

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

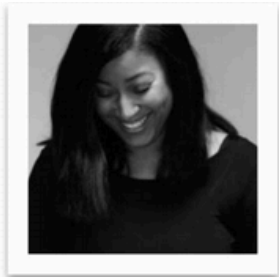
Profit and Loss

2 December, 2023 - 1 December, 2024

	Total
Income	
Gifts and Donations Income	45,328.76
Grants	48,750.00
Total Income	£94,078.76
GROSS PROFIT	£94,078.76
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
Total Expenses	£93,792.36
NET OPERATING INCOME	£286.40
Other Income	
Cashbacks	-
Total Other Income	£0.00
NET OTHER INCOME	£0.00
NET INCOME	£286.40

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.



Dr. Diahanne Rhiney
Founder & Chair

diahanne@swim_dv.org



Claudette Rhiney BSc
Project Co-Ordinator & Director
claudette@swim_dv.org



Daniella Maison BA (Hons) MA
Trustee & Head of Communications
daniella@swim_dv.org



Serena Walker
Trustee & Events Organiser



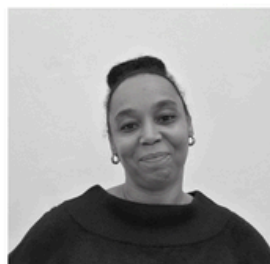
Kenny Imafidon
Trustee & Deputy Chair



Warren Powell
Trustee & Treasurer



Paula Rhone-Adrien
Trustee & Family Law Specialist



Serena Nalty-Coombs
Governance & Project Manager



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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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:

39 Chatsworth Road
Croydon
CRO 1HF

Section B	Disclosure
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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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