

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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*“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 tech and phone systems to deal with this increase. As we adapt to the new climate and rising numbers, 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.

**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 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

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:

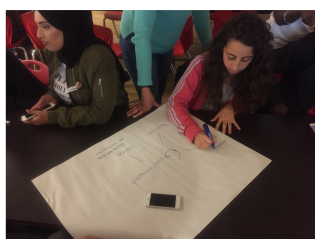
- Raising Awareness of Domestic Abuse and its forms
- Building Resilience & Self Esteem
- Risk Taking Behaviour
- CSE & Safe Relationships

Who's it for? Our workshops are aimed at young people aged 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)



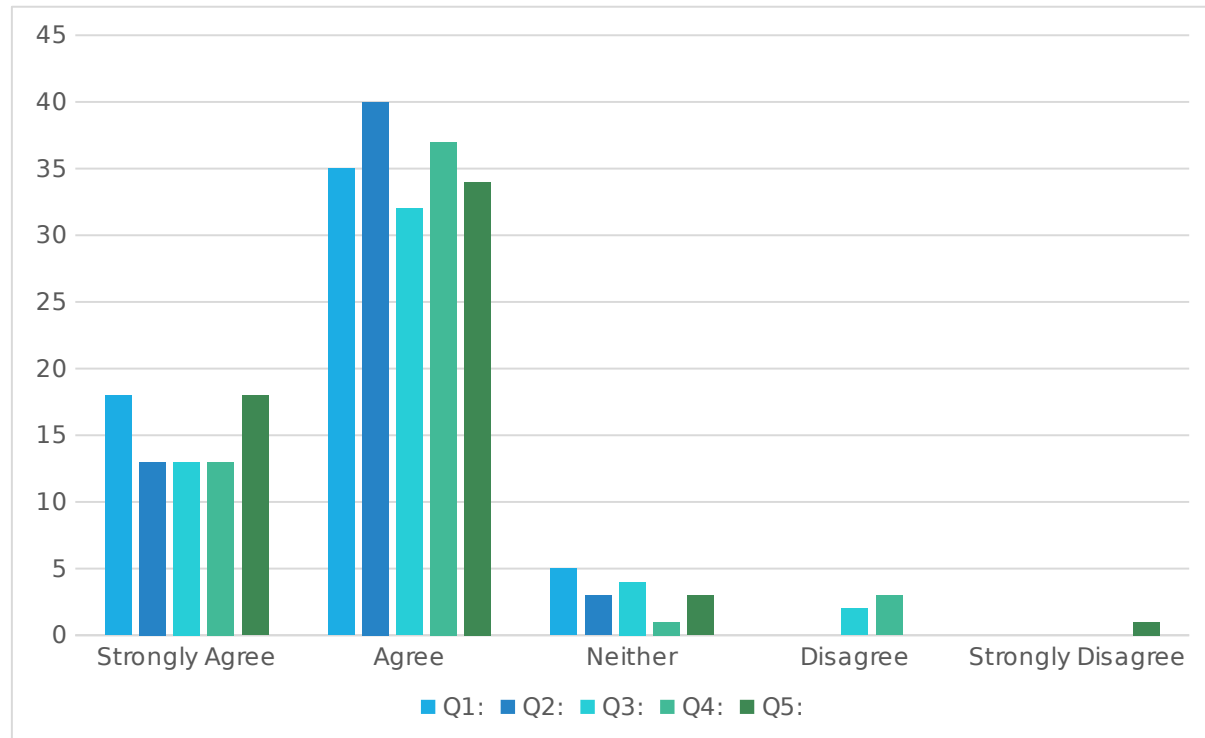
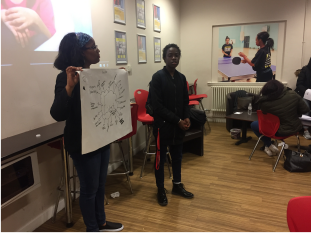
Q1: I found the introduction talk impactful and inspiring

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

21 QUESTIONS
Domestic Abuse Special
Hosted by
UEL Noon Centre for Diversity & Equality

DR. DIAHANNE RHINEY
Chair, S.W.I.M

BANKESS VERMA
Professional Crime Reporter & Author
of 'Interventions: Development and
Mental Health for Young Women
Against Women & Girls Overseas'

BANKESS HAMMIE
British-born, South Asian
on Home Abuse and Offender
for the CPS

KASHI EVANS
Chief Executive of
Children England

SAN HAWKINS
Campaigns and Public
Affairs Manager at
Women's Aid

YOLANDA TOUSSANT
Domestic Abuse Campaigner

OSIA REACHEY
Health Relationship Advice
Specialist

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

*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."

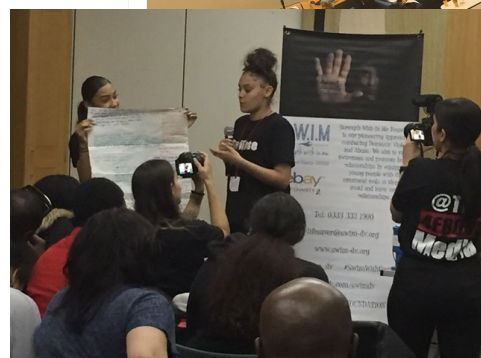


Domestic Abuse, to speak about your own realities, ask questions and encourage open dialogue that is all too often avoided. Our only rule is that nothing is taboo. The first 21Questions gathered together a mixed panel of in-touch, hands-on women that included Jo Burford (UK Niche Manager for Twitter), 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 28th 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: Revised 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.

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 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.

Looking Ahead

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

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

Contact Information



Dr. Diahanne Rhiney
Founder & Chair

diahanne@swim_dv.org



Claudette Rhiney BSc
Project Co-Ordinator &
Director

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**Daniella Rhiney BA
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Trustee & Head of
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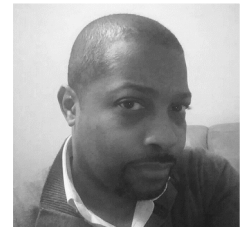
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Serena Walker
Trustee & Events Organiser



Kenny Imafidon
Trustee & Deputy Chair



Warren Powell
Trustee & Treasurer

Company Information

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