of it as a potential destination for any individual regardless of race, gender, sexuality, or class. Rather than responding after abuse, **S.W.I.M** is the brave new face that encourages us all to recognise and take notice of the red flags at their earliest stage, by teaching our young people to ask the questions: *'What is my self-worth?', 'What can I reasonably expect in a relationship?', 'What is acceptable?', 'What are my standards for myself?', 'How do I spot behaviours and know confidently that they are unreasonable?'*

Our work aims to raise awareness and promote healthy relationships by equipping young people with the knowledge and emotional tools to identify, avoid and leave toxic relationships.



WORLD HEALTH  
ORGANISATION

*It is estimated that 35 per cent of women worldwide have experienced either physical and/or sexual intimate partner Abuse or sexual violence by a non-partner at some point in their lives. However, some national studies show that up to 70 per cent of women have experienced physical and/or sexual violence from an intimate partner*

## Our Objectives

**“The promotion of social inclusion, for the public benefit of young people who are socially excluded from society, or parts of society, as a result of the effects of domestic abuse by:**

- 1) providing education and support to enable young people aged 11-21 years old, affected by domestic abuse to manage the emotional, physical, social, and financial effects on their lives .
- 2) raising public awareness of domestic abuse issues and the effects on children and young people, both generally and in relation to their social exclusion, by undertaking research and advising agencies on best practice.
- 3) providing workshops, forums, advocacy, and information to young people to break down the barriers of social exclusion caused by domestic abuse.
- 4) providing workshops in schools and youth groups to empower young people to identify and foster healthy, safe relationships to prevent the likelihood of them becoming socially excluded as a result of domestic abuse.”

### We Pledge...

- 1) To **recognize** that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others
- 2) To **isolate** new and unspoken methods of Domestic Abuse
- 3) To **intervene** early on in processes which draw individuals towards violent relationships
- 4) To **create** a community which actively seeks to instil emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

Marion Gibbs, Head of James Allen's Girls School in Dulwich

*"Teenagers live in goldfish bowl in which they are under horrendous pressure to constantly look sexy to be accepted by their peers. She warned that young people have no 'mental time off' because they are constantly looking at (and being looked at) Facebook, Instagram, Snapchat and Twitter. From sexting to revenge porn, sexism in films and misogyny in music, today's 'teens' and 'tweens' are on the front line of an emotional, physical and psychological battle."*

## Our Achievements

### Our Online Workshops

In light of COVID-19, our live events, workshops, and debates have become online events. Our **S.W.I.M** With Us workshops have been carefully developed under the watchful eye of our founder, psychologist Dr. Diahanne Rhiney and are delivered by an experienced team. They are aimed at raising awareness about Domestic Abuse and the different forms that perpetrators might present themselves.

**S.W.I.M** aims to give young people the opportunity to explore the impact of Domestic Abuse in a safe and supportive environment where the young people are supported to develop their understanding of relationships, risky behaviours and keeping safe (age appropriate), issues impacting their lives and building their confidence around decision-making.

The programme is structured to encourage free and open discussion so that young people feel they can express their views and are encouraged to participate in a series of positive activities with a focus on:



Raising Awareness of Domestic Abuse and its forms



Building Resilience & Self Esteem



Risk Taking Behaviour



CSE & Safe Relationships

**Who's it for?** Our workshops are aimed at young people aged 11-21 years old. The level of content and delivery methods vary for the different age groups: 11-15 years old; 16-21 years old.

**When & Where?** A workshop that can be run from anywhere, such as your school, College, Student Union, or youth group. With COVID-19 in mind, we have adapted to online methods of delivering workshops and we continue to investigate and develop new methods.

With our workshops, we work with young people to change mind frames, peer culture and current behaviours and teach them how to unearth their fullest potential, equipping them with the self-esteem and confidence to make healthier relationship choices.

**Example Workshop Feedback: Online forum** (88 online forms completed)

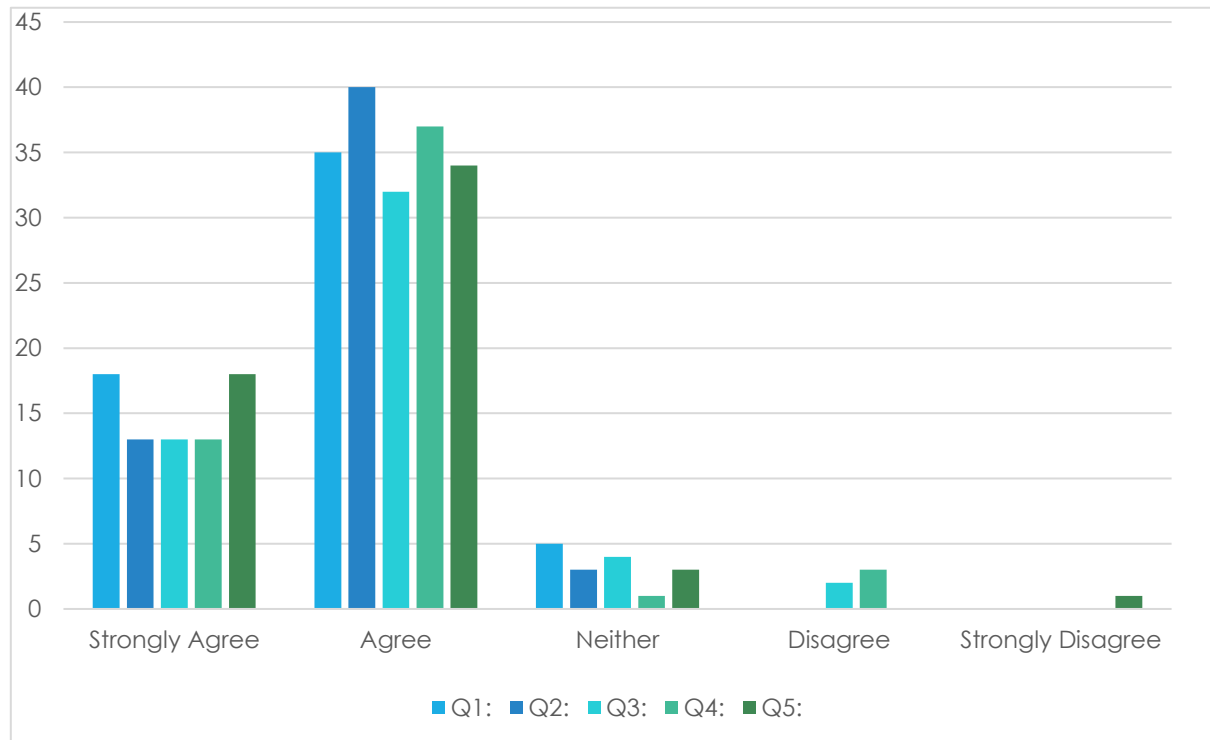
Q1: I found the introduction talk impactful and inspiring

Q2: The Knowledge and information gained from the talk meet your expectations

Q3: I found the 'Design Your Own campaign' interesting and useful

Q4: I will be able to apply some of what I have learned today in my everyday life

Q5: I would recommend this workshop to others



*Celia Peachey,  
International  
Speaker & Activist*

*Diahanne's ideas  
for combating  
Domestic  
Violence are so  
inspiring. My  
mother Maria  
Stubbings was  
murdered by her*

## 21 Questions Events

21Questions has been credited with opening a refreshing online discussion platform with a hot new approach to dialogue. Open, raw, and real, hosted by Dr. Diahanne Rhiney, this planned bi-annual event brings together an expert panel from diverse backgrounds. **S.W.I.M** facilitates online events that generate a global audience of participants to partake in a 'Question Time' style audience-driven discussion to share an understanding of the deeper and wider issues around Domestic Abuse, to speak about your own realities, ask questions and encourage open dialogue that is all too often avoided. Our only rule is that nothing is taboo.

The first 21Questions gathered together a mixed panel of in-touch, hands-on women that included Jo Burford (UK Niche Manager for Twitter), Afua Hirsch (Social Affairs and Education Editor, Sky News), Jessie Fairber (Founder of Belle Ministry) and Layla Johnson (Youth Ambassador, founder of We Rise) to sit and openly explore and discuss the pressures of social media and body image for modern young people.

The sequel event held at the University of East London's Noon Centre was inspired by recent research carried out by The Independent showing a significant increase in Domestic Abuse among teenagers.

In 2018, At least 62 people were fatally stabbed in London since the beginning of the year and the number is now over 100. The fatalities continue to rise but what's really being done to stop this crisis? '21 questions: youth violence, trauma and hope' was a grassroots response from the people at the forefront of the frontline. The award-winning young panel included Kenny Imafidon, Temi Mwale, Jamala Osman with leading criminologist Craig Pinkney at the helm and Dr Diahanne Rhiney BCAA chairing.



Building Conversations • Exploring Realities • Tearing Up Taboo

### 21 QUESTIONS

Domestic Abuse Special  
hosted by  
UEL Noon Centre for Diversity & Equality  
with



DR. DIAHANNE RHINEY  
Chair, BAAE  
2018 founder



BARONESS VERMA  
Minister for Women and Equalities  
Chair of the Commission on Domestic Violence  
and Sexual Violence



BARONESS HAMWEE  
Shadow Home Secretary  
on Domestic Violence



KERRY EVANS  
Chair, BAAE  
2018



JANI HARRIS  
Chair, BAAE  
2018



YOLANDA TOUSSAINT  
Domestic Abuse Campaigner



CELIA PEACHEY  
Health, Education, Justice  
Youth Ambassador

8th May | Doors Open 18:30  
UEL's Noon Centre for Diversity & Equality  
at the University of East London, University Square  
1, Silkywood Road  
Stratford, London, E15 4PR

*Journey including  
Dr. Rhiney, have  
filled me with  
hope."*



## Our Online Conferences

Our online conferences are aimed at professionals who work with young people, particularly those deemed vulnerable and feature an interactive presentation, 'speed-dating' networking and creating key partnerships including 'Train the Trainer'. They offer professionals the opportunity to work with the **S.W.I.M** Team to improve community safety and raise awareness.

- Welcome
- Introduction to **S.W.I.M**: Our history and future
- Introduction to Domestic Abuse and Children video
- S.W.I.M. Ambassador Speech
  
- Introduction to **S.W.I.M** With Us Workshops (Healthy relationships)
- Aims/objectives of the programme
- Overview of workshop content
- Positive Outcomes:
  - Survivor Testimony
  - Video

## Notable Engagements

**S.W.I.M** is frequently invited to events all over the country. Often represented by Dr. Rhiney, we relish the opportunity to share the **S.W.I.M** concept as a means of connecting with key influencers, meeting domestic abuse survivors, raising awareness, and promoting our workshops. Below are some of the event's **S.W.I.M** has attended:

The Baton Awards 2019/ 2020

### The Baton Awards 2021

On November 28<sup>th</sup> 2021 was The Baton Awards first online awards ceremony and S.W.I.M was honoured to be a feature of the renowned ceremony which honours and celebrates BAME women.

This year, some of the categories had a Highly Commended category due to the strength of the nominations that were received. Winners include June Ross MBE, Eartha Pond and Zainab Badawi. We're proud to announce that this year The Baton Awards doubled in donations received for Strength Within Me foundation (S.W.I.M), raising over £3000 in response to the prevalence of domestic abuse among young people. The Baton Awards annual event will continue to support S.W.I.M.

**Migrant Association Women Malta (MWAM), Malta:** Invited to meet with MWAM to understand the severe Domestic Abuse plight of the female migrant community which included women from Sudanese, Eritrean, Palestinian, Syrian and Ethiopian. They met with the **S.W.I.M** Team and openly shared their experiences and stories which contributed to our #Can You Hear Us Now? social media campaign. The meeting was



hosted by MWAM's president Umayma Elamin and Treasurer Francesca Fenech Conti who discussed the implications of the emergence of Domestic Abuse in Malta and what can be done to support their community of women.

*120 million girls worldwide (slightly more than 1 in 10) have experienced forced intercourse or other forced sexual acts at some point in their lives. By far the most common perpetrators of sexual violence against girls are current or former husbands, partners or boyfriends*

**Women's Aid National Conference, The University of Warwickshire:** An incredible event in which experts for the National Conference included Sara Rowbotham, Dr Nina Burrowes and young fiction author Holly Bourne who all appeared alongside Dr Rhiney to 'Deconstruct Toxic Masculinity'.

**International Women's Day Event, Southampton University SU Feminist Society** The students of Southampton University invited Dr. Rhiney and the **S.W.I.M** team to speak out on the Domestic Abuse pandemic among young people at their West Quay International Women's Day event, organized by Hampshire Constabulary.

**'Generation Sext' COSLA Conference Centre, Edinburgh.** Dr. Rhiney was invited to Edinburgh to appear as keynote speaker for the 'Generation Sext' conference and was interviewed live on BBC Scotland by Kaye Adams about the realities of teenage sexting.



### **S.W.I.M wins a National Diversity Award**

A total of 24,584 people nominated for the National Diversity Awards with an astonishing 124 nominees being recognised for their various achievements nationwide. Community organisations and role models from across the U.K. headed to the breathtaking Liverpool Anglican Cathedral on September 14 to witness the countries winners being crowned the best of British diversity.

Amongst those being honoured were freedom fighters, domestic violence campaigners and trans

rights activists, all of whom work tirelessly to combat injustice and discrimination in very different ways. Children's domestic abuse charity Strength With In Me Foundation (S.W.I.M) were awarded the Community Organisation Award for Age at the prestigious event where Radio 2 presenter and Scissor Sister favourite Ana Matronic hosted the ceremony alongside television presenter Brian Dowling.

Founder Dr Diahanne Rhiney BCAe *'It is an honour to receive this award on behalf of my team so that we can continue to make an impact in the lives of children effected by Domestic abuse.'*

**Strength With In Me Foundation is proud to announce S.W.I.M's inclusion in a major publication when Publisher St James's House,** respected for their long history of working with representatives of government and the Royal Family on major national celebrations and communications initiatives, partnered with the History of Parliament Trust to produce their official commemorative album for the Vote100 anniversary. S.W.I.M joined the celebrations as a representative of the domestic abuse charity sector, and as a female founded charity making waves in the sector.



**S.W.I.M recognised with a national honour as founder** has been given a British Citizen Award for her services to education and the community.

The British Citizen Awards (BCAs) were launched in January 2015, to recognise exceptional individuals who work tirelessly and selflessly to make a positive impact on society. BCAs are awarded twice annually and recognise 'everyday' people whose achievements may otherwise be overlooked.



Diahanne was one of 35 medallists who were honoured at a prestigious ceremony on January 25, at the Palace of Westminster. All BCA recipients have selflessly undertaken various activities in support of a number of worthy causes. Each received a Medal of Honour, inscribed with the words 'For the Good of the Country'. Medallists are also invited to use the initials BCA after their name.

**Founder Dr Rhiney BCAe took the SW.I.M concept of elf-esteem to Glasgow at the SEC Armadillo, TEDxYouth@Glasgow as they welcomed 10 inspirational speakers to the city.**

Also speaking at the event was Outlander and The Hobbit actor John Hunter Bell; Mollie Hughes, the youngest woman in the world to climb Mount Everest; entrepreneur Adam Purvis, co-founder of FutureX; Kelly Knox, fashion model and author working to dismiss society's preconceptions about disability; and The Food Medic, Hazel Wallace. The event WAS hosted by STV presenters David Farrell and Jennifer Reoch and welcomed 2000 young delegates (aged 12-26 years).

Dr Rhiney's talk 'Breaking The Internet: Reclaiming The Power of Social Media' was ground-breaking as she unravelled self-esteem, domestic abuse and the realities of social media.



### Spinoff@3 Fundraiser



Kickoff@3 have devised a lockdown-friendly challenge SpinOff@3, a challenge designed specifically to continue to raise funds during the restrictions of lockdown and social distancing to support crucial charities including S.W.I.M.

*'As the proud Co-Founders of Kickoff@3 we are excited at launching our new National initiative of Spinoff@3 in good support of SWIM and*

*YouWeMe. We hope lots of money will be raised whilst working all together for vital causes.'* Michael Wallace & Ashley Levien

In previous years, KickOff@3 founders Kickoff@3 Michael Wallace and Ashley Levien have bought together the police forces to organise community football fundraiser for key charities. This year, in light of lockdown, KickOff@3 have announced a different fundraising project, the SpinOff@3 challenge, which will be raising money for registered children's domestic abuse charity S.W.I.M amidst the current coronavirus lockdown's impact on domestic abuse.

*'These are challenging times for domestic abuse victims; here at S.W.I.M, we have gone from receiving approximately 30 calls per week from young people in domestic abuse households and relationships to 198 per week. I was thrilled when Kickoff@3 contacted me to say they still wanted to support S.W.I.M despite COVID:19 lockdown via their brilliant concept SpinOff@3. We're taking this situation very seriously at the charity and it's an honour to receive the support of such a respected organisation.'* Dr Rhiney

SpinOff@3 is a challenge that can be completed on anything with wheels (not motorised) from roller skates to skateboard( whilst social distancing which encourages people of all ages (but especially young people) to be active, spend time with their household members and support children and young people during lockdown via Strength With In Me.

<https://www.voice-online.co.uk/news/community/2020/05/20/are-you-ready-for-the-spinoff3-cycling-challenge/>

## Media

**Founder Dr Diahanne Rhiney has been invited to speak about Domestic Abuse and young people on several media platforms, including:**

**<https://www.swim-dv.org/domestic-violence-perpetrators-using-lockdown-to-their-advantage-to-further-control-their-victims/> BBC Scotland: Domestic Abuse in Lockdown**

**Podcast: International women and domestic abuse**

**BME Forum: Abuse and our teenagers**

**Podcast: Domestic Abuse in Foster Families**

**BBC London: Abuse and Race**

**BBC Three Counties Radio: Real Talk with Dee Bailey**

**BBC London Radio: The Judi Love Show**

Statistics from UN Women

Forty-three per cent of women in the 28 European Union Member States have experienced some form of psychological violence by an intimate partner in their lifetime

**CAN YOU HEAR US NOW?**

The Voice News: <https://www.voice-online.co.uk/news/coronavirus-my-story/2020/04/22/domestic-violence-perpetrators-using-lockdown-to-their-advantage-to-further-control-their-victims/>

## Our Campaigns

PARLIAMENT SIGNATURES

### #Can You Hear Us Now?

#### The mission to add names to this global campaign hasn't ended

Our campaign **#Can You Hear Us Now?** went viral to spread the word and help women everywhere understand that they are not alone. We asked for stories from real women, to gather the voices of those who have not just survived Domestic Abuse but have gone on to thrive. We achieved a social reach of over 800,000 people in just three hours, in an attempt to drown out Domestic Abuse and instil inner strength in its victims by asking **Can You Hear Us Now?** The campaign is still running as an online campaign and continues to give survivors a voice and victims an inspiration.

The response from an array of women from all over the world far exceeded our expectations.

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## Looking Ahead

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### The S.W.I.M APP

S.W.I.M are in development of a ground-breaking app which is the first app designed specifically for young people. S.W.I.M's app has been designed as a free to download mobile app, providing support, emergency assistance and information to anyone who may be in an abusive relationship or those concerned about someone they know. Lockdown has created a need for young people to access help, assistance, and information while they are at home, without the support of teachers or peers. The next step is to now get this off the ground and ensure that those who really need it are a) aware of it and b) able to successfully and readily access it.

### Features

- A safe, discreet app with a generalised interface for the safety of the user.
- A unique UK-wide directory of specialist domestic abuse support services.
- A secure Journal to record incidents of abuse via text, audio, video, or photo form, without any of the content being saved on the phone/tablet itself.
- An interactive info section on dispelling the taboos around domestic and sexual abuse.
- Links to further resources and information on topics around domestic abuse.



### NCFE Accreditation Service

The **S.W.I.M** Foundation is in the process of having our workshops accredited by NCFE. The NCFE accreditation service is a National Awarding Organisation that will give our workshops a benchmark quality standard (benchmarked against the framework to reach awarding organisation standards), that will add value to our propositions and also provide evidence to third parties, e.g., funders, local authority education bodies, about the quality of the learning we offer. NCFE offer a customised service that suits the bespoke nature of the **S.W.I.M** workshops. As the workshops are written by **S.W.I.M** they will be owned by us which also gives us the freedom to develop the workshops

within a minimum quality framework guaranteeing a high standard. All learners receive our certificates which also have the official NCFE logo providing external recognition.

Examples of scenarios and scenario providers:

Agency	Topic	Format, e.g. demonstrations
<b>S.W.I.M Foundation Charity</b>	Introduction Healthy Relationships	Give instructions and put into groups Take a sentence; Go to the cakes; Draw the hand
<b>S.W.I.M Foundation Charity</b>	Online Safety	Pic an App game (traffic light system)
<b>Healthy Lifestyle provider, e.g. Virgin Active</b>	Healthy Lifestyle	Eatwell Plate 5-a-day messages Sugar Smart
<b>Leisure Provider</b>	Physical Activity opportunities	Provide (alternative) ways to be active, e.g. green gyms
<b>Police Services/YOS</b>	Community & Personal Safety	Crime Prevention Gang violence - 'Postcode War'
<b>Fire Services</b>	Fire Safety	Introduction to Fire Safety Fire Safety in the Home – The Fire Plan Arson & Hoax Fire Calls
<b>St. John's Ambulance</b>	Big First Aid lesson Rescue Run	Group lesson on big screen with a quiz Online interactive game
<b>Alcohol Community Services</b>	Alcohol awareness	Hands-on demonstrations (e.g. beer goggles)

#### Youth Advisory Board

We recognise how important it is that our work is relevant to the young people we aim to serve and advocate on behalf of. In 2022 we will focus on recruiting a voluntary Youth Advisory Board to work alongside our team to feed into our educational and training workshops, be ambassadors in promoting our work, support fundraising and introduce contacts and resources to the organisation.

Our recruitment will include young people with lived experience, a parental representative, a psychologist/mental health professional and an educator.

We are confident that by introducing this Board we can extend our reach in an effort to ensure that our aim to have healthy relationships as part of the educational curriculum nationwide by 2025.

## Financials

**S.W.I.M** has investigated various online funding streams for the coming financial year and have online fund-raising events in our calendar as well Charity Partnerships in process. In addition to external funding we will also rely on donations from our supporters through our Just Giving page and through eBay.

<b>Strength Within Me Foundation</b>	
Profit and Loss	
2 December, 2020 - 1 December, 2021	
	TOTAL
Income	
Gifts and Donations Income	2,463.60
Grants	19,006.00
Income from Diahanne Rhiney	261.00
Membership Fees	204.11
<b>Total Income</b>	<b>£21,934.71</b>
Cost of Sales	
Workshops	14,000.59
<b>Total Cost of Sales</b>	<b>£14,000.59</b>
<b>GROSS PROFIT</b>	<b>£7,934.12</b>
Expenses	
Advertising/Promotional	180.41
Consultancy	1,634.67
Equipment Rental	1,000.00
Insurance Expense	245.03
IT & Software	6,078.00
Office Expense	3,112.22
Social Media	2,171.36
Staff Training	179.34
<b>Total Expenses</b>	<b>£14,601.03</b>
<b>NET OPERATING INCOME</b>	<b>£ -6,666.91</b>
Other Expenses	
Accountancy	1,910.25
Equipment	241.50
<b>Total Other Expenses</b>	<b>£2,151.75</b>
<b>NET OTHER INCOME</b>	<b>£ -2,151.75</b>
<b>NET INCOME</b>	<b>£ -8,818.66</b>

## Contact Information



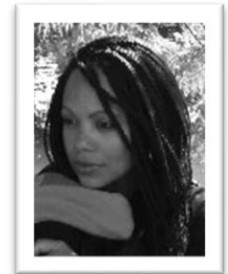
**Dr. Diahanne Rhiney**  
Founder & Chair

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**Claudette Rhiney BSc**  
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**Serena Walker**  
Trustee & Events Organiser



**Kenny Imafidon**  
Trustee & Deputy Chair



**Warren Powell**  
Trustee & Treasurer



**Paula Rhone-Adrien**  
Trustee & Family Law  
Specialist



**Serena Nalty-Coombs**  
Governance & Charity  
Administrator



## Company Information

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**Strength With In Me (S.W.I.M) Foundation(S.W.I.M)**

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**Email:** [lifesaver@swim-dv.org](mailto:lifesaver@swim-dv.org)

**Website:** [www.swim-dv.org](http://www.swim-dv.org)



**STRENGTH WITH IN ME FOUNDATION**

England & Wales - Charity number 1165152

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# Accounts

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# Annual Report

**2019-20**

*Over 1 million British children are growing up in Domestic Abuse Households. 75% of teenage girls have already experienced Domestic Abuse in a relationship.  
The Time Is Now...*

*Contents*

## **Strength With In Me Foundation**

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EN9 1LJ

Website: [swim\\_dv.org](http://swim_dv.org)  
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## A Message from the Founder

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### Highlights

It has been a tough year for S.W.I.M. This year has presented new challenges for us as a charity, and we have gone from receiving approximately 30 calls per week from young people in domestic abuse households and relationships to 260 per week. We improved our tech and phone systems to deal with this increase. As we adapt to the new climate and rising numbers, we were seeking to provide support and help via apps and other accessible means during lockdown, so the charity Trustees and team have been knuckling down to ensure our response is relevant and on-time and focusing on fundraising.

COVID-19 has highlighted the need for online courses which is where our focus has been.

The moment we have been waiting for finally arrived. For quite some time our team have attended and hosted meetings, created campaigns, designed workshops, sat with MP's and celebrities, and formed an All-Party Parliament Group working tirelessly to have healthy relationships taught as compulsory and this year, it was finally implemented. From this September, healthy relationships, sex, and health education will be compulsory subjects in all secondary schools, while all primaries will have to teach relationships and health education. Last year, we were convinced this was a true watershed moment however, the closure of schools has delayed teachers being able to implement this change in the curriculum effectively.

### Strategic Highlights

The team has been actively responding to COVID-19 effects by Investigating how to licence our online interactive courses to schools so that we can meet the increasing demands without physically attending schools during the pandemic. Our focus is also on the combination of hosting some live key events with an emphasis on virtual events, campaigns, and workshops. We are also developing a 'Train the trainer' method that will allow us to train school staff members so they can deliver the courses to their students.



*“Education is the kindling of a flame, not the filling of a vessel”*

**Socrates**

**FURTHERING  
THE  
CONVERSATION**

*'We've worked hard to make sure our workshops are change-making. We sensitively tackle the controversial area of Domestic Abuse and relationships using a combination of imaginatively designed interactive role-plays and open forum discussions. By giving children accurate and relevant information that is both 'on time' and age-appropriate, we work to provide a firm foundation for them to make informed choices about their relationships.'*

**Financial Highlights**

**S.W.I.M** was gifted a sum of money from Diahanne Rhiney Ltd. To ensure we are able to continue delivering our workshops and raise awareness.

As a charity, we are always looking for creative ways to raise our profile while raising funds to continue delivering our work. In addition to external funding, we also rely on the generous donations from our supporters through fund raising events and our JustGiving page. S.W.I.M is a registered eBay charity, so supporters can donate 10% to 100% of the items cost.

Fundraising has been a challenge due to COVID because the demand on funding has increased significantly. Applications have been made and we have often made it to the final stages (one had 3 times their usual applications) but steep competition has prevented us from being awarded as has been the case for hundreds of domestic abuse charities.

From a strategic point of view, we are looking at new ways to generate funding now that lockdown restrictions have eased.

**Operating Highlights**

Much of our activity has been online. We've been using social media as a key marketing tool to engage conversation. We have also set up a private Facebook group for victims to be supported by their peers.

Our online events have resulted in higher participation and has allowed us to have a broader impact and a national influence without participants having to factor in travel etc.

Our workshops continue to raise awareness and encourage young people to take responsibility for their wellbeing and make positive relationship choices. At **S.W.I.M** we sensitively tackle the controversial area of Domestic Abuse and relationships using a combination of imaginatively designed and age-appropriate interactive role-plays and open forum discussions. We also work to smash the taboo of Domestic Abuse amongst young people.

Our event series '21 Questions' is now an online event, designed as an opportunity for young people aged 17 upwards to speak openly about their modern realities and ask the questions that are all too often avoided in an honest environment.

**S.W.I.M** invite a diverse crowd to partake in a 'Question Time' style audience-driven discussion sharing an understanding of the deeper and wider issues around Domestic Abuse.

We use multiple social media platforms to increase our worldwide reach and have a strong Twitter and Facebook following, posting regularly with credible up-to-date and relevant articles on Domestic Abuse and healthy relationships.

## Looking Ahead

Domestic violence is a major issue during COVID:19's 'lockdown Britain' as multiple support services have reported a surge in calls to helplines, while the Metropolitan police said they had made 4,093 arrests for domestic abuse offences – an average of about 100 a day since March 9th, when people with coronavirus symptoms were asked to self-isolate. The effect on British children and young people is devastating. Two women die every week from domestic abuse; in the past week alone 16 victims have died and 3 of those were children. Without the sanctuary of school and the support of peers and practitioners, children in domestic abuse are experiencing a crisis during lockdown.

There's a global surge of domestic violence since coronavirus because young people are in contact with their abuser 24/7. I know that certain procedures have been looked at in the UK, in terms of what do you do when young people are in a house with the person that is abusing them. Covid-19's impact on mental health and the further strain on the public purse only makes the situation worse.

This is an interesting situation as it is unprecedented. Domestic violence is not seen as an immediate emergency right now, but I am still working on changing that through education and awareness.

*"Education is the kindling of a flame, not the filling of a vessel."* Socrates

## D. Rhiney

Dr. Diahanne Rhiney PhD S.W.I.M Foundation Founder

## NO MORE PAIN

*Domestic Abuse causes far more pain than the visible marks of bruises and scars. It is devastating to be abused by someone that you love and thinks loves you in return. A Domestic Abuse victim cannot even start a plan to leave until they first believe that life outside of that relationship is better and possible.*

*"You will face many defeats in your life, but never let yourself be defeated."*

*-Maya Angelou*

## Introduction

### Who We Are

Strength With In Me Foundation (S.W.I.M) is a non-profit organization, providing comprehensive intervention in response to the prevalence of Domestic Abuse. Our mission is to reduce the incidence and minimize the impact of Domestic Abuse by teaching young people how to identify effectively toxic relationships through our workshop programmes, events and services.

**S.W.I.M** is the acronym for our pioneering approach to Domestic Abuse, '**Strength With In Me**' which highlights our purpose – to equip young people with the emotional tools to make informed relationship choices which we believe will contribute to combatting the Domestic Abuse pandemic from an emotional educational standpoint.

**S.W.I.M's** approach is designed not solely as a reaction to an existing crisis, but one which primarily aims to grasp the issue and take charge of the actions, thoughts, cultures and beliefs which may make us vulnerable to being the victims of Domestic Abuse. We understand that as individuals we cannot control the behaviours and actions of others however, at **S.W.I.M** we dare to believe that we have the strength within us to be well equipped upon entering any kind of relationship, to confidently ascertain what we are worthy and deserving of and to actively seek out positive relationships.



**The cross-government definition of domestic Abuse and abuse is:** any incident or pattern of incidents of controlling, coercive, threatening behaviour, Abuse or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality (Mar 2013).

**The legal definition of domestic Abuse** refers to violent acts committed by a family or household member against another, such as child abuse or the

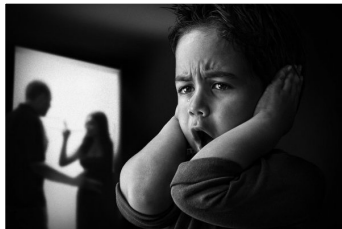
mistreatment of one's spouse. Domestic Abuse can refer to physical harm inflicted on a member of a household or family, by another member of the same household or family.

**Domestic Abuse** is defined as the abuse of one person by another within an intimate or family relationship. It is the repeated, random, and habitual use of intimidation to control a person. The abuse can be physical, emotional, psychological, financial and/or sexual. Domestic Abuse knows no boundaries and neither does it see age, race, class, religion, or gender.

**S.W.I.M** has a multi-disciplinary team approach in response to educating and empowering young people. The team consists of mental health therapists, social workers, behavior change specialists and behavioral mentors, teachers, and a research team.

Our campaigns all have the same agenda: to raise awareness, to highlight those hidden by shame and stigma but also recognise **controlling behaviours**, a range of acts designed to make a person subordinate and/or dependent by isolating them from sources of support, exploiting their resources and capacities for personal gain, depriving them of the means needed for independence, resistance and escape and regulating their everyday behaviour as well as **coercive behaviours**, acts or a pattern of acts of assault, threats, humiliation and intimidation or other abuse that is used to harm, punish, or frighten their victim.

#### S.W.I.M With Us...



PRIME  
MINISTER,  
THERESA MAY

*Domestic Abuse and abuse is a life shattering and absolutely abhorrent crime; tackling it is a key priority for this government - and something I have always attached a personal importance to, both as Home Secretary and now as Prime Minister. I am clear that we need to build on the measures I introduced as Home Secretary - including the new offence of 'Controlling and Coercive Behaviour', Domestic Abuse Protection Orders, and the Domestic Abuse Disclosure Scheme - and ensure that no stone be left unturned in delivering a system that increases convictions, and works better for victims.*

## Executive Summary

### S.W.I.M With Us...

The **S.W.I.M** Foundation was founded in 2015 and our small, dedicated team aim to educate young people through our conferences, mentoring programme and age-appropriate workshops. We work directly with foster carers, professionals, police, schools, universities, colleges, youth mentors, practitioners, and the community. Our goal is to focus on creating an emotional intervention; to educate young people on how to identify healthy relationships and unhealthy toxic relationships and to positively shape their relationship choices, boost their self-esteem and safeguard them from Domestic Abuse.

#### Did you know...?

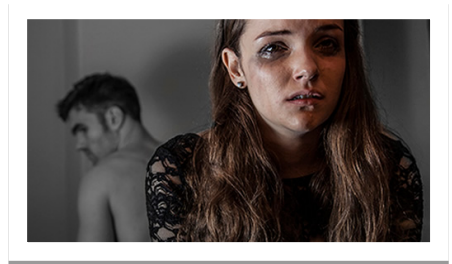
- 1 in 5 teenage girls have been assaulted by a boyfriend
- 10-15-year-olds account for 30.6% of children effected by Domestic Abuse
- Recent surveys (including NSPCC, Zero Tolerance & End Violence Against Women campaign) reveal that approximately 40% of our young people are already being subjected to relationship abuse in their teenage years
- 9 in 10 children who suffer Domestic Abuse and/or grow up in a Domestic Abuse household go onto have mental health problems

**S.W.I.M** formed an All-Party Parliamentary Group (APPG) and campaigned relentlessly for healthy relationship lessons to be made compulsory in all UK schools. Finally, the government has implemented this vital amendment to the 'Children and Social Work Bill' for all primary and secondary schools, including independent schools and academies.

Domestic Abuse is and has always been a taboo subject, which all too often gets brushed under the carpet, but we aim to change this. We are doing this by educating and empowering young people how to identify what a healthy relationship looks like, how to recognise their own self-worth, and how to know when a relationship is toxic.

Alongside our online campaigns, workshops and conferences we run a series of hard-hitting, grassroots 21 Questions events that have been raising awareness. At these live debate **S.W.I.M** invite a diverse crowd where the floor is opened for questions and our expert panelists can respond and contribute accordingly in an interactive online session.

According to Women's Aid, Domestic Abuse now effects 1 in 4 women from all classes and backgrounds. Most recently, it was revealed that girls aged 16-24 are most at risk of some form of Domestic Abuse.



Unfortunately, the reality of modern Domestic Abuse means that we think of it as a potential destination for any individual regardless of race, gender, sexuality, or class. Rather than responding after abuse, **S.W.I.M** is the brave new face that encourages us all to recognise and take notice of the red flags at their earliest stage, by teaching our young people to ask the questions: *'What is my self-worth?', 'What can I reasonably expect in a relationship?', 'What is acceptable?', 'What are my standards for myself?', 'How do I spot behaviours and know confidently that they are unreasonable?'*

Our work aims to raise awareness and promote healthy relationships by equipping young people with the knowledge and emotional tools to identify, avoid and leave toxic relationships.

WORLD HEALTH  
ORGANISATION

*It is estimated that 35 per cent of women worldwide have experienced either physical and/or sexual intimate partner Abuse or sexual violence by a non-partner at some point in their lives. However, some national studies show that up to 70 per cent of women have experienced physical and/or sexual violence from an intimate partner in their lifetime*

## Our Objectives

**“The promotion of social inclusion, for the public benefit of young people who are socially excluded from society, or parts of society, as a result of the effects of domestic abuse by:**

- 1)** providing education and support to enable young people, particularly women and young girls affected by domestic abuse to manage the emotional, physical, social, and financial effects on their lives and that of any children.
- 2)** raising public awareness of domestic abuse issues and the effects on young women and girls both generally and in relation to their social exclusion, by undertaking research and advising agencies on best practice.
- 3)** providing workshops, forums, advocacy, and information to young people to break down the barriers of social exclusion caused by domestic abuse.
- 4)** providing workshops in schools and youth groups to empower young people to identify and foster healthy, safe relationships to prevent the likelihood of them becoming socially excluded as a result of domestic Abuse.”

## We Pledge...

- 1) To **recognize** that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others
- 2) To **isolate** new and unspoken methods of Domestic Abuse
- 3) To **intervene** early on in processes which draw individuals towards violent relationships
- 4) To **create** a community which actively seeks to instill emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

## Our Achievements

Marion Gibbs, Head of James Allen's Girls School in Dulwich

*"Teenagers live in goldfish bowl in which they are under horrendous pressure to constantly look sexy to be accepted by their peers. She warned that young people have no 'mental time off' because they are constantly looking at (and being looked at) Facebook, Instagram, Snapchat and Twitter. From sexting to revenge porn, sexism in films and misogyny in music, today's 'teens' and 'tweens' are on the front line of an emotional, physical and psychological battle."*

### Our Online Workshops

In light of COVID-19, our live events, workshops, and debates have become online events. Our **S.W.I.M** With Us workshops have been carefully developed under the watchful eye of our founder, psychologist Dr. Diahanne Rhiney and are delivered by an experienced team. They are aimed at raising awareness about Domestic Abuse and the different forms that perpetrators might present themselves.

**S.W.I.M** aims to give young people the opportunity to explore the impact of Domestic Abuse in a safe and supportive environment where the young people are supported to develop their understanding of relationships, risky behaviours and keeping safe (age appropriate), issues impacting their lives and building their confidence around decision-making.

The programme is structured to encourage free and open discussion so that young people feel they can express their views and are encouraged to participate in a series of positive activities with a focus on:

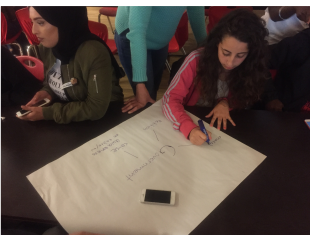
- Raising Awareness of Domestic Abuse and its forms
- Building Resilience & Self Esteem
- Risk Taking Behaviour
- CSE & Safe Relationships

**Who's it for?** Our workshops are aimed at young people aged 7-21 years old. The level of content and delivery methods vary for the different age groups: 7-10 years old; 11-15 years old; 16-21 years old.

**When & Where?** A workshop that can be run from anywhere, such as your school, College, Student Union, or youth group. With COVID-19 in mind, we have adapted to online methods of delivering workshops and we continue to investigate and develop new methods.

With our workshops, we work with young people to change mind frames, peer culture and current behaviours and teach them how to unearth their fullest potential, equipping them with the self-esteem and confidence to make healthier relationship choices.

**Example Workshop Feedback: Online forum** (88 online forms completed)



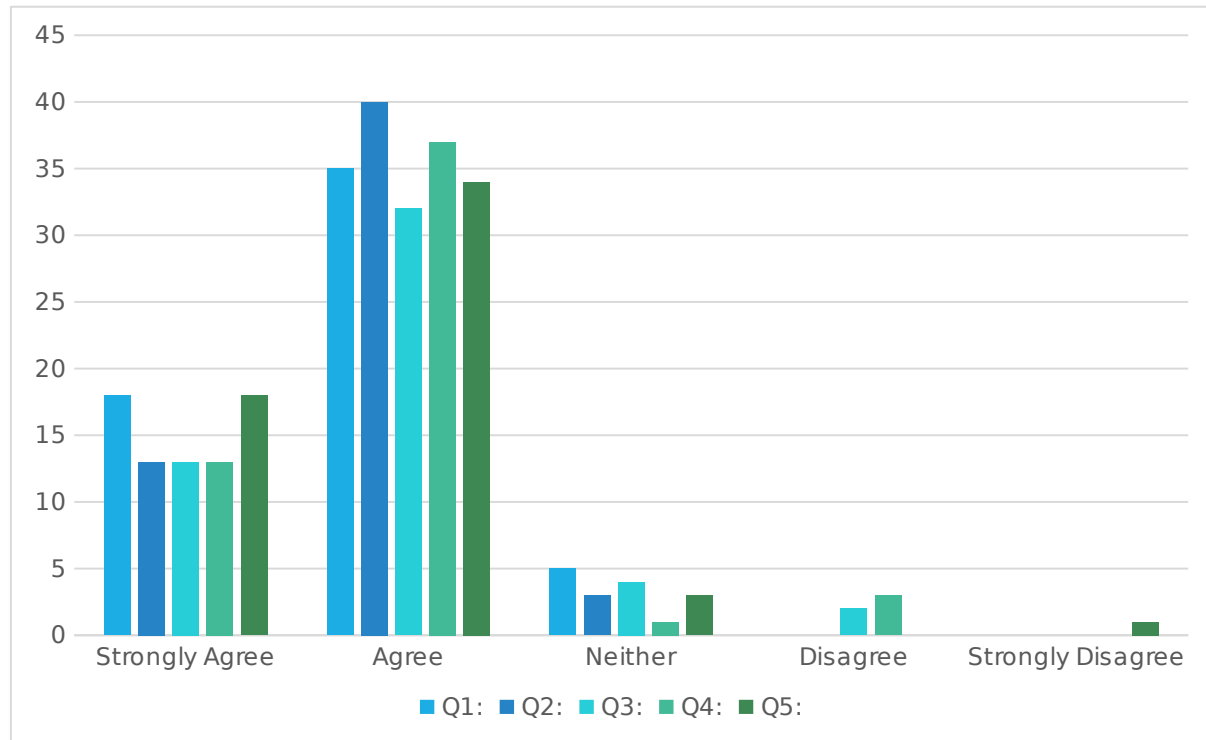
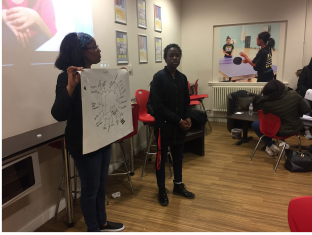
Q1: I found the introduction talk impactful and inspiring

Q2: The Knowledge and information gained from the talk meet your expectations

Q3: I found the 'Design Your Own campaign' interesting and useful

Q4: I will be able to apply some of what I have learned today in my everyday life

Q5: I would recommend this workshop to others



## 21 Questions Events

21Questions has been credited with opening a refreshing online discussion platform with a hot new approach to dialogue. Open, raw, and real, hosted by Dr. Diahanne Rhiney, this planned bi-annual event brings together an expert panel from diverse backgrounds. **S.W.I.M** facilitates online events that generate a global audience of participants to partake in a 'Question Time' style audience-driven discussion to share an understanding of the deeper and wider issues around

*Celia Peachey,  
International  
Speaker & Activist*

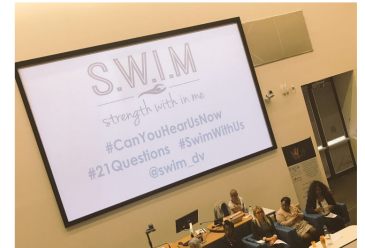
Diahanne's ideas for combating Domestic Violence are so inspiring. My mother Maria Stubbings was murdered by her partner and since then I have fought a long battle to keep the Human Rights Act as part of British law. The people I have met on my journey including Dr. Rhiney, have filled me with hope."



Domestic Abuse, to speak about your own realities, ask questions and encourage open dialogue that is all too often avoided. Our only rule is that nothing is taboo. The first 21Questions gathered together a mixed panel of in-touch, hands-on women that included Jo Burford (UK Niche Manager for Twitter), Afua Hirsch (Social Affairs and Education Editor, Sky News), Jessie Fairber (Founder of Belle Ministry) and Layla Johnson (Youth Ambassador, founder of We Rise) to sit and openly explore and discuss the pressures of social media and body image for modern young people.

The sequel event held at the University of East London's Noon Centre was inspired by recent research carried out by The Independent showing a significant increase in Domestic Abuse among teenagers.

In 2018, At least 62 people were fatally stabbed in London since the beginning of the year and the number is now over 100. The fatalities continue to rise but what's really being done to stop this crisis? '21 questions: youth violence, trauma and hope' was a grassroots response from the people at the forefront of the frontline. The award-winning young panel included Kenny Imafidon, Temi Mwale, Jamala Osman with leading criminologist Craig Pinkney at the helm and Dr Diahanne Rhiney BCAE chairing.



## Our Online Conferences

Our online conferences are aimed at professionals who work with young people, particularly those deemed vulnerable and feature an interactive presentation, 'speed-dating' networking and creating key partnerships including 'Train the Trainer'. They offer professionals the opportunity to work with the **S.W.I.M** Team to improve community safety and raise awareness.

- Welcome
- Introduction to **S.W.I.M**: Our history and future
- Introduction to Domestic Abuse and Children video
- S.W.I.M. Ambassador Speech
  
- Introduction to **S.W.I.M** With Us Workshops (Healthy relationships)
- Aims/objectives of the programme
- Overview of workshop content
- Positive Outcomes:
  - o Survivor Testimony
  - o Video

## Notable Engagements

**S.W.I.M** is frequently invited to events all over the country. Often represented by Dr. Rhiney, we relish the opportunity to share the **S.W.I.M** concept as a means of connecting with key influencers, meeting domestic abuse survivors, raising awareness, and promoting our workshops. Below are some of the event's **S.W.I.M** has attended:

The Baton Awards 2019

### The Baton Awards 2020

On November 28<sup>th</sup> 2019 at The House of Lords, S.W.I.M was honoured to be a feature of the renowned ceremony which honours and celebrates BAME women. This year, some of the categories had a Highly Commended category due to the strength of the nominations that were received. Winners include June Ross MBE, Eartha Pond and Zainab Badawi. We're proud to announce that this year The Baton Awards doubled in donations received for Strength Within Me foundation (S.W.I.M), raising over £3000 in response to the prevalence of domestic abuse among young girls and women. The Baton Awards annual event will continue to support S.W.I.M.



**Migrant Association Women Malta (MWAM), Malta:** Revisted MWAM to progress and changes to Domestic Abuse plight of the female migrant community which included women from Sudanese, Eritrean, Palestinian, Syrian and Ethiopian. They met with the **S.W.I.M** Team virtually and shared their progress since us visiting them in person. Monthly meeting organised to meet joint objectives.

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*120 million girls worldwide (slightly more than 1 in 10) have experienced forced intercourse or other forced sexual acts at some point in their lives. By far the most common perpetrators of sexual violence against girls are current or former husbands, partners or boyfriends*

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**Women's Aid National Conference Virtual**

**World Vision virtual Summit**

**Virtual Conference - Gender based Microaggression**

**Strength With In Me Foundation is proud to announce S.W.I.M's inclusion in a major publication when Publisher St James's House**, respected for their long history of working with representatives of government and the Royal Family on major national celebrations and communications initiatives, partnered with the History of Parliament Trust to produce their official commemorative album for the Vote100 anniversary. S.W.I.M joined the celebrations as a representative of the domestic abuse charity sector, and as a female founded charity making waves in the sector.



**S.W.I.M recognised with a national honour as founder** has been given a British Citizen Award for her services to education and the community.

The British Citizen Awards (BCAs) were launched in January 2015, to recognise exceptional individuals who work tirelessly and selflessly to make a positive impact on society. BCAs are awarded twice annually and recognise 'everyday' people whose achievements may otherwise be overlooked.



Diahanne was one of 35 medallists who were honoured at a prestigious ceremony on January 25, at the Palace of Westminster. All BCA recipients have selflessly undertaken various activities in support of a number of worthy causes. Each received a Medal of Honour, inscribed with the words 'For the Good of the Country'. Medallists are also invited to use the initials BCA after their name.

### Spinoff@3 Fundraiser



Kickoff@3 have devised a lockdown-friendly challenge SpinOff@3, a challenge designed specifically to continue to raise funds during the restrictions of lockdown and social distancing to support crucial charities including S.W.I.M.

*'As the proud Co-Founders of Kickoff@3 we are excited at launching our new National initiative*

*of SpinOff@3 in good support of SWIM and YouWeMe. We hope lots of money will be raised whilst working all together for vital causes.'* Michael Wallace & Ashley Levien

In previous years, KickOff@3 founders Kickoff@3 Michael Wallace and Ashley Levien have bought together the police forces to organise community football fundraiser for key charities. This year, in light of lockdown, KickOff@3 have announced a different fundraising project, the SpinOff@3 challenge, which will be raising money for registered children's domestic abuse charity S.W.I.M amidst the current coronavirus lockdown's impact on domestic abuse.

*'These are challenging times for domestic abuse victims; here at S.W.I.M, we have gone from receiving approximately 30 calls per week from young people in domestic abuse households and relationships to 198 per week. I was thrilled when Kickoff@3 contacted me to say they still wanted to support S.W.I.M despite COVID:19 lockdown via their brilliant concept SpinOff@3. We're taking this situation very seriously at the charity and it's an honour to receive the support of such a respected organisation.'* Dr Rhiney

SpinOff@3 is a challenge that can be completed on anything with wheels (not motorised) from roller skates to skateboard( whilst social distancing which encourages people of all ages (but especially young people) to be active, spend time with their household members and support children and young people during lockdown via Strength With In Me.

<https://www.voice-online.co.uk/news/community/2020/05/20/are-you-ready-for-the-spinoff3-cycling-challenge/>

## Media

**Founder Dr Diahanne Rhiney has been invited to speak about Domestic Abuse and young people on several media platforms, including:**

**<https://www.swim-dv.org/domestic-violence-perpetrators-using-lockdown-to-their-advantage-to-further-control-their-victims/BBC> Scotland:**

**Domestic Abuse in Lockdown**

**Podcast: International women and domestic abuse**

**BME Forum: Abuse and our teenagers**

**Podcast: Domestic Abuse In Foster Families**

**BBC London: Abuse and Race**

**BBC Three Counties Radio: Real Talk with Dee Bailey**

Statistics from UN  
Women

Forty-three per cent of women in the 28 European Union Member States have experienced some form of psychological violence by an intimate partner in their lifetime

CAN  
YOU  
HEAR  
US  
NOW?

BBC London Radio: The Judi Love Show

The Voice News: <https://www.voice-online.co.uk/news/coronavirus-my-story/2020/04/22/domestic-violence-perpetrators-using-lockdown-to-their-advantage-to-further-control-their-victims/>

## Our Campaigns

PARLIAMENT SIGNATURES

### #Can You Hear Us Now?

#### The mission to add names to this global campaign hasn't ended

Our campaign **#Can You Hear Us Now?** went viral to spread the word and help women everywhere understand that they are not alone. We asked for stories from real women, to gather the voices of those who have not just survived Domestic Abuse but have gone on to thrive. We achieved a social reach of over 800,000 people in just three hours, in an attempt to drown out Domestic Abuse and instil inner strength in its victims by asking **Can You Hear Us Now?** The campaign is still running as an online campaign and continues to give survivors a voice and victims an inspiration.

The response from an array of women from all over the world far exceeded our expectations.

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## Looking Ahead

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### The S.W.I.M APP

S.W.I.M are in the process of developing a ground-breaking app which will be the first app designed specifically for young people. S.W.I.M's app is being designed as a free to download mobile app, providing support, emergency assistance and information to anyone who may be in an abusive relationship or those concerned about someone they know. Lockdown has created a need for young people to access help, assistance, and information while they are at home, without the support of teachers or peers.

### Planned Features

- A safe, discreet app with a generalised interface for the safety of the user.
- A unique UK-wide directory of specialist domestic abuse support services.
- A secure Journal to record incidents of abuse via text, audio, video or photo form, without any of the content being saved on the phone/tablet itself.
- An interactive info section on dispelling the taboos around domestic and sexual abuse.
- Links to further resources and information on topics around domestic abuse.



### NCFE Accreditation Service

The **S.W.I.M** Foundation is still in discussions into get the online workshops accredited by NCFE. The NCFE accreditation service is a National Awarding Organisation that will give our workshops a benchmark quality standard (benchmarked against the framework to reach awarding organisation standards), that will add value to our propositions and also provide evidence to third parties, e.g. funders, local authority education bodies, about the quality of the learning we offer. NCFE offer a customised service that suits the bespoke nature of the **S.W.I.M**

workshops. As the workshops are written by **S.W.I.M** they will be owned by us which also gives us the freedom to develop the workshops within a minimum quality framework guaranteeing a high standard. All learners receive our certificates which also have the official NCFE logo providing external recognition.

Examples of scenarios and scenario providers:

Agency	Topic	Format, e.g. demonstrations
<b>S.W.I.M Foundation Charity</b>	Introduction	Give instructions and put into groups Take a sentence; Go to the cakes; Draw the hand
	Healthy Relationships	
<b>S.W.I.M Foundation Charity</b>	Online Safety	Pic an App game (traffic light system)
<b>Healthy Lifestyle provider, e.g. Virgin Active</b>	Healthy Lifestyle	Eatwell Plate 5-a-day messages Sugar Smart
<b>Leisure Provider</b>	Physical Activity opportunities	Provide (alternative) ways to be active, e.g. green gyms
<b>Police Services/YOS</b>	Community & Personal Safety	Crime Prevention Gang violence - 'Postcode War'
<b>Fire Services</b>	Fire Safety	Introduction to Fire Safety Fire Safety in the Home – The Fire Plan Arson & Hoax Fire Calls
<b>St. John's Ambulance</b>	Big First Aid lesson	Group lesson on big screen with a quiz Online interactive game
	Rescue Run	
<b>Alcohol Community Services</b>	Alcohol awareness	Hands-on demonstrations (e.g. beer goggles)

## Financials

S.W.I.M has investigated various online funding streams for the coming financial year and have online fund-raising events in our calendar as well Charity Partnerships in process. In addition to external funding we will also rely on donations from our supporters through our Just Giving page and through eBay.

<b>Strength WithIn Me Foundation</b>	
<b>Profit and Loss</b>	
<b>December 2019 - November 2020</b>	
	<b>Total</b>
<b>Income</b>	
<b>Gifts and Donations Income</b>	770.50
<b>Grants</b>	18,406.00
<b>Income from Diahanne Rhiney</b>	840.00
<b>Total Income</b>	<b>£20,016.50</b>
<b>Cost of Sales</b>	
<b>Workshops</b>	2,000.00
<b>Total Cost of Sales</b>	<b>£2,000.00</b>
<b>Gross Profit</b>	<b>£18,016.50</b>
<b>Expenses</b>	
<b>Awards and Grants</b>	522.50
<b>Consultancy</b>	1,000.00
<b>Freelance</b>	5,165.60
<b>Insurance Expense</b>	243.04
<b>IT &amp; Software</b>	74.52
<b>Literature</b>	350.00
<b>Office Expense</b>	158.04
<b>Social Media</b>	120.00
<b>Total Expenses</b>	<b>£7,633.70</b>
<b>Net Operating Income</b>	<b>£10,382.80</b>
<b>Other Expenses</b>	
<b>Accountancy</b>	651.00
<b>Bank Charges and Interest</b>	0.05
<b>Total Other Expenses</b>	<b>£ 651.05</b>
<b>Net Other Income</b>	<b>-£ 651.05</b>
<b>Net Income</b>	<b>£9,731.75</b>

**Contact Information**

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Founder & Chair

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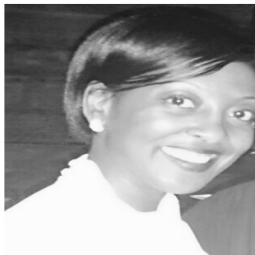
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Trustee & Events Organiser



**Kenny Imafidon**  
Trustee & Deputy Chair



**Warren Powell**  
Trustee & Treasurer

# Company Information

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