

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

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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, 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 please 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

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.

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).

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.

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.

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

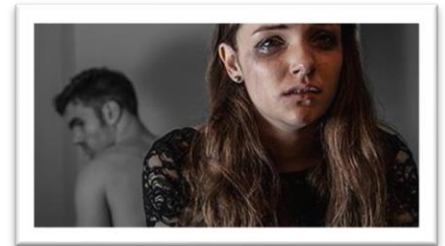
S.W.I.M formed an All-Party Parliamentary Group (APPG) and campaigned relentlessly for healthy relationship lessons to be made compulsory in all UK schools. Finally, the government has implemented this vital amendment to the ‘Children and Social Work

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

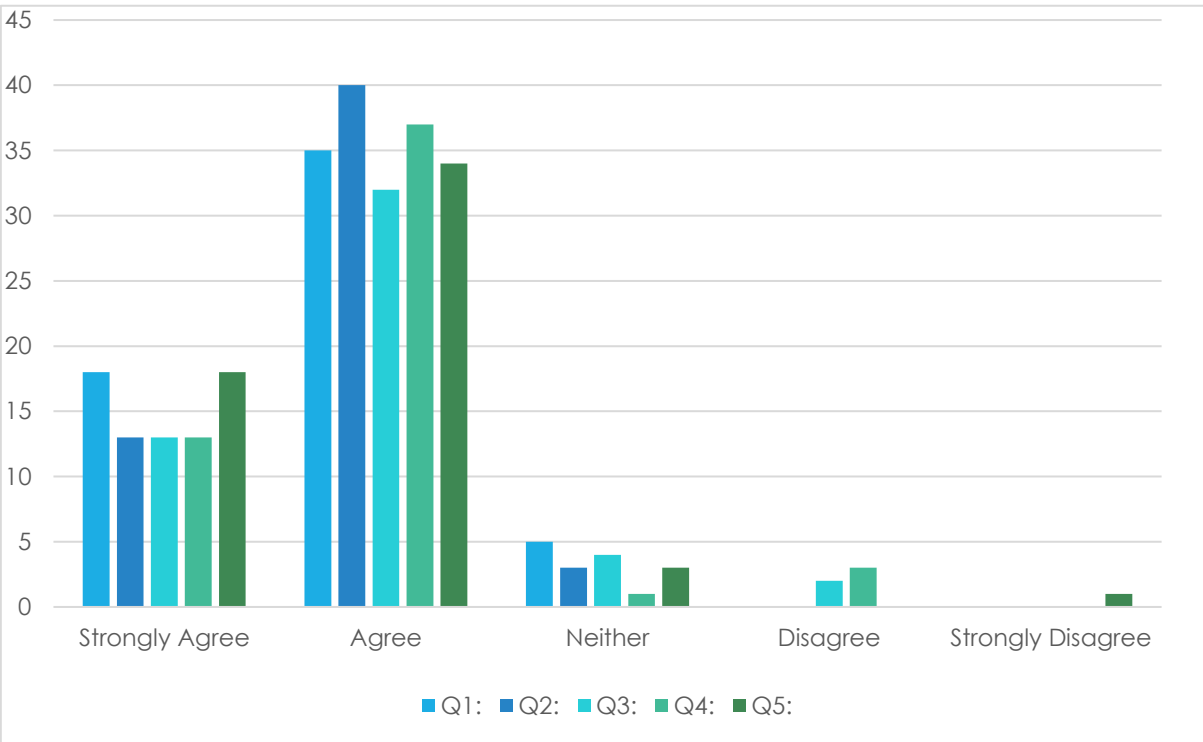
Who's it for? Our workshops are aimed at young people aged 11-21 years old. The level of content and delivery methods vary for the different age groups: 11-15 years old; 16-21 years old.

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*



Building Conversations • Exploring Realities • Tearing Up Taboo

21 QUESTIONS

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



DR. DIAHANNE RHINEY
Chief Speechwriter
@DRrhiney



BARONESS VERMA
Parliamentary Under Secretary of State
for Women and Equalities
Minister of State for Women and Equalities



BARONESS HAMWEE
Shadow Minister for Women and
Equalities



KATIE EVANS
Chief Executive of
@charitywomen



JAN HAINES
Campaigns and Policy
@JanHaines



YOLANDA YOUSSEF
Domestic Abuse Campaigner
@YolandaYoussef



CELIA PEACHEY
Health, Relationship Abuse
@celiapeachey

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 1RF

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



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 BAE 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:
 - 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 28th 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 S.W.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.

Looking Ahead

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
S.W.I.M Foundation Charity	Introduction Healthy Relationships	Give instructions and put into groups 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 Rescue Run	Group lesson on big screen with a quiz Online interactive game
Alcohol Community Services	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.

Strength WithIn Me Foundation	
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
Total Income	£21,934.71
Cost of Sales	
Workshops	14,000.59
Total Cost of Sales	£14,000.59
GROSS PROFIT	£7,934.12
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
Total Expenses	£14,601.03
NET OPERATING INCOME	£ -6,666.91
Other Expenses	
Accountancy	1,910.25
Equipment	241.50
Total Other Expenses	£2,151.75
NET OTHER INCOME	£ -2,151.75
NET INCOME	£ -8,818.66

Contact Information



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**Daniella Maison BA (Hons)
MA**

Trustee & Head of
Communications

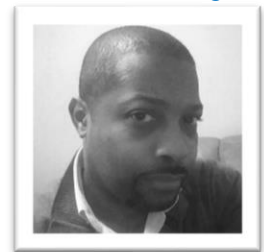
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Serena Walker
Trustee & Events Organiser



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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