

Independent Examiner's Report on the Accounts

Report to the trustees/members of **Yada** (Charity no: 1176601)

On accounts for the year ended 31st December 2024

Set out on pages: See full TAR and attached financial statements

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 31st December 2024.

As the charity trustees of the Trust, 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 the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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:

- accounting records were not kept in accordance with section 130 of the Act; or
- the accounts do not accord with the accounting records.

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

Signed:



Date: 31st July 2025

Name: Petula Bladen

Address:

4 Hobart Close BN13 3HL

Yada

Charitable Incorporated Organisation (CIO)

Unaudited Financial Statements

For the period 1 January 2024 to 31 December 2024

Trustees Annual Report

Full name

Yada

Registered Charity Number

1176601

Trustees

Mr James Amner (resigned 9th September 2024)

Mrs Elizabeth Dalby

Mrs Helen Taylor

Mrs Anna Madge (resigned 11th March 2024)

Miss Elizabeth Richardson (appointed 11th March 2024)

Ms Hannah Gayler (appointed 11th March 2024)

Mrs Christine Goodban (appointed 9th September 2024)

Principal Address

Pilgrim House,

51-63 St Dunstan's Road

Worthing

West Sussex

BN13 1AA

Bankers

Lloyds Bank

Business Banking

BX1 1LT

Independent Examiner

Petula Bladen

4, BN13 3HL

Objectives and Activities

Summary of the objects of the charity set out in its governing document

The objects of the CIO are to preserve and protect the physical and mental good health of women and young people at risk of sexual exploitation in Sussex and beyond, and relieving the needs of such women and young people by providing support in particular, but not exclusively by providing outreach and support services.

Summary of the main activities

The organisation currently focuses its activities on providing support to women experiencing sexual exploitation through the sex industry, in particular by the provision of charitable assistance including direct support through our specialist outreach service, The Esther Project, working in partnership to improve access to a range of specialist services and providing training to partner organisations. All activities aim to increase safety and reduce risk of harm to the individual, decrease social isolation and improve the general wellbeing and outcomes of the individual.

The purpose of the charity is to work towards a future free from sexual exploitation. This brings benefit to the public as a whole through supporting women at risk, implementing models of best practice and sharing this knowledge with other agencies and individuals locally and nationally.

Strategic Aims

To grow our capacity to deliver excellent quality, specialist, outreach support services to self-identifying women in the sex industry and to develop a broader range of support services to meet their needs.

To increase our profile with professionals and local partners, attracting opportunities to collaborate and deliver workshops and training.

To grow, develop and refine our frontline service for the support of Police, Social Services and Health Professionals and other agencies engaged in the prevention of sex trafficking and to develop specialist support services.

We identified four particular areas for strategic development in 2024:

- To grow our profile so that there is greater awareness of Yada and our support services across West Sussex.
- To develop our education work by developing material addressing the harms of pornography.
- To review our systems and processes including an overhaul reimplementation of our case management system to support our growth.

- To grow our volunteer support, particularly to support outreach

Public Benefit Statement

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

Achievements and Performance

Summary of the main achievements of the charity during the year

Netreach (Online Outreach)

We have conducted regular weekly online outreach to women advertising as independent escorts. We contacted 231 women for the first time to introduce our service, The Esther Project (TEP), providing links to safety information and telephone support and 176 women with follow-ups.

Netreach is targeted across coastal West Sussex and remains a significant source of referrals with 28% of new service users in 2024 entering our service through our online outreach in 2024. Overall, 40% of the women supported through 1-1 contact this year, were independent escorts who self-referred through Netreach.

"When I talk I just feel lighter, thank you"
TEP Service User (January 2024)

Outreach

Our specialist staff provided 50 women with tailored practical and emotional 1:1 support, which represents a 19% increase from the previous year. Our support includes, but is not limited to: safety advice, listening, advocacy, housing, benefits, mental health, employment, education, counselling, safety planning, debt relief, immigration, volunteering, reporting crime, work experience, as well as signposting to specialist substance misuse and domestic abuse services. Our outreach supports women to achieve their goals and make sustainable changes. We support women to overcome the barriers they face to exit the sex industry, to improve women's physical and emotional wellbeing, to decrease isolation and to increase safety.

Impact - of the 50 women that we supported on a 1:1 basis we supported:

- 4 successfully exited the sex industry
- 31 with listening support/reducing isolation
- 2 to stay clean from drugs/alcohol/access rehabilitation
- 7 with accessing safe affordable accommodation

- 5 with property maintenance/furniture provision
- 3 with successful referrals to Social Care
- 5 into employment
- 1 with successful appeal to be removed from the DBS Barred List
- 1 with a business start-up
- 2 with accessing education
- 1 with pregnancy/post natal support
- 7 with attendance at professional appointments/police reporting/court cases
- 4 with immigration issues/asylum claims/obtaining passport
- 3 with accessing debt relief/completing DRO
- 7 with managing/accessing/successfully claiming benefits
- 3 with basic admin/IT skills
- 12 with professional in-house counselling
- 6 with accessing mental health services
- 1 with securing a volunteer placement

"I was so anxious and after talking with you I just feel peace. I didn't know what to do and now I feel I do"

TEP Service User (March 2024)

"Thank you for everything. I don't know where I would be without all your support"

TEP Service User (March 2024)

"You're the person that has been there from the start and I would feel so much worse without you, thank you, it means alot"

TEP Service User (June 2024)

"We are living proof of a miracle - you are so amazing - you are a miracle worker - I love you! Now there is no obstacle in my way - I can put my experience to good use. I can do anything now, I can work in any industry. I am so happy, I feel I have my life back! I am speechless with all the things you have done for me - nothing can stop us!"

TEP Service User - upon successful appeal to be removed from the Barred List (June 2024)

"Thank you so much {TEP Outreach Worker} I appreciate you a lot...without you I couldn't make it. Thankyou for your encouragement"

TEP Service User (July 2024)

"Thank you so much for helping me get my passport, now I can apply for more roles and I feel like a real human"

TEP Service User (July 2024)

"Thank you for your support and visit. You support me in all ways you can, and always think of me and the baby. It means the world, I've never had such beautiful and honest support from a charity."

TEP Service User (August 2024)

"Because of the Esther Projects support helping me sort out my benefits I can now pay my bills and don't need to worry each month thank you"

TEP Service User (August 2024)

"Thank you, I feel so safe with you and I have the best support from you"

TEP Service User (September 2024)

"You have been my rock over the years, the only consistent person, thank you for everything"

TEP Service User (December 2024)

Befriending

In addition to support from outreach workers, two women received additional befriending support over 8 sessions with a total support time of 13 hours. Befriending helps to reduce isolation and provides additional opportunity for listening support from trained volunteers.

Practical Support

We provide free wellbeing packs including safety alarms, condoms, sanitary items, pregnancy tests, toiletries and TEP service, safety and sexual health information to women we support directly and through local partner services. We distributed 42 standard free well-being packs and 52 luxury free wellbeing packs (including luxury toiletries and cosmetics donated by the Whitman Group) in 2024 along with 40 emergency food parcels, 22 emergency toiletry packs, 13 Christmas food hampers, 16 £25 supermarket vouchers, 44 Food Bank referrals, 62 mini well-being packs and 24 student sexual health packs. We provided furniture/household items and repairs for five women.

"Thank you for helping me today and bringing round all the food, I couldn't get out and I don't get paid till Friday it is so helpful"

TEP Service User (January 2024)

"Thank you for arranging the furniture to be delivered, it means so much, without you I wouldn't have had any"

TEP Service User (January 2024)

"Thank You so much [for the luxury wellbeing pack] it was amazing, I can't believe the lovely things in it"

TEP Service User (April 2024)

"Thank you sooo much [for the luxury wellbeing pack], I can't believe my eyes! I'm literally in shock how generous you've been! I feel so lucky! Thank you all of you, you've made my day."
TEP Service User (April 2024)

In-House counselling

In 2024 we continued to expand our in-house counselling service in response to demand from services users who were looking for non-judgemental mental health support and access to talking therapies from counsellors who have an understanding of sexual exploitation within the sex industry. We partnered with a second counsellor specialising in EMDR and who had significant experience of supporting women with trauma.

Throughout 2024 we provided 160 counselling sessions to 12 different women helping them to recover from the impact of abuse, stigma and violence.

"I can see the relationship was abusive now and I will not allow him to manipulate me to go back again this time. I know I deserve better, I am stronger now I have had counselling".
TEP Service User (June 2024)

"This is the first time I have ever been honest with someone who is trying to support/help me. I find it very difficult to trust people as I have always been hurt in the past, but I feel I can trust you and I want to make different decisions and put boundaries in place."
TEP Service User (June 2024)

Partner Drop-In's and Well-being Workshops

We reached 73 women through partner drop-in's, particularly Worthing Women's Probation Breakfast, Littlehampton Probation Hub, Brighton Women's Centre at Turning Tides, Safe in Sussex Freedom Programme, Broadwater Community Hub and UK Harvest.

We delivered our series of 6 well-being workshops on 5 occasions to 31 women through Worthing Probation, Broadwater Community Hub, Stonepillow Homelessness charity, and both Littlehampton and Worthing Safe in Sussex venues including topics of Boundaries, Change and Self-Esteem.

Feedback from 21 attendees demonstrated:

- a 53% increase in self-esteem
- a 54% increase in confidence to set boundaries
- a 33% increase in awareness of healthy relationships
- a 39% increase in confidence to cope with change

as a result of our workshops.

100% of attendees would recommend our workshops to others.

"This workshop has helped me to evaluate my relationship and I feel able to communicate where its unhealthy"

"I now have more awareness of what a healthy relationship should look like and that is now my aim"

Workshop Attendees - Worthing Probation February 2024

"I will put changes in place because of this workshop... and stop feeling guilty when I prioritise my needs"

"I have learnt boundaries and... to walk away and stop allowing people to disrespect my personal space"

"Because of this healthy relationships workshop I have realised its okay to communicate my needs"

"This workshop has helped me to focus on the things I would like to change and how to do that"

Workshop Attendees - Broadwater Community Hub June 2024

"This workshop helped me to realise its okay to have boundaries"

"This workshop helped me to become more mindful of what I am saying yes to and what I am not comfortable with and how to voice this"

"I only had the courage to report sextortion to the police and get more support due to doing the wellbeing workshops and learning what a healthy and unhealthy relationships looks like"

Workshop Attendees - Safe in Sussex October 2024

Preventative Measures

In line with our strategic objectives for the year, we conducted extensive research into the harms of pornography and also instructed the completion of a research paper into the links between pornography and sex trafficking.

We used the research to write and pilot a workshop addressing the harms of pornography to a group of young adults in August. We used their feedback to further develop the workshop to be appropriate to its target audience of 16-18 year olds, within the church youth group setting. The workshop will be launched in early 2025 and aims to raise awareness of the harms of pornography, looking at:

- How it affects teens
- How it fuels sex trafficking
- How it promotes sexual violence
- The reality of porn addiction
- How to find help/support

Education Partnership - Chichester University

We have maintained strong links with the University of Chichester, delivering our external training raising awareness about the sex industry and about supporting survivors of sexual exploitation to University staff as part of their Professional Development Program in January.

We also delivered a training seminar, for the fourth year running, to 20 students on the BA

Social Work Course in October.

"I found it really engaging and useful thank you"

"Really great presentation and the trainer was incredibly approachable and knowledgeable"

"Good, useful session for 1:to:1 work with students"

Professional Development Program attendees (January 2024)

"Very interesting topic, something I have not ever explored."

"Very informative and relevant for a social work student."

"It was a very interactive and informative session."

Social Work BA Degree Students (October 2024)

Police Partnership and Supporting Survivors of Modern Slavery

We have a developing proactive partnership with the police at both local and county wide levels, supporting them in their work to stop the sexual exploitation of women. For example:

- In September, we supported Worthing Police in operations targeting potential victims of sexual exploitation at 3 massage parlours, during which we supported 5 women, introduced 4 to The Esther Project and delivered 2 wellbeing packs.
- When we are unable to attend police operations we have provided local police in Littlehampton, Chichester and Bognor Regis with 18 wellbeing packs and literature which they give to potentially trafficked women to signpost to us.
- We also filed a report to Sussex Police having discovered online indicators of a minor selling sex, which led to a joint operation with Norfolk Police.

In December we joined with both the Police and My Sister's House at the 16 days of Activism roadshow in Chichester high street, promoting the work of Yada/TEP and making new contacts. A new referral was received as a result of our attendance.

We have a seat on both the Sussex Police Sex Working Forum, providing input from our experience and helping to shape policy, and the Building Trust & Confidence sub-group, at which we support service users to share their experiences.

We delivered training to 14 Police Officers, over two sessions. 7 Police Officers from Worthing Police in October and 7 Police Officers including 5 from Littlehampton and 2 from Bognor in November.

"It is really important for us to have this training to reduce stigma"

"I could discuss this topic for hours, [as it is so important]. This wasn't long enough!"

"Really good to have this training to see women in the sex industry as women like anyone else."

Police Training Attendees - October 2024

Yada Training Delivery

We deliver bespoke training to frontline professionals aiming to raise awareness of the complex issue faced by women in the sex industry, to better equip staff to support women at risk and help combat issues with stigma. Throughout 2024 we delivered 10 face to face and 11 online training sessions, training 259 delegates in total including: 50 staff from the NHS integrated Care Board, WSCC Social Work and Assistant Care, West Sussex MIND, Emerging Futures, University of Sussex wellbeing team, Safehaven St Peters, Survivors Network, Young Persons Shop, Worthing, Bognor & Littlehampton Police Officers.

We also delivered interviews/awareness raising sessions via a video interview to both St Mary's Church, Broadwater in February and Redeemer Church, Worthing in July.

Feedback from 68 trainees rated the quality of our training at 9 out of 10 and demonstrated a 62.9% increase in confidence to support women engaging in the sex industry as a result of our training.

"The training has given me a heightened awareness. I will update practice staff to increase awareness as part of safeguarding."

Hove Medical Centre (January 2024)

"The training was educational for me and I loved to find out about your services. I will definitely encourage my clients to reach out to you."

Migrant Help (March 2024)

"I must say it was one of the best training events I have attended in a long time."

"Very thoughtful and sensitive delivery of such an important yet not often spoken about subject. Kath had us all very engaged!"

"The training was thought-provoking, and a great opportunity for me to reflect on my own practice and language. Thank you!"

West Sussex MIND (April 2024)

"Wonderful training, really interesting and informative."

Survivors Network (November 2024)

Future Planning

As a result of our annual strategy day, for staff and Trustees to explore the current and future landscape of our organisation and our operational context, we have seen that, since our inception, we have established our outreach work as a succinct project which we are confident will continue to develop according to need. Similarly our training offer to professionals is well established and continues to be successfully requested and delivered. Therefore we can safely turn our attention to developing and broadening the area of preventative measures, in terms of education, campaigning and advocacy. This is both in response to requests from our partners, education facilities, youth workers and the women and young people themselves, as well as an

evidence-based development out of our research on the links between trafficking and pornography.

We have re-developed our Strategic Aims for 2025 to 2027.

Partners & Funders

Much of our work is done in partnership and we would like to take this opportunity to thank our local network who have supported us to provide a holistic service to the women we support. Together with our partners we work hard to reduce the risk of sexual exploitation and support those experiencing exploitation, in their recovery.


We are incredibly grateful to our funders for their support and partnership with us, particularly: Lloyds Bank Foundation, The Henry Smith Charity, Kingsley Roofing Ltd, Sussex Community Foundation, the Sussex Police Crime Commissioner, St Mary's Global Outreach Team, Kleinwort Charitable Trust, The Four Winds Trust, The National Lottery, Redeemer Church, Worthing FoodBank and CoOperative Community Fund as well as many individual donors and partners.

Financial Review and Reserves Policy

The year ended 31st December 2024 recorded net receipts over payments of £9,986, of which there was -£9,228 of receipts over payments in unrestricted funds and £19,214 of receipts over payments in restricted funds. The closing cash balance stands at £112,934 of which £25,701 is unrestricted general funds, £30,000 is unrestricted general reserves and £57,233 is restricted. By comparison, the year to 31st December 2023 ended with a closing cash balance of £102,948 of which £34,929 was unrestricted general funds, £30,000 was unrestricted general reserves and £38,019 was restricted.

Yada is committed to using its resources in pursuit of its charitable objectives. It is also committed to maintaining a level of reserves that is prudent to meeting ongoing liabilities, sufficient to ensure that all service delivery commitments can be met and to protect the long-term future of operations. Yada's reserves policy seeks to balance these priorities. The trustees consider it prudent to maintain general reserves at a level that represents approximately 3 months expenditure of the charity, based on planned expenditure for that year. As at 31st December 2024 general reserves were £30,000. The Board of Trustees regularly monitors the level of reserves.

The trustees' declare that they have approved the trustees' report above on the 27th day of May 2025.

Signed: 
Name: Christine Goodban
Chair of Trustees



Receipts and payments accounts

CC16a

For the period
from

01/01/2024

To

31/12/2024

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Fundraising Events	95	-	-	95	2,468
Grants	33,648	82,000	-	115,648	123,655
Individual Donations	1,064	-	-	1,064	1,552
Standing Orders	4,670	-	-	4,670	4,815
Corporate Sponsorship	-	15,600	-	15,600	15,300
Gift Aid	854	-	-	854	1,597
Invoice Payments	-	-	-	-	203
Bank Interest	2,014	-	-	2,014	795
HMRC overpaid NI contributions	13,945	-	-	13,945	-
Service User Funds	-	-	-	-	-
Refunds	277	-	-	277	547
Sub total (Gross income for AR)	56,567	97,600	-	154,167	150,932
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	56,567	97,600	-	154,167	150,932
A3 Payments					
Affiliation, membership, training & Conf	1,346	294	-	1,640	851
Equipments	2,094	-	-	2,094	52
Salaries, Tax & Pension	48,972	57,607	-	106,579	71,231
Volunteer Expenses	931	-	-	931	349
Fundraising Costs	-	-	-	-	45
Phone, email & Internet	896	-	-	896	845
Audit fees & Insurance	1,180	-	-	1,180	1,266
Print, post & stationary	1,148	-	-	1,148	1,382
Travel, accomodation & subsistence	2,529	-	-	2,529	3,982
Staff expenses	601	-	-	601	-
Outreach costs	3,691	13,180	-	16,871	4,431
Rent & Maintenance	2,407	7,305	-	9,712	677
Petty Cash	-	-	-	-	7
Service User Funds	-	-	-	-	294
Sub total	65,795	78,386	-	144,181	85,412
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	65,795	78,386	-	144,181	85,412
Net of receipts/(payments)	- 9,228	19,214	-	9,986	65,520
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	64,929	38,019	-	102,948	52,252
Cash funds this year end	55,701	57,233	-	112,934	58,075

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Lloyds Current Account Balance	30,116		-
	Lloyds Savings Account Balance	15,742		-
	Lloyds Reserves Account Balance	9,843	57,233	-
	Total cash funds	55,701	57,233	-
(agree balances with receipts and payments account (s))				
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Laptops x 7	Unrestricted	-	-
	Printer x 2	Unrestricted	-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
		C-Goodban.	Christine Goodban	19/5/25

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- accounting records were not kept in accordance with section 130 of the Act; or
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Signed:



Date: 31st July 2025

Name: Petula Bladen

Address:

4 Hobart Close BN13 3HL