

SHEWISE

England & Wales · Charity number 1179811

Details

Other names Your Choice

Status Registered

Legal form CIO

Registered 2018-09-05

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

Contact

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Website www.shewise.org

Activities

Objects: THE PROMOTION OF SOCIAL INCLUSION FOR THE PUBLIC BENEFIT IN PARTICULAR BUT NOT EXCLUSIVELY AMONG SOUTH ASIAN WOMEN WHO ARE SOCIALLY EXCLUDED ON THE GROUNDS OF THEIR SOCIAL AND ECONOMIC POSITION, PREVENTING THEM FROM BECOMING SOCIALLY EXCLUDED, RELIEVING THEIR NEEDS AND ASSISTING THEM TO INTEGRATE INTO SOCIETY, BY PROVIDING: (1) EDUCATION AND TRAINING THROUGH WORKSHOPS, FORUMS AND ON-LINE RESOURCES. (2) PERSONAL DEVELOPMENT TRAINING AND GENERAL SUPPORT.

Activities: Creating opportunities for improvements to their social, physical and economic wellbeing. Increasing capacity to generate income, become financially independent and self-sufficient. Enabling, assisting, and inspiring through the provision of guidance, casework support, counselling, advice, signposting, workshops, and training programs that helps them to believe in their abilities.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty, Economic/community Development/employment, Other Charitable Purposes
- **Who:** Children/young People, People Of A Particular Ethnic Or Racial Origin, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|--------|-----------|
| 2024-12-31 | £122,374 | £132,542 | - | - |
| 2023-12-31 | £121,972 | £75,783 | - | - |
| 2022-12-31 | £35,806 | £21,076 | - | - |
| 2021-12-31 | £11,570 | £5,739 | - | - |
| 2020-12-31 | £7,786 | £3,236 | - | - |

Trustees

| Name | Role | Appointed |
|-----------------|-------|------------|
| Salma Ullah | Chair | 2018-08-28 |
| Dr Sadia Saeed | | 2024-03-01 |
| Maleeka Bokhari | | 2024-11-25 |
| Tazeen Ahmad | | 2024-08-20 |

SHEWISE

England & Wales - Charity number 1179811

Accounts

West London
Chambers
of Commerce
Business Awards 2024



Winner

Best Business for Health & Wellbeing

SHEWIS



SHEWISE



Trustees Annual Report and Financial Statements

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Chair of Trustees

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2024

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Our Year at a Glance

We collaborated with 56 organisations to empower women.



Our Service touched the lives of 218 women & 163 children
30% increase on Previous Year



We We provided trainings and workshops for women and girls to help them recognise abuse, build self confidence and develop financial independence



90% of service users rated SHEWISE services as good, very good, or excellent.

Our dedicated team of 7 staff members and 15 Volunteers worked relentlessly to support our service users.

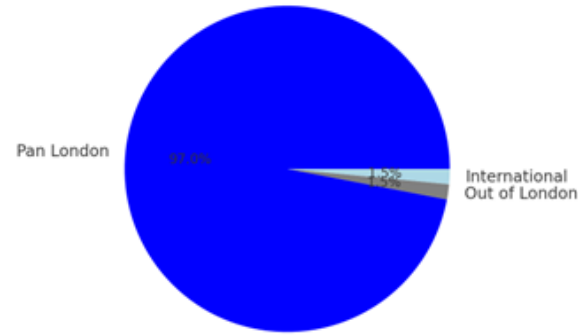
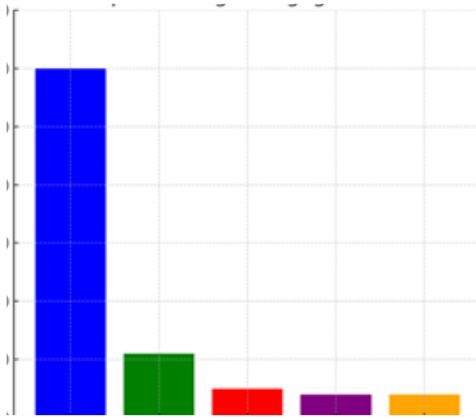
Charity Name: SHEWISE
Charity Registration Number: 1179811
Charity Registered Office: 44 Parkwood Road, Isleworth, Middlesex, TW7 5HG
Charity Operating Office: Holy Trinity Church, 6 High Street, Hounslow, TW3 1HG
Trustees & Chair : Salma Ullah
Trustee: Dr Sadia Saeed
Trustee: Ms Tazeen Ahmad
Trustee: Barrister Maleeka Bokhari
Trustee: Ms Salma Khannam

Who we Supported

83%

Of our services users come from SAME Communities

60% are from Indian/Pakistani Heritage. 9% are from African/Black Caribbean Heritage.



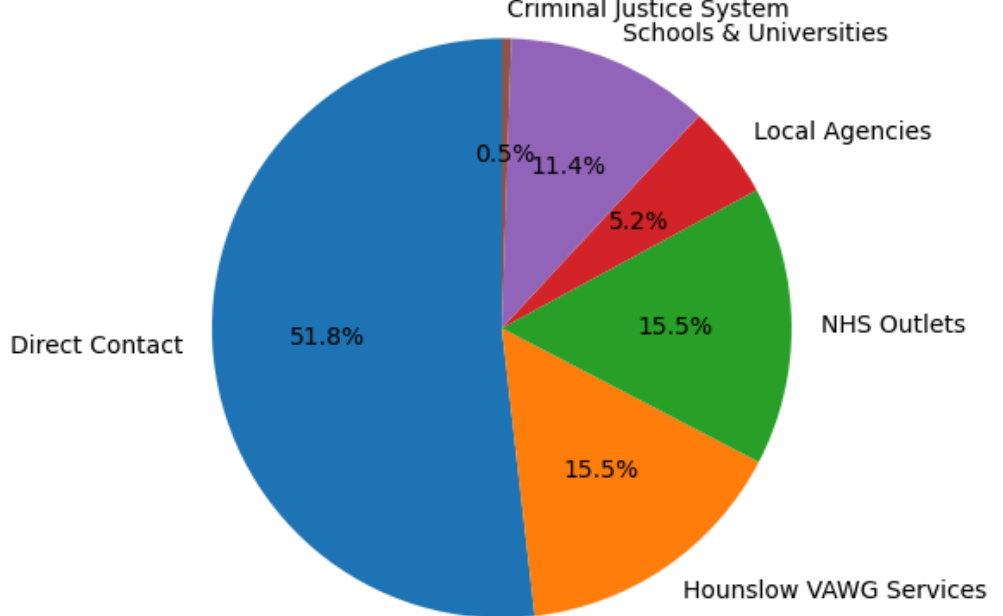
85%

Age between 20 - 60 years

SHEWISE has experienced a shift in its age demographic, taking its message of raising awareness about domestic abuse, mental wellbeing and skills development to a larger and more diverse audience.

Hounslow, Newham, Harrow & Hillingdon, Ealing & Tower Hamlet

Source of Referral for SHEWISE Services



20%

Service Users are Migrants & Non-British Citizens. (refugees, asylum seekers, on work or study visa)

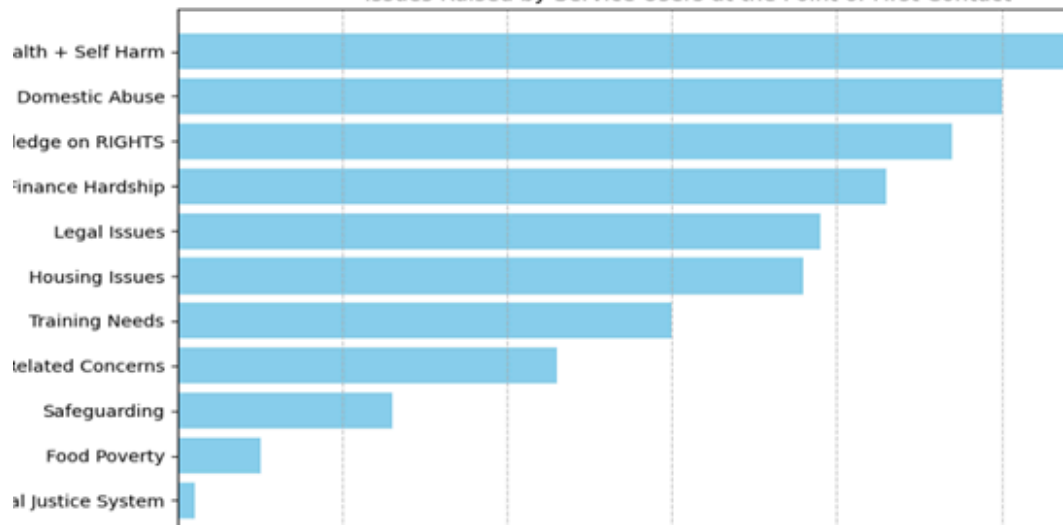
60%

Are Single

40%

Are mothers with children

Issues Raised by Service Users at the Point of First Contact



Top to Bottom: Mental Health & Self harm, Domestic Abuse, Lacks Knowledge of, Rights, Financial Hardship, Legal Issues, Housing Issues, Training Needs, Child Related Issues, Safeguarding, Food poverty, Criminal Justice System.

The number of mothers seeking support has decreased by 20% from last year, while the number of women without children engaging with SHEWISE services has increased by 20%

A message from our Chair of Trustees

This year at SHEWISE has been dynamic, challenging, and immensely rewarding. Like many grassroots charities, we continue to navigate an increasingly underfunded sector while facing complex external pressures that impact minority ethnic organisations, our dedicated staff, volunteers, and, most importantly, the women and children we support.

Despite these ongoing challenges, our commitment remains firm—to empower survivors to build independent, abuse-free lives through education, economic opportunities, social development, and well-being support. While we adopt the value; ‘No Person Turned Away,’ our focus continues to be on women from marginalised ethnic communities, particularly those of South Asian and Middle Eastern backgrounds.

Over the past year, we have directly supported 218 individuals and 163 children through our advice and support helpline, offering vital guidance, safeguarding, intervention and prevention training for survivors and service providers, as well as empowerment programmes. Our work leaves a lasting impact, and we are proud to stand in solidarity with survivors as we strive to empower future generations to break the cycle of abuse and uplift women and young girls in their journey toward a future free from violence, oppression and financial independence.

This year has also been one of new beginnings. We welcomed Dr Sadia Saeed (March 2024), Ms. Tazeen Ahmad (August 2024), and Barrister Maleeka Bokhari (November 2024) as Trustees, bringing fresh leadership and expertise to our mission. Additionally, we expanded our team with Ms. Guneet Matta, a Punjabi-speaking domestic abuse advisor and caseworker, and Ms. Wafa Ali, an Arabic-speaking domestic abuse advisor and caseworker, ensuring we can better support diverse communities.

Another significant milestone was securing our new temporary office in Brentford. This move has positively impacted staff morale, giving us a stronger sense of stability and presence in North London. Our new space is warm, welcoming, and, though temporary, it finally feels like a home.

Some of our most memorable moments this year include:

- A Thousand Cuts: London Road Show and a global photography exhibition.
- University of East London Law Centre Partnership – SHEWISE provides bilingual domestic abuse support and advice to students and the local community through the Law Centre.



Salma Ullah
Co- Founder & Chair Of Trustees

Our Story So Far

OUR VISION

To eliminate all forms of violence against women and young girls, with a focus on South Asian and Middle Eastern communities. We envision a world where all women have access to quality education, economic opportunities, and social support, empowering them to activate their innate ability to be the primary agency of their lives

OUR MISSION

To challenge and transform societal attitudes and beliefs within South Asian and Middle Eastern communities.

We strive to empower future generations to break the cycle of abuse and improve the lives of women and young girls.

We accomplish this through advocacy, actively engaging with communities and promoting economic independence through entrepreneurship and personal growth.

OUR VALUES

SHEWISE core values are a reflection of our foundation of work, formulated with the collaboration of staff and service users. We aim to work with:

Integrity:

We take responsibility for our actions and decisions, acknowledging both our successes and failures.

Leadership:

Challenge the status quo! Be driven to shape a better future and remain responsive to change.

Collaboration

We believe in the power of the collective genius of individuals, groups and communities.

Innovation:

Embracing creativity, adaptability, and a commitment to continuous learning.

Passion:

We inspire and motivate others through our genuine enthusiasm and belief in the importance of our mission.



Our Strategic Priorities for 2024

SHEWISE Key Objectives

1. Advocacy & Lasting Change – Driving long-term recovery and systemic change through advocacy, awareness, and our four key themes: holistic support, well-being promotion, skills development with a growth mindset, and campaigning against domestic abuse and harmful practices, particularly within South Asian and Middle Eastern communities.

2. Service Expansion & Thought Leadership – Enhance service delivery, expand programs, and establish SHEWISE as a thought leader to build credibility, increase influence in the sector, and scale services to reach more women and girls.

3. Culturally Sensitive & Trauma-Informed Support Develop bilingual, culturally responsive initiatives that integrate trauma-informed practices, mental health support, emotional well-being, and long-term recovery.

4. Strengthening Partnerships & Community Integration – Collaborate with local authorities and agencies to improve referral pathways, enhance support services, and advocate for better integration of community-based resources for women and girls.

5. Organisational development and growth.

SHEWISE Strategic Goals for 2024

1 Secure Funding:

We are actively pursuing funding opportunities with funders. By cultivating relationships with our funding partners and aligning our projects with their funding priorities, we will enhance our financial stability and capacity to deliver impactful services.

2 SHEWISE Women's Resource Hub:

Strengthen SHEWISE's visibility and engagement at the SWRH by implementing targeted outreach strategies, including workshops, information sessions, and collaborative events. Through meaningful relationships with staff and service users, we aim to enhance our impact and ensure our resources are accessible to those who need them most.

3 Women and Girls's Wellbeing Hub:

We are actively seeking opportunity to create Women & Girls Wellbeing Hub. The initiative is to address the ongoing barriers and challenges faced by underrepresented groups in accessing health and wellbeing services within the borough of Hounslow and surrounding areas.

4 Expand our reach for new Opportunities:

Our goal is to establish a Hub in Tower Hamlet Newham, Lewisham and Ealing Borough, identifying new working opportunities that align with our mission. This growth will allow us to reach a wider audience, deliver essential services, and build strong partnerships with local organizations to enhance community support.

5 Roll Out Workshops in Prisons:

We plan to implement a series of pre and post release workshops in Prisons, focusing on personal development, life skills, income generation and reintegration support. These workshops will empower women and young girls experiencing the criminal justice system with valuable tools and resources, ultimately aiding their successful transition back into society

6 Suicide Prevention support:

We aim to collaborate with our funder, Rethink, and the Hounslow Suicide Prevention Team to strengthen mental health support services in the community. Through this partnership, we will develop outreach initiatives and resources that promote mental well-being and help prevent crises among vulnerable populations.

What we have Delivered in 2024

1. Domestic Abuse Department

Long-Term Recovery and Change

At SHEWISE, we believe that true recovery from the effects of violence and abuse requires a holistic approach that fosters lasting change. Our Holistic Empowered Living Model delivers services that are designed to provide life-changing and enduring benefits to the women we support. The Domestic Abuse Department offered the following Services during 2024.

Advice, Information and Support Services: Pan London

In 2024, SHEWISE's advice, information and support services were accessed by 218 individuals across 20 London boroughs, representing 23 different ethnicities. Our bilingual advice workers provided assistance on a wide range of inquiries from both individuals and professionals through multiple channels, including our advice line, in-person drop-in service at our **SWRH (Tuesdays)**, the **Hounslow one stop shop (Wednesdays)**, and the **University of East London Legal Advice Centre (Thursdays)**.

We offered trauma informed, bilingual support, 5 days a week, by providing guidance through risk assessments, safety planning, human rights, housing advice, financial concerns, immigration and migration issues, safeguarding, and mental well-being. Additionally, we facilitated advocacy, signposting, and access to a broad range of training opportunities to empower those seeking support.

This year's engagement highlights the vital role of our services in addressing the diverse and complex needs of individuals across London, reinforcing our commitment to safety, advocacy, and empowerment of BAME communities.

University of East London Legal Advice Centre USS Campus
Legal Advice Centre
4mo • Edited • 📞

Exciting News! 📢 ✨

The **University of East London** ...more

University of East London **125 YEARS**

FREE Advice Drop-In Sessions on Domestic Abuse every Thursday, 10 am-2pm

In collaboration with SHEWISE, we offer trauma-informed, confidential, and bilingual support for those affected by domestic abuse.

Specialised support for women from South Asian and Middle Eastern communities.

University of East London **LEGAL ADVICE CENTRE**
In Partnership with

SHEWISE
MOPAC

Boardroom Simulator

"Domestic Abuse is not the same for all Ethnicities"

1 woman is killed every week in the UK, by their nearest partner

Coercion forced marriage, FGM, marital rape, financial, psychological or physical abuse

1 in 3 children are affected by domestic abuse

20% suffer from depression
50% from substance misuse
20% attempt suicide

SHEWISE
is a minority ethnic charity
We offer holistic, culturally sensitive & trauma-informed services in different languages

SERVICES
Domestic Abuse Advice (Free phone line)
Domestic Abuse through the lens of Creative Expression
Mental Health & Wellbeing Programs
Skills Development
Enterprise skills
Reconnect & Rebuild (Prison resettlement program)

SUPPORT
Risk & Assessments
Exit & Support Plans
Advice & Coaching
Follow-Up Sessions
Low (L) Medium (M) High (H)
Specialist Training Workshops for Service users & Agencies

REFERRAL PATHWAYS
Advice Line
Drop-in (Mon)
Hounslow One Stop Shop (Wed)
Hounslow Job Centre (Fri)
Agency Referrals
Self Referrals

What we have Delivered

Domestic Abuse cont....

"Mindfulness was amazing. Finding that 5mins to just be grounded & Present is needed"

SHEWISE Women's Resource Hub (SWRH):

The SHEWISE Women's Resource Hub provides a safe and supportive space for women to access vital services, empowering them with knowledge, resources, and opportunities for personal and professional growth.

Our SWRH is based in the heart of Hounslow, where 50% of the population comes from an ethnic minority background. In 2024, we saw an increase in the number of women with unsettled legal status (spousal visa holders, asylum seekers, refugees, and individuals on work or student visas) accessing our services to 30%.

From our experience, as a specialist organisation and feedback from our service users, we find that minority ethnic communities often face significant barriers when accessing mainstream services such as counselling, legal advice, job search opportunities, and health and well-being support. Language barriers, cultural stigma, and a lack of culturally competent services can prevent individuals from seeking the help they need. Many women, particularly those from migrant backgrounds, may struggle with unfamiliar legal and bureaucratic systems, leading to confusion and reluctance to engage with available support

Additionally, systemic discrimination and unconscious bias within mainstream institutions, frequently reported by our service users, can result in a lack of trust, discouraging individuals from accessing essential services. Socioeconomic challenges, such as financial instability and limited digital literacy, further hinder access to job opportunities and healthcare. Fear of judgment or deportation, particularly for those with insecure immigration status, also deters many from seeking support. Addressing these barriers requires tailored, community-led interventions that offer culturally sensitive, multilingual, and holistic support to ensure inclusivity and accessibility for all.

With this in mind, SHEWISE collaborated with 12 local organisations and invited them to the SWRH to deliver short presentations on their services. To ensure accessibility, we provided bilingual translation where needed, allowing our beneficiaries to fully engage with the information presented. These sessions enabled our service users to ask questions and explore ways to access local services more easily. By fostering new connections and networking opportunities, participants left feeling motivated and empowered to engage with available support. Additionally, this initiative enhanced both our visibility and that of our service users within the community, aligning with SHEWISE Strategic Goal 2. We also delivered a 6 week wellbeing workshop and 6 sessions on current political events.

"Excellent facilitators, they include everyone and bring people out of their shells"



Domestic Abuse

Collaboration:

This year, we have dedicated our efforts to enhancing our services, strengthening our thought leadership, and increasing our impact through strong partnerships with local councils, sister organisations, and specialist providers. We worked hard to address our beneficiary's needs, while our collaborative campaigns created powerful advocacy for policy reforms and better awareness of domestic abuse barriers for the South Asian & Middle Eastern Communities.



Clockwise: Educational Institutions, VAWG Services, Media & Awareness, Employment & Skills development, Counselling services, Health & Social care, Legal & Law Enforcement, Art & Advocacy, Faith & Community Settings,

Success:

• Hounslow Violence Against Women & Girls (VAWG) Services:

In 2024, SHEWISE partnered closely with Hounslow Violence Against Women and Girls (VAWG) Services, one of our most valued and supportive collaborators, on several impactful projects to raise awareness of domestic abuse, particularly within South Asian and Middle Eastern communities in Hounslow. Our joint efforts included the development of a Domestic Abuse School Toolkit, Domestic Abuse Awareness Workshops in faith settings, and organising events for International Women's Day and the 16 Days of Activism Campaign Against Gender Based Violence.

Additionally, we have regularly participated at the Hounslow One Stop Shop to offer bilingual and culturally appropriate domestic abuse advice to local residents, especially those from the South Asian and Middle Eastern backgrounds. This year, to better serve our users, we have expanded our team by recruiting two new case workers fluent in Arabic and Punjabi. Notably, 25% of our service users come through referrals from Hounslow VAWG Services, highlighting the strong and trusted partnership between the two establishments in the fight against domestic abuse. Over the years, this valued collaboration has flourished, playing a pivotal role in expanding support, enhancing accessibility, and addressing the unique cultural needs of vulnerable individuals within the local communities.

Domestic Abuse

Success.....

- We have successfully established new connections with the **University of East London Legal Advice Centre**, located in the heart of Stratford, within the borough of Newham. As part of this collaboration, we delivered a Domestic Abuse Awareness workshop to students and staff, which was attended by 24 participants. We also collaborate with law students on events, media, and awareness initiatives. As part of this partnership, we now offer a free domestic abuse triage at the law centre once a week, every Thursday.
- SHEWISE is proud to be a key expert specialist in the **STRIVE Research Project, a collaborative study led by Queen Mary University of London (QMUL)** in partnership with Survivors Voices. This important research seeks to understand the impact of Intimate Partner Violence (IPV) on the well-being and mental health of South Asian women in East London, with the goal of improving support services. As part of the Steering Group, SHEWISE brings its expertise in working with marginalised ethnic women, offering critical insights into the societal, individual, and intergenerational factors affecting survivors.
- SHEWISE is honoured to be an expert specialist, **Scotland Yard**, in the Out of Court Resolution External Reference Group – Two-Tier Framework: Domestic Abuse Conditional Cautions. This initiative examines MOPAC's male perpetrator programme and victim/survivor support services, aiming to strengthen interventions and support systems for those affected by domestic abuse.

Podcasts:

As part of our ongoing campaign to shed light on the prevalence of domestic abuse within hard-to-reach and marginalised communities, SHEWISE actively engaged in local podcasts to amplify voices and raise awareness. We collaborated with students at **St Mary's University Twickenham** to discuss domestic abuse within South Asian and Middle Eastern communities, providing critical insights and fostering open dialogue. We featured a podcast with a young Middle Eastern survivor, offering a platform for her lived experiences.

SHEWISE also participated in several discussions with an independent local presenter on the platform called **MSMINDSHIFT**, covering topics such as MS & Domestic Violence and MS, Domestic Abuse, and Substance Misuse (delivered, also, in collaboration with ARC- NHS). These initiatives have been instrumental in breaking the silence, educating the community, and ensuring that support reaches those who need it most.

Statistics reveal that **disabled individuals** face a heightened risk of domestic abuse. In England and Wales, approximately 14.3% of disabled people aged 16 to 59 reported experiencing domestic abuse in the year ending March 2020, compared to 5.1% of non-disabled individuals. Disabled women, in particular, were more than twice as likely to experience domestic abuse (17.5%) than non-disabled women (6.7%) during the same period. (ons.gov.uk)

Within **ethnic minority communities**, domestic abuse often remains underreported due to cultural stigmas and systemic barriers. While specific statistics on South Asian and Middle Eastern communities are limited, available data indicates that Asian individuals reported the lowest rates of domestic abuse at 2.0% in the year ending March 2023. This figure likely reflects underreporting rather than a lower prevalence, underscoring the need for culturally sensitive outreach and support services. (ethnicity-facts-figures.service.gov.uk)

Domestic Abuse....



University of East London Legal Advice Centre US...
 Legal Advice Centre
 2h · Edited

SHEWISE is making a difference at the LAC, empowering and providing critical support to those impacted by domestic abuse.

SHEWISE will be at the LAC every Thursday for drop in sessions from 10am - 2pm. These sessions offer a safe space for individuals to seek advice, support, and resources in a confidential and compassionate environment. We are here to support you – please drop by if you need help or guidance.

Royal Docks School of Business and Law @UEL
 University of East London



University of East London Legal Advice Centre USS Campus
 Legal Advice Centre
 4mo · Edited

Exciting News!

The **University of East London** ...more

University of East London **125 YEARS**

FREE Advice Drop-in Sessions on Domestic Abuse every Thursday, 10 am-2pm

In collaboration with SHEWISE, we offer trauma-informed, confidential, and bilingual support for those affected by domestic abuse.

Specialised support for women from South Asian and Middle Eastern communities.

LEGAL ADVICE CENTRE
 In Partnership with
SHEWISE
MOPAC



TRAININGS & WORKSHOPS

Over 2024, SHEWISE Domestic Abuse Services (SWDAS) carried out three very different series of workshops to raise awareness of domestic abuse.

Domestic Abuse School Toolkit- Commissioned by Hounslow Council.

Aim: The workshop aimed to provide school staff at all levels with a thorough understanding of domestic abuse, its effects on women and children, and the challenges victims face. It focused on equipping participants with the knowledge and skills to identify signs of abuse, recognise tactics used by perpetrators, and offer appropriate support, all while addressing cultural sensitivities and challenging victim-blaming attitudes.

Deliverables: Over the course of a year, SHEWISE delivered a specialised three-hour workshop, developed by the SHEWISE team, to 15 educational institutions, including schools, colleges, and universities. Through these sessions, we engaged directly with 150 participants, equipping them with essential knowledge, practical strategies, and a deeper understanding of domestic abuse and its impact on children.

2. Faith, Safety & Empowerment: Ending Domestic Abuse Together.

A Workshop by: SHEWISE in collaboration with Hounslow domestic abuse services.

Aim: to bring together service users and faith leaders to explore the realities of domestic abuse and Violence Against Women and Girls & how best to support and empower survivors to seek help. Topics covered: domestic abuse, substance misuse (in collaboration with ARC-NHS) and mental wellbeing.

Deliverables: Engaging with local faith settings in the borough of Hounslow presented some challenges, particularly in identifying key contacts for coordinating community events. While scheduling and communication proved complex at times, this experience allowed us to adapt and refine our approach. By collaborating with sister organisations, we successfully expanded our outreach and strengthened our connections within faith communities.

As a result, we engaged with a diverse range of faith settings, including Hindu temples, Christian churches, and Mosques. Additionally, we amplified our message through multiple podcasts with the faith-based platform MSMINDSHIFT, further raising awareness of domestic abuse. To maximise our reach, we participated in local summer fairs and community events alongside other faith and community organisations, ensuring our objectives were effectively communicated and our support extended to those who needed it most. Furthermore, we utilised social media campaigns to extend our message beyond in-person interactions, sharing key information through our own platforms as well as Hounslow community Facebook websites. Through these combined efforts, we estimate that we successfully interact with at least 1,000 people, helping to foster important conversations and promote support services within faith communities.

What we have Delivered 2024

Partnerships

Presenting Diversity & Inclusion Training at Clink's Annual conference and AGM 2024: Connecting for Change.



SHEWISE partnered with Hounslow Council to celebrate International Women's Day 2024 alongside various community groups, residents, schools, and staff. This year's theme was #InspireInclusion, which emphasizes the importance of understanding, valuing, and promoting the inclusion of women and girls. The focus was also on sharing knowledge, support, and encouragement with others.



What we have Delivered 2024

Skills Development - Empower HER

TRAININGS:

3 Cohorts of Empowered Living Programme

Number of candidates trained: 31

Our Holistic Empowered Living Programme is committed to uplifting the aspirations of women and young girls, transforming their attitudes and skills, and helping them identify opportunities. This project empowers women to unlock and utilize their inherent potential to take control of their lives. By enhancing their interpersonal, employability, and entrepreneurial skills, we boost their confidence and self-esteem.

Objective: To empower South Asian and Middle Eastern women who have experienced gender-based violence by providing comprehensive support and access to adult education. This enables them to overcome past traumas, achieve financial independence, and build lives free from violence and oppression.

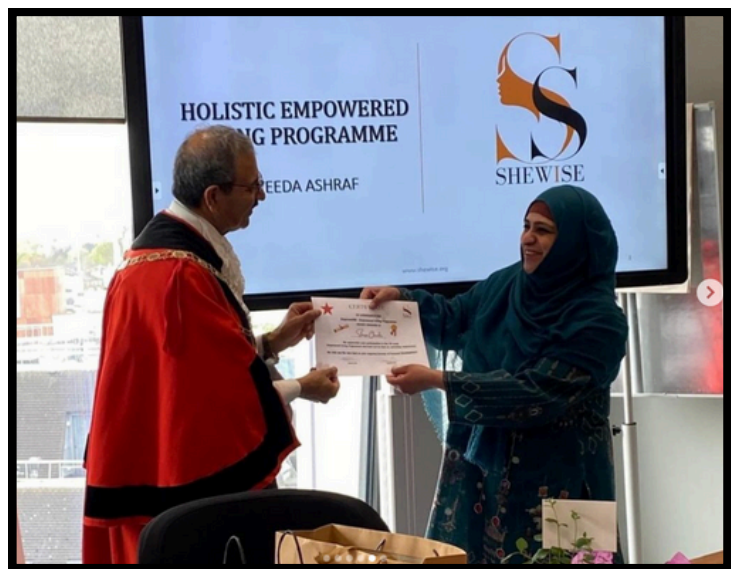
Deliverables: The 12-week Empowered Living Bilingual Programme includes group coaching sessions to develop essential skills and one-on-one support to create a career plan. Group sessions occur once a week for 4 hours with 15 women per cohort.

1 Cohorts x Business Start Programme

Number of candidates trained: 14

The 12-week program outline to help women get back into employment or start their own business. The program is divided into three sections: Personal Development, Digital Skills and Leadership, and Employability Skills or Business Startup.

Total number of candidates trained: 44



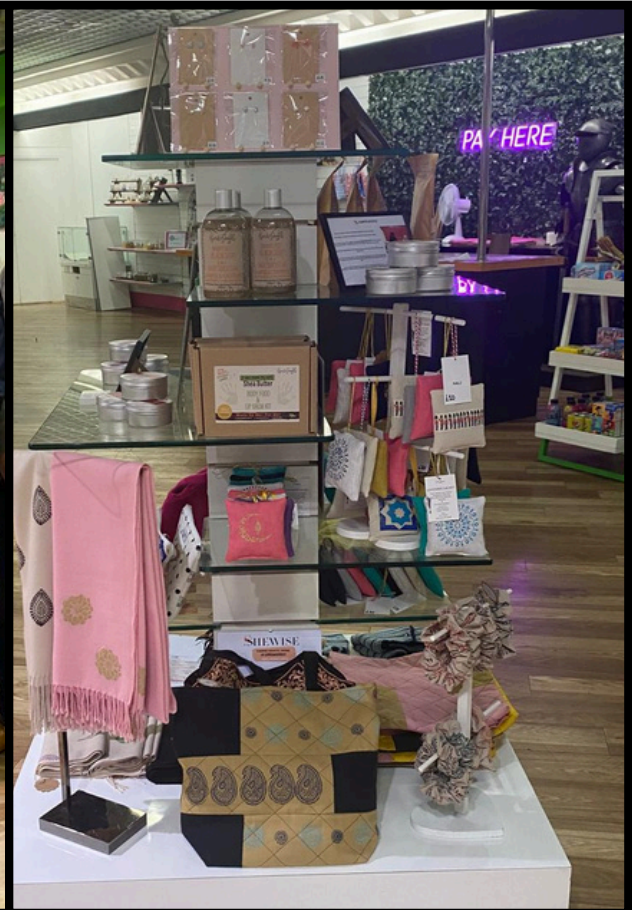
What we have Delivered 2024

Entrepreneurship

SHEWISE Marketplace



SHEWISE launched a marketplace at the Loft in Treaty Shopping Centre in Hounslow, as well as the Potting Shed Pop-Up at the Boston Manor Arts Market. Our objective is to support small, women-owned businesses operating from home by providing a platform for women entrepreneurs to showcase their crafts and creations to real-life customers in one convenient location.



What we have Delivered 2024

Youth Empowerment

Delivered an Entrepreneur workshop at West Thames College Aspire Event on the 20th March 24

Delivered Domestic Abuse school Tool kit in local schools

- Wellington Primary (26.02.24)
- Feltham Hill (01.03.24)
- Grove Park Primary School (21.02.24)
- Heston Primary School (25.04.24)
- Chatsworth Primary School (03.05.24)
- Cardinal Road School (03.05.24)
- Reach Academy (03.05.24)
- Berkeley Academy (22.07.24)
- Holy Trinity Church - Staff Team (11.06.24)
- Ivybridge Primary School (Dec 2024)

Strategic Partnerships

NewMAC

Tower Hamlets Youth Form



What we have Delivered 2024

Strategic Partnerships

Foreign, Commonwealth & Development Office
UK Pakistan Advisory Council (UKPAC)



Hounslow Borough Based Partnership Patient & Public Engagement
(BBP PPE)

Criminal Justice Alliance

National Women's Justice Coalition

Women and Girls' Wellbeing

Championing Women's Health and Wellbeing

Our service users consistently highlight the lack of access to clear, culturally sensitive health information. Many have shared how women's health is often overlooked, especially in SAME communities, where stigma, language barriers, low health literacy, and feelings of shame prevent women from seeking the care they need and deserve. They also mention that managing their health feels overwhelming and hard to prioritise. Our 2022 research with ethnic minority communities in Hounslow echoed this, highlighting the need for a simplified, culturally sensitive, and empowering approach to health education.

In 2024, we launched the Women & Girls' Wellbeing department, to break down barriers and deliver simple, accessible, culturally sensitive support for mental, physical and overall health. Below are some of our key achievements:

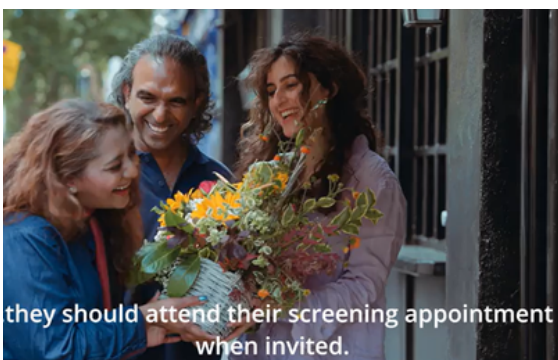


Tackling Cancer Inequalities in South Asian Communities - RM Partners (Royal Marsden NHS Foundation Trust)

Earlier this year, SHEWISE secured funding from RM Partners and the West London Alliance to increase cancer screening and early diagnosis among communities less likely to access primary care when experiencing potential cancer symptoms.

Our efforts focus specifically on South Asian communities, where we have identified significant barriers that often delay help-seeking and diagnosis—especially for women. These include:

- Low awareness and health literacy
- Language difficulties and accessibility challenges
- Cultural taboos and stigma around cancer



To address this, we've created a series of visually engaging, bilingual resources aimed at raising awareness and encouraging early detection.

This includes multiple flyers and our first educational video, available in Hindi/Urdu with English subtitles. The video aimed to highlight the importance and impact of Breast Screening.

We also conducted information sessions in our Coffee Morning and Women and Girl's Wellbeing Hub. The main objective of these communication and engagement activities is to increase cancer screening uptake, encourage timely visits to primary care, and dispel common misconceptions.

Women and Girls' Wellbeing

The Holistic Wellbeing Programme

In response to strong feedback from our Breast Cancer Awareness initiative and service users' requests for accessible health information, SHEWISE launched the Holistic Wellbeing Programme.

The programme helps women to:

- Understand key aspects of physical, mental, and emotional health
- Build confidence discussing health concerns
- Learn how to access support from GPs and professionals

| HOLISTIC Wellbeing PROGRAMME  | | | |
|--|---|---|---|
| Wk 1- Physical Health, Nutrition and Sleep <ul style="list-style-type: none">• Understanding our bodies and importance of exercise• Good nutrition and eating healthy• How to get restful sleep and restoration of the body | Wk 2- Mental Health, Anxiety and Stress <ul style="list-style-type: none">• Learning about Mental Health and Anxiety• Dealing with mental health conditions• Managing stress and its impact on our physical health | Wk 3- Emotional Health, Trauma and Depression <ul style="list-style-type: none">• Understanding the impact of emotions on our health• Dealing with Depression and Trauma• Coping strategies and managing on difficult days | Wk 4- Mindful Living, Self Care and Listening To Our Bodies <ul style="list-style-type: none">• Learning how to live mindfully and create lasting change.• Prioritising self care and listening to our bodies when something is not right |

Launched at Holy Trinity Church in October 2024, it was well attended and well received, with consistent participation and multiple requests to deliver it again at other sites and schools

Women & Girls' Wellbeing Hub (WGWHub) Pilot

Inspired by the success of our Holistic Wellbeing Programme and direct requests from our service users, we launched the pilot Women & Girls' Wellbeing Hub (WGWHub) in 2024. The WGWHub was created as a female-only, safe and inclusive space where women can openly discuss health and wellbeing in a supportive environment.



The WGWHub offers a welcoming setting for women and girls from all backgrounds to explore health topics, attend educational sessions, and connect with others.

We regularly invite NHS professionals and community organisations to deliver sessions on a range of health issues in a way that is accessible, inclusive, and culturally sensitive. Resources and materials are made available in multiple languages, reflecting the diverse communities we support in Hounslow.



The pilot launched with a Breast Cancer awareness session, providing attendees with translated information in Hindi, Urdu, Arabic, and Punjabi on symptoms, screening, and how to access support. The session was highly successful and gave us valuable insights to help shape a full rollout of the hub in 2025.

This initiative is part of our ongoing commitment to health equity and community-led support, creating a space where women feel safe, informed, and empowered.

**Hosting and Celebrating International Women's Day 2024 with
our guests Ruth Cadbury Labour MP for Brentford and
Isleworth and Labour Councillor Ajmer Grewal Hounslow
Central**



FINANCIAL REVIEW

The Trustees are pleased to present a detailed account of SHEWISE's continued growth and progress during the past year. Despite a challenging external environment, the organisation has remained resilient, adaptive, and committed to fulfilling its mission of empowering women and girls from diverse and disadvantaged backgrounds. Throughout the year, SHEWISE has strengthened its operational capacity, expanded its reach, and enhanced the quality and accessibility of its services.

Securing sustainable funding has remained a key priority, particularly to ensure the continuity of core programmes and to invest in long-term organisational development. While the funding landscape continues to be demanding, the Trustees are encouraged by the tangible progress and strengthening partnerships that support our delivery model.

We extend our heartfelt appreciation to our long-standing supporters and to the new funders who have joined us in advancing our mission. Their belief in our work has allowed us to innovate, expand our community impact, and deliver measurable outcomes. The Trustees wish to particularly acknowledge the ongoing support and collaboration of our key partners and funders, including the London Borough of Hounslow, NHS North West London, Hounslow Thriving Communities, the Mayor's Office for Policing and Crime (MOPAC), Lloyds Bank Foundation, and The National Lottery Community Fund. Their continued investment has been instrumental in enabling SHEWISE to thrive, strengthen local partnerships, and deliver meaningful change in the lives of women and families we serve.

RESERVES POLICY

SHEWISE relies primarily on grants and donations to sustain its operations and deliver its mission-driven programmes. Given this funding structure, the organisation faces potential risks arising from fluctuations in income, funding shortfalls, unforeseen cost increases, or delays in grant disbursements. To safeguard against these risks and ensure continuity of essential services, the Trustees have adopted a prudent reserves policy designed to provide financial stability and resilience.

The reserves are maintained to ensure that:

- Service users, particularly those receiving ongoing or hosted support, can be appropriately assisted to transition to alternative provision in a compassionate and timely manner should a service disruption occur.
- The organisation retains the flexibility to respond to emerging opportunities, pilot new initiatives, or develop innovative projects aligned with its strategic objectives.
- Core staff can remain in post long enough to support organisational stability, maintain relationships with funders and partners, and secure alternative funding streams to sustain SHEWISE's future work.

RESERVES POLICY.. continued

The Trustees have agreed that an appropriate level of unrestricted reserves should be maintained to cover between 6 and 12 months of budgeted running costs. This level is considered sufficient to allow for an orderly wind-down, restructure, or transition of services, if necessary, while ensuring minimal disruption to beneficiaries and stakeholders.

Expenditure and cash flow are closely monitored throughout the year, and regular financial forecasting ensures that the reserves target remains achievable and realistic. The reserves policy, along with the target level, is reviewed annually as part of the organisation's financial planning process and adjusted as needed to reflect changing circumstances or growth.

RISK MANAGEMENT

The Trustees have undertaken a comprehensive review to identify and assess the major risks to which the charity may be exposed. This includes financial, operational, reputational, safeguarding, data security, and compliance-related risks.

Robust risk management procedures are in place to mitigate these risks. These include:

- Financial controls – Regular budget monitoring, dual authorisation for payments, external accounting oversight, and routine financial reporting to trustees to ensure the effective management and use of funds.
- Operational controls – Established policies, procedures, and staff training to maintain high standards of service delivery and ensure continuity in the event of staff absences or turnover.
- Safeguarding measures – Strict adherence to safeguarding policies and safer recruitment practices, with mandatory training for all staff and volunteers who work with vulnerable beneficiaries.
- Data protection and confidentiality – Secure data handling systems, compliance with GDPR, and regular audits of data access and security protocols to prevent breaches or misuse of personal information.

Both manual and automated checks are routinely carried out, and all policies are reviewed on a scheduled basis to ensure they remain up to date and effective.

The Trustees are satisfied that these systems and procedures significantly reduce the level of risk to the charity, protect the welfare of its beneficiaries, and safeguard the charity's assets and reputation.

PUBLIC BENEFIT

The Trustees confirm that they have complied with their duty to have due regard to the Charity Commission's guidance on public benefit. They also affirm their ongoing commitment to the principles of the Equality Act 2010. These considerations inform all strategic decisions, from reviewing the charity's aims and objectives to planning and delivering future activities. Ensuring public benefit, accessibility, and equity remains central to all of SHEWISE's work.

RESPONSIBILITIES OF THE TRUSTEES

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

As per company law, trustees are required to prepare financial statements each year that provide a true and fair view of the charity's financial position, including its income, expenditure, and resource allocation for the reporting period.

- In fulfilling this duty, the trustees must:
 - Select suitable accounting policies and apply them consistently.
 - Adhere to the methods and principles outlined in the applicable Charities SORP.
 - Make judgments and estimates that are reasonable and prudent.
 - Prepare financial statements on a going-concern basis unless it is inappropriate to assume the charity will continue operating.

The trustees are also responsible for maintaining adequate accounting records to accurately reflect the charity's transactions, financial position, and compliance with the Companies Act 2006. Additionally, they are charged with safeguarding the charity's assets and taking reasonable measures to prevent and detect fraud or other irregularities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

SHEWISE is a Charitable Incorporated Organisation (CIO), established on 5 September 2018 and governed by a constitution that sets out its aims, objectives, and powers.

The charity is overseen by a Board of Trustees, currently comprising four members. Each trustee serves a term of three years, after which they are required to stand for re-election at the Annual General Meeting, held at the end of November each year.

STRUCTURE, GOVERNANCE AND MANAGEMENT.. continued

The Board of Trustees holds formal meetings three times a year to review the charity's operational activities, monitor progress against strategic objectives, and ensure compliance with legal and regulatory requirements. Additional ad hoc meetings may be convened as necessary to address specific issues or opportunities.

All trustees serve on a voluntary basis and do not receive any remuneration or personal benefit from the charity. They bring a wealth of experience and knowledge from diverse professional backgrounds and are already familiar with the practical work of the organisation. Each trustee demonstrates a strong commitment and passion for SHEWISE's mission, dedicating their time, expertise, and guidance to ensure the charity is well managed, sustainable, and able to achieve positive outcomes for the communities it serves.

CHALLENGES, ACHIEVEMENTS AND PERFORMANCE

We would like to extend our sincere gratitude to all our funders, donors, and volunteers for their invaluable support, which has provided immense strength to all our projects and enabled us to continue making a meaningful impact in the community.

We especially wish to acknowledge and thank Hounslow Local Authority for their trust in our capability to deliver vital projects. Their support has been instrumental in our work, particularly in empowering minority ethnic women through business start-up initiatives, promoting wellbeing, and providing essential support for those affected by domestic abuse.

Despite challenges, we have continued to grow our services and reach more women and girls in need. This progress is a testament to the resilience of our team and the strong partnerships we have built across the borough.

We are also proud and honoured to have been recognised with the Hounslow Chamber of Commerce Award for our achievements in delivering high-quality support services in the areas of Wellbeing. This recognition affirms the positive difference our work is making in the lives of local women and their families.

Salma Ullah – Chairperson



THANK YOU TO OUR FUNDERS AND PARTNERS

We would like to take this opportunity to extend our deepest and most heartfelt thanks to all our funders, partners, and supporters who have stood alongside us on this journey. The work we do would simply not be possible without your trust, belief, and continued investment in our vision. Every milestone we achieve, every woman or girl who finds safety, empowerment, or hope through our programmes, is a reflection of the collective effort made possible by your generosity.

Over the past year, our organisation has grown in both scale and impact. We have been able to reach more women and girls, particularly those from marginalised, minority ethnic and hard-to-reach communities, thanks to the vital support of our funders. Your financial contributions have enabled us to develop and expand projects that directly respond to the real and urgent needs within our community—from crisis support and wellbeing initiatives, to skills development, enterprise training, and social inclusion programmes. These achievements are not ours alone; they are shared with each and every funder and partner who has chosen to walk alongside us.

Your support has been more than financial. It has been a powerful vote of confidence in our mission and in the women and girls we serve. Knowing that you believe in our work gives us strength and determination. It reminds our staff and volunteers that their efforts matter, and that they are part of a wider network of people committed to social change and gender equality. This sense of shared purpose fuels our motivation and helps us to keep striving for better outcomes, even during the most challenging times.

We are especially grateful for the spirit of collaboration and partnership shown by local authorities, voluntary sector organisations, community groups, and corporate supporters. The willingness of so many organisations to share knowledge, resources, and expertise has strengthened our capacity and allowed us to deliver a more joined-up and responsive service for those who rely on us. These collaborative relationships are vital to ensuring that women and girls facing multiple disadvantages can access the holistic, wraparound support they need to rebuild their lives.

On behalf of SHEWISE Team

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account)

RECEIPTS AND PAYMENTS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

| | Unrestricted funds 2024 | Restricted funds 2024 | Total funds 2024 | Total funds 2023 |
|------------------------------|-------------------------|-----------------------|------------------|------------------|
| INCOME FROM | | | | |
| Donations | 427 | - | 427 | 3,006 |
| Grant | - | - | - | |
| Funding | 40,994 | 77,874 | 118,868 | 111,516 |
| Charitable activities | | | | - |
| Trainings/ workshops | 595 | - | 595 | 2850 |
| Other income | - | 2,484 | 2,484 | 4,600 |
| Total income | 42,016 | 80,358 | 122,374 | 121,972 |

| EXPENDITURE ON | | | | |
|---------------------------------|-----------------|---------------|-----------------|---------------|
| Staff costs | 34,379 | 37,409 | 71,788 | 45,204 |
| Trustee expenses | 320 | - | 320 | 100 |
| Insurance/ accounting | 394 | 151 | 545 | 4,040 |
| IT/Web/Digital | 1614 | - | 1614 | 2,222 |
| Marketing/promotion | 500 | 200 | 700 | 6,107 |
| Project expense | 17328 | 27500 | 44828 | 9,992 |
| Rent | 2310 | 2520 | 4830 | 5,920 |
| Other expenses | 5466 | - | 5466 | - |
| Computers/office equip | 301 | 530 | 831 | 465 |
| Volunteer expenses | 1510 | 110 | 1620 | 1,733 |
| Total Expenditure | 64,122 | 68,420 | 132,542 | 75,783 |
| Net income (expenditure) | (22,106) | 11,938 | (10,168) | 46,189 |
| Reconciliation o Funds | | | | |
| Total funds brought forward | 39,732 | 34,369 | 74,101 | 27,912 |
| Cash funds this year end | 17,626 | 46,307 | 63,933 | 74,101 |

STATEMENT OF ASSETS AND LIABILITIES AS AT 31st December 2024

| | 2024 | 2024 | 2024 | 2023 |
|-------------------------|---------------|---------------|---------------|------------------|
| | Unrestricted | Restricted | Total | Total |
| | £ | £ | £ | £ |
| Cash at bank | 17,626 | 46,307 | 63,933 | 74,101 |
| Cash in hand | - | | | |
| Total cash funds | 17,626 | 46,307 | 63,933 | 74,101 |

| | | | | |
|------------------------------------|--|--|---|--|
| Liabilities | | | £ | |
| Independent examination (pro bono) | | | 0 | |
| | | | | |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Approved by the Trustees on 12th September 2025 and signed on their behalf by:

SALMA ULLAH



Chair - SHEWISE

Notes to the accounts for the year ended 31st December 2024

Accounting policies

Basis of accounting

The Trustees have taken advantage of section 133 of the Charities Act 2011 and have prepared the accounts on a receipts and payments basis.

There has been no change to the accounting policies since last year.

No changes have been made to the accounts for previous years.

Taxation

As a charity the organisation benefits from rates relief and is generally exempt from income tax and capital gains tax but not from VAT. Irrecoverable VAT is included in the cost of those items to which it relates.

Funding accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

Staff numbers

The average number of employees during the later part of the year was 2, part time.

There were no employees with emoluments above £60,000.

Related party transactions

Trustee expenses

No trustee received any expenses during this year or the previous year.

Trustee remuneration and benefits.

No trustee received any remuneration or benefit during this or the previous year.

Independent examiner's report to the trustees of SHEWISE

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2024.

Responsibilities and basis of report

As the charity 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 charity's accounts as carried out under section 145 of the 2011 Act. 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

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records

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:



Name: Beenish Shaikh

Date: 28th September 2025

Address: 57 The Drive, Rickmansworth, Hertfordshire WD3 4EA

SHEWISE

England & Wales - Charity number 1179811

Accounts



Annual report & financial statements

for the year ended 31st December 2023

Chairs Statement



In 2023, we launched an ambitious strategy that outlined our approach and set five key goals to be achieved within three years. At the start of this journey, we couldn't have foreseen the challenges that lay ahead.

In this annual report for the first year of the strategy, we aim to highlight our dedication to the impact of our work. Throughout the year, we developed a three-year delivery plan for 2023-2025. This plan allows us to remain agile, adapting to the changing and emerging needs of women and girls as they navigate the evolving world around them. We remain deeply committed to meeting the needs of our service users, advocating on their behalf, and shaping services that address those needs.

This report outlines our challenges, achievements, and progress toward our goals in this first year of our three-year strategy. It also provides our plans for the future, detailing our progress across five strategic objectives, followed by a financial review.

At SHEWISE, our approach during this year of change and challenge has been to support, inform, and advocate in a flexible and timely manner, ensuring that we meet the rapidly evolving needs of women and girls, particularly those from South Asian and Middle Eastern backgrounds.

As we look back on the year, we recognise the immense value of having such a dedicated team of staff and trustees. Despite numerous challenges and time constraints, they have consistently gone above and beyond, finding innovative ways to ensure that our work makes a meaningful impact.

We extend our heartfelt gratitude to all who have contributed to the achievements outlined in this report—our funders, partners, and supporters, and most importantly, our service users, who place their trust in us. They allow us to provide vital support, amplify their voices, and advocate for the changes they need, ultimately empowering them to shape a better future.

Salma Ullah
Chairperson

A handwritten signature in black ink, appearing to be 'Salma Ullah', written over a horizontal line.

Annual report & financial review



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Thank you to our funders

Introduction

SHEWISE is a women-only community-led organisation. We are based in the borough of Hounslow London, working across boroughs to support the educational, economic and social development of all women particularly, minority ethnic women and girls.

We are a recognised specialist in providing bespoke bilingual support to South Asian and Middle Eastern women and girls. We deliver holistic model of empowered living support in four key themes, Domestic abuse, wellbeing, Skills and Enterprise development.

We; enable, assist, and inspire them through the provision of casework support, counselling, advice, signposting, workshops, and training that helps them to believe and to develop, in their abilities to live a fulfilling lives.

Our programs and services model intervention and prevention. They are designed to build gender equality, diversity and inclusion, in response to cultural norms, social expectations and stigmatised precepts that form barriers to managing wellbeing and independence.

Holistic empowerment is the concept that is measurable and lasting empowerment on a personal, and community level which operates within an interconnected, systemic framework that includes educational, economic, social and wellbeing tools and capabilities.



Our Charity

Charity Name: SHEWISE **Charity Registration Number:** 1179811

Charity Registered Office: 44 Parkwood Road, Isleworth, Middlesex, TW7 5HG

Charity Operating Office: Holy Trinity Church, 6 High Street, Hounslow, TW3 1HG

Trustees: Salma Ullah, Sheba Shamsheer, Syeda Quratulaine Tanveer, Sophia Ali, Salma Khannam



Our Charity



Our Vision

To create a world where all women have access to quality education, economic opportunities and social support that enable them to thrive and lead to their full potential.

Our Mission

To empower women and young girls to activate their innate ability to be the primary agency of their own lives and change their mentality from “can’t do it” to “can do it.” To provide a safe, confidential, and welcoming space for minority ethnic women at our Shewise women’s resource hub (SWRH). To challenge and transform societal attitudes and beliefs, paving the way for future generations to break the cycle of abuse. We accomplish this by actively engaging with communities, particularly where knowledge and understanding are lacking.

Our Values

SHEWISE core values are a reflection of our foundation of work, formulated with the collaboration of staff and service users. We aim to work with:

Integrity

We take responsibility for our actions and decisions, acknowledging both our successes and failures.

Leadership

Challenge the status quo! Be driven to shape a better future and remain responsive to change.

Collaboration

We believe in the power of the collective genius of individuals, groups and communities.

Innovation

Embracing creativity, adaptability, and a commitment to continuous learning.

Passion

We inspire and motivate others through our genuine enthusiasm and belief in the importance of our mission.



Strategic Objectives: **RESILIENT, RESPONSIVE AND IMPACTFUL**

1. Promote and raise awareness about our four key themes and value of representing and advocating specifically for South Asian and Middle Eastern women and girls.
2. Enhancing service delivery and program expansion, positioning our self as a thought leader to build credibility, expanding our influence in the sector and focusing on scaling our services to reach more women and girls.
3. Developing bilingual, culturally sensitive initiatives to strengthen and expand programs incorporating trauma-informed practice, mental health, emotional wellbeing and long-term recovery.
4. Strengthening partnerships and collaborations with local authorities and local agencies to ensure better referral pathways and support for women and girls and advocating for better integration of services in the community.
5. SHEWISE being effective, efficient and professional in its work and operations. Ensuring we have the systems, resources and processes to achieve maximum impact.

Our Strategic Goals for 2024



Secure Funding: We are actively pursuing funding opportunities with funders. By cultivating relationships with our funding partners and aligning our projects with their funding priorities, we will enhance our financial stability and capacity to deliver impactful services.

Strategies to Increase Presence at the Women's Resource Centre: To strengthen our visibility and engagement at the Women's Resource Centre, we will develop targeted outreach strategies, including workshops, information sessions, and collaborative events. By fostering relationships with staff and service users, we aim to enhance our impact and ensure our resources are accessible to those in need.

Roll Out Workshops in Prisons: We plan to implement a series of pre and post release workshops in Prisons, focusing on personal development, life skills, income generation and reintegration support. These workshops will empower women and young girls experiencing the criminal justice system with valuable tools and resources, ultimately aiding their successful transition back into society.

Suicide Prevention support: We aim to partner with our Rethink (Our funder) and Hounslow Suicide Prevention Team, we to work collaboratively to enhance mental health support services in the community. This partnership aims to develop outreach initiatives and resources that promote mental well-being and prevent crises among vulnerable populations.

Women and Girls's Wellbeing Hub: We are actively seeking opportunity to create Women & Girls Wellbeing Hub. The initiative is to address the ongoing barriers and challenges faced by underrepresented groups in accessing health and wellbeing services within the borough of Hounslow and surrounding areas.

Expand our reach for new Opportunities: Our goal is to establish a presence in Tower Hamlet Newham, Lewisham and Ealing Borough, identifying new working opportunities that align with our mission. This expansion will enable us to reach a broader audience, provide valuable services, and foster partnerships with local organisations to enhance community support. By focusing on these strategic goals, we aim to enhance our organisational capacity, strengthen our community impact, and ensure sustainable growth in our initiatives.

Our Achievements - Departmental

Wellbeing



February 2023 – SHEWISE was selected to take part in Digital inclusion for social and health impact project co-lead by the Cardiology service at West Middlesex University Hospital and Digital Inclusion Group from the London Borough of Hounslow, to improve access to technology and digital health services delivered at the Hospital, through tailored interventions to close those gaps and digital literacy.

February 2023 – Imperial College Health Partners selected SHEWISE to participate with other group organisations to design and deliver engagement process to understand public expectations around urgent care services. The feedback was used to inform future policy design and urgent care transformation to overcome health and mental health inequalities and disparities with hard-to-reach community members.

April 23 – In collaboration with NHS North West Integrated Care System SHEWISE worked on a project to improve and to raise awareness of cancer screening in women and young people through addressing inequalities, supporting marginalised groups, and by improving access to services.

Advocacy and Networks

- Minority ethnic Health Forum South West London helping partners and their communities to influence healthcare policy and provision, and strengthening minority organisations.
- Participated and contributed to the Building Leadership for Inclusion initiative (BLFI) run by North West London Integrated Care System (ICS) and the Integrated Care Board (ICB). A board development programme that seeks to support leaders to develop knowledge and understanding of equality, diversity and inclusion to govern and lead services equitably for patients and workforce to ensure social and racial justice.
- Part of NHS North West London wide partnership group Co-design advisory body (DAB) identifying health and social issues from different cultural and ethnic groups.

Workshop initiatives

- **Holistic Wellbeing program:** HWP is a Co-production 4-6 weeks workshop. The workshop focuses on mental, physical and spiritual elements of a wellbeing. Over a period six weeks it takes a look at mindset, care, selfcare, various traumas, ACES, Mental health V Mental illness, Addiction, Suicide prevention, mind, body, soul and healing.
- **Cultural competency in trauma informed support** -Workshop for professionals focusing on acknowledging and addressing the specific needs and challenges faced by individuals from diverse racial and cultural backgrounds, crucial when it comes to trauma, healthcare and social justice. It introduces diversity, inclusion and unconscious biases, explore existing barriers that prevent people from working together effectively

Our Achievements - Departmental

Domestic Abuse

SHEWISE are incredibly proud to have collaborated with artist Sujata Setia to present photographic studies of patterns of Domestic Abuse in the South Asian community through individual narratives of survivors. SHEWISE Proudly hosted “A Thousand Cuts” event at City Hall London in Dec 2023, honouring thought-provoking and impactful artistry by Sujata Setia covering the different narratives of Survivors of abuse.

There were insightful discussions, attended by the likes of Mayor Sadiq Khan and Ruth Cadbury MP, surrounding barriers survivors face and an in depth opportunity to unpack the different experiences of abuse faced by survivors of South Asian and Middle-Eastern Communities.

Further to our achievements in the Domestic Abuse department, we were able to fully establish and operate our bilingual, culturally sensitive, trauma informed & confidential Advice Services to Women experiencing Domestic Abuse. Through our services, SHEWISE Women’s Resource Hub (SWRH) was able to support 140 women between Jan 2023–Dec 2023.

We also were able to successfully formulate and deliver SHEWISE Women Domestic Abuse Service (SWDAS) training programmes. These programmes were catered to service users, and professional institutions such as schools and faith institutes to provide an informed insight on Domestic Abuse and how to work with those experiencing Domestic Abuse in a culturally sensitive manner. The aim of these programs are to look at domestic abuse within the framework of South Asian culture as well as to improve understanding of South Asian & Middle Eastern Women (SAME) Culture and barriers when reporting domestic abuse.



Our Achievements - Departmental

Skills and Enterprise Development

SHEWISE are proud to have successfully delivered our 12-week EmpowerHER Skills Development programs that are designed to unlock women and young women's full potential by focusing on mindset development and personal growth. By identifying and supporting women's goals, we empower them to achieve prosperity and lead fulfilling lives. Our Skills Department have also been able to provide 1-1 coaching to service users, focusing on an empowerment model to enable them to reach their fullest potential.



Youth Support - iMatterToo Programme

SHEWISE believe heavily in investing in our Youth, and are proud to be creating new initiatives and projects in support of young South Asian and Middle-Eastern girls. "iMatterToo" aims to provide young South Asian girls with the tools to navigate the significant challenges affecting their well-being and personal growth today. The program, delivered across 12 weeks covering a range of topics, employs approaches to empower young South-Asian girls to collaboratively address specific challenges they encounter within the community. This was successfully delivered at London Design & Engineering UTC with incredible feedback.

Our Achievements - Resettlement service



Reconnect & Rebuild

Reconnect and Rebuild project was initiated to provide South Asian women leaving prison with pathways to reclaim and rebuild their lives. The project focuses on the broader dimensions of resettlement, going beyond immediate needs to address interconnected issues of faith, ethnicity, gender, stigma, shame, and stereotyping, Family and community rejection and Lack of employment opportunities post-release.

Project Aims is to provide:

1. Holistic and Culturally Sensitive Support: Deliver individually tailored, women-centred interventions that are culturally, religiously, and ethnically sensitive.
2. Community Awareness: Educate communities and organisations about the unique challenges faced by justice-impacted women and girls.
3. Advocacy and Systemic Change: Highlight the lack of services and discrimination experienced by South Asian women in the criminal justice system due to gender, religion, ethnicity, and culture.

Advocacy and Networks

The Reconnect and Rebuild project is further strengthened by our active engagement with key networks, including:

- Clinks Race and Justice Network and Women's Network: Membership has provided opportunities to share our work and advocate for systemic change, such as presenting at the 2023 Clinks conference.
- National Women's Justice Coalition (NWJC): Working toward systemic change to reduce stigmatisation and improve outcomes for women impacted by the criminal justice system.
- Anti-Racism Working Group: Advocating for racial equality within the criminal justice system.
- Community Chaplaincy Association and The Welcome Directory: Collaborating to provide faith-based and community-focused support for justice-impacted women and girls.

Through these networks and initiatives, Reconnect and Rebuild continues to transform lives, challenge stigmatised beliefs, and create pathways to successful reintegration for South Asian women leaving prison.

Business Growth & Project Achievements

Funding: £111,516.00

| | |
|---|----------------|
| • LBH Domestic Abuse Scooping Exercise: | £13,034 |
| • Compass Tower Hamlet: | £7,915 |
| • Smarter Society: | £4,000 |
| • NHS Cancer Screening: | £4,646 |
| • LBH Freedom programme: | £10,000 |
| • Domestic Abuse in Faith setting: | £10,000 |
| • Domestic Abuse School Tool Kit: | £10,000 |
| • Lottery: | £15,390 |
| • Rethink Mental Illness: | £23,031 |
| • Thriving Community | £1,000 |
| • NHS Winter Vaccination | £2,500 |
| • Community Chaplaincy Association | £10,000 |

SHEWISE Womens Resource Hub

Set up and initiation of Women’s Resource Hub and Coffee Mornings at Holy Trinity Church, open to local women and girls who are residents of the local area, twice a week.

Community Engagement & Research

Hounslow Domestic and Sexual Violence Outreach Service, London Borough of Hounslow commissioned SHEWISE to scope out a group programme specifically designed to identify and meet the needs of South Asian women and children who are survivors of domestic abuse.

The aim of the exercise was to create a culturally sensitive mother and child programme that promotes healing, resilience, and healthy relationships among South Asian children and their mothers who are survivors of domestic abuse.

Our Achievements

Informing the sector, influencing the system



Increase in Social Media engagement

- With certain posts reaching up to **60,000 users**
- Increase of **30%** in Instagram followers
- **296** posts catered to informing service users on relevant information and news

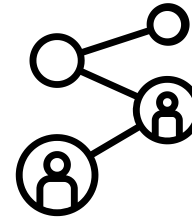


Increase in Website engagement

- Our website saw an increase in site sessions in 2024, with a total of **2,190** sessions.
- Organic search and direct visits remained our strongest traffic sources, reflecting the effectiveness of our SEO efforts and strong brand recognition.
- **32** blog posts published on our new 'Whats On at SHEWISE' blog this year, showcasing our consistent content creation.
- The blog received **510** visits on the first few months of publishing, demonstrating growing engagement with our online resources.

Our online presence grew further in this year, with 1604 followers increasing across all platforms such as Instagram, Facebook, LinkedIn and X (previously known as Twitter).

We utilised our social media platforms to provide service users with timely information and resources, empowering them to make informed decisions while fostering connections with like-minded organisations to enhance collaboration and support within the community.



Increase in listings on collaborators online presences

- SHEWISE is proudly listed on the **National Womens Justice Coalition** website as a trusted organisation recognised for providing vital support within the community. Our inclusion in this directory underscores our commitment to serving individuals and fostering collaboration across various sectors.
- We are listed on the **Joy Social Prescribing System, a valuable resource for GPs** seeking reliable organizations to refer patients in need of support. This presence not only enhances our visibility but also reinforces our role as a key player in the health and well-being landscape.
- **We are listed on the Hounslow government website**, exemplifying our alignment with local priorities and initiatives, ensuring that those seeking assistance can easily find and connect with us. These recognitions solidify our reputation as a dependable resource and demonstrate our dedication to making a meaningful impact in the community.

Thank you to our funders and Partners

We would like to extend our heartfelt thanks to everyone who has donated to and supported our work. Your generosity and belief in our mission have been invaluable in helping us make a meaningful impact in the community. To our funders, we are deeply grateful for your trust and financial support, which have enabled us to expand our programs and reach those who need our services most. Your understanding, encouragement, and commitment to our cause inspire us to continue striving for positive change. Thank you for believing in us and for standing by us as we work towards a brighter future for all women and girls.



Financial Review



The Trustees are happy to report continued development and expansion which resulted in turnover increase to £121,972. Securing funding to facilitate organisation running and growth has continued to be challenging during the cost-of-living crisis and the lasting effects of the pandemic. We are indebted to both our longstanding supporters who have stood behind us through the years, and the new funders who have enabled more recent service development. The Trustees gratefully acknowledge that the outstanding impact and achievement of the organisation are largely due to the substantial and generous support of the following organisations, charitable trusts and foundation: LB Hounslow DA, Compass, NHS Northwest London, LB Hounslow Thriving Community, Rethink, Community Chaplaincy and Lottery.

RESERVES POLICY

SHEWISE depends on grants and donations to sustain its activities. We run the risk of closure if funding difficulties were to happen, if there were a temporary shortfall in income, or an unforeseen rise in spending requirements and costs. To prevent immediate closure in these instances, the trustees have agreed to keep a certain level of financial reserves to ensure that main operations can continue until alternative provision can be made. The main concerns are to ensure:

- that service users (particularly our hosted guests) are supported to move on to other services in a timely and sympathetic manner
- an ability to develop new projects and grasp new opportunities should they arise
- that staff can continue working to develop another funding stream to continue the work of SHEWISE

The ideal amount of reserves has been set as an amount equivalent to between 6 and 12 months budgeted running costs, as this is deemed an appropriate period of time to achieve the above aims.

Anticipated expenditure is kept under constant review throughout the year and cash flow projections are amended to reflect any changes. Target reserve levels are adjusted accordingly.

Financial Review



The ideal amount of reserves has been set as an amount equivalent to between 6 and 12 months budgeted running costs, as this is deemed an appropriate period of time to achieve the above aims.

Anticipated expenditure is kept under constant review throughout the year and cash flow projections are amended to reflect any changes. Target reserve levels are adjusted accordingly.

PUBLIC BENEFIT

The Trustees confirm their compliance with the duty to have due regard to the Public Benefit guidance published by the Charity Commission as well as the Equalities Act 2010 when reviewing the Charity's aims and objectives and in planning future activities.

RISK MANAGEMENT

The Trustees have identified and reviewed the major risks to which the charity is exposed. Both manual and automated checks are regularly invoked, particularly those relating to the operations and finance of the charity and safeguarding of its beneficiaries. The trustees are satisfied that these systems and procedures mitigate any perceived risks.

RESPONSIBILITIES OF THE TRUSTEES

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable laws and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice). As per company law, trustees are required to prepare financial statements each year that provide a true and fair view of the charity's financial position, including its income, expenditure, and resource allocation for the reporting period.

Financial Review

In fulfilling this duty, the trustees must:

- Select suitable accounting policies and apply them consistently.
- Adhere to the methods and principles outlined in the applicable Charities SORP.
- Make judgments and estimates that are reasonable and prudent.
- Prepare financial statements on a going-concern basis unless it is inappropriate to assume the charity will continue operating.

The trustees are also responsible for maintaining adequate accounting records to accurately reflect the charity's transactions, financial position, and compliance with the Companies Act 2006. Additionally, they are charged with safeguarding the charity's assets and taking reasonable measures to prevent and detect fraud or other irregularities.

AUDITOR

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

APPROVAL

This report was approved by the trustees on 5th December 2024 and signed on their behalf by:

Salma Ullah
Chairperson

A handwritten signature in blue ink, appearing to be 'SU', written over a horizontal line.

Financial Review

In fulfilling this duty, the trustees must:

- Select suitable accounting policies and apply them consistently.
- Adhere to the methods and principles outlined in the applicable Charities SORP.
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Financial Review



STRUCTURE, GOVERNANCE AND MANAGEMENT

SHEWISE is a Charitable incorporated organisation (CIO), incorporated on 5th September 2018. The charity has a constitution which establishes the aims and objectives.

The charity has four trustees as part of the board serving period of 3 years, after which they must re-elect at the Annual General Meeting held end of November of each year.

The Charity is governed by its Trustees, who meet three times a year to review all its operational activities. All the trustees give their time voluntarily and receive no benefit from the charity. Trustees are already familiar with the practical work of the charity and dedicate their time with full commitment and passion.

SHEWISE Women's Resource Hub, - Open walk-in surgery, trainings, mentoring and other projects are delivered.

EMPLOYEES, TRUSTEES AND VOLUNTEERS

In 2023, we recruited three part time staff members and two new volunteers. The new staff recruited was to manage the Domestic abuse, Wellbeing department and to manage "Reconnect and Rebuild project" focusing on resettling women leaving prison. No additional trustees were recruited.

CHALLENGES, ACHIEVEMENTS AND PERFORMANCE

We take this opportunity to thank all our funders, donors and volunteers for providing invaluable support which has given enormous strength to all our projects.

We particularly would like to thank Hounslow local Authorities, for believing in our ability to deliver important projects in the area of Business start-up for minority ethnic women, Wellbeing and Domestic abuse.

We are delighted to have received the Community Star award by One Hounslow for our achievements in delivering Domestic abuse and Wellbeing support.

RECEIPTS AND PAYMENTS ACCOUNT - FOR THE YEAR ENDED 31 DECEMBER 2023



STATEMENT OF FINANCIAL ACTIVITIES

(incorporating an income and expenditure account)

| | Unrestricted funds 2023 | Restricted funds 2023 | Total funds 2023 | Total funds 2022 |
|---------------------------------|-------------------------|-----------------------|------------------|------------------|
| INCOME FROM | | | | |
| Donations | 3,006 | - | 3,006 | 4,109 |
| Grant | - | - | - | 8,645 |
| Funding | 48,034 | 63,482 | 111,516 | 6,595 |
| Charitable activities | | | | - |
| Trainings/ workshops | 2,850 | - | 2,850 | 10,357 |
| Sponsorship | | | | 6,100 |
| Other income | 4,600 | - | 4,600 | - |
| Total income | 58,490 | 63,482 | 121,972 | 35,806 |
| EXPENDITURE ON | | | | |
| Staff costs | 31,791 | 13,413 | 45,204 | 13,478 |
| Trustee expenses | 100 | - | 100 | 1,595 |
| Insurance/ accounting | 3,725 | 315 | 4,040 | 134 |
| IT/Web/Digital | 1067 | 1,155 | 2,222 | 1,825 |
| Marketing/promotion | 2900 | 3207 | 6,107 | 1,805 |
| Project expense | - | 9,992 | 9,992 | - |
| Rent | 4890 | 1030 | 5920 | 1,460 |
| Other expenses | - | - | - | 779 |
| Computers/office equip | 465 | - | 465 | - |
| Volunteer expenses | 1512 | 221 | 1,733 | - |
| Total Expenditure | 46,450 | 29,333 | 75,783 | 21,076 |
| Net income (expenditure) | 12,040 | 34,149 | 46,189 | 14,730 |
| Cash funds last year end | 27,692 | 220 | 27,912 | 12,962 |
| Cash funds this year end | 39,732 | 34,369 | 74,101 | 27,692 |

STATEMENT OF ASSETS AND LIABILITIES



AS AT 31st December 2023

| | 2023 | 2023 | 2023 | 2022 |
|------------------------------------|---------------|---------------|---------------|---------------|
| | Unrestricted | Restricted | Total | Total |
| | £ | £ | £ | £ |
| Cash at bank | 39,732 | 34,369 | 74,101 | 27,692 |
| Cash in hand | - | | | |
| Total cash funds | 39,732 | 34,369 | 74,101 | 27,692 |
| Liabilities | | | £ | |
| Independent examination (pro bono) | | | 0 | |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Approved by the Trustees on 5th December 2024 and signed on their behalf by:

SALMA ULLAH

A handwritten signature in blue ink, appearing to be 'SALMA ULLAH', written over a horizontal line.

Chair - SHEWISE

Notes to the accounts

For the year ended 31st December 2023



Accounting policies

Basis of accounting

The Trustees have taken advantage of section 133 of the Charities Act 2011 and have prepared the accounts on a receipts and payments basis. There has been no change to the accounting policies since last year. No changes have been made to the accounts for previous years.

Taxation

As a charity the organization benefits from rates relief and is generally exempt from income tax and capital gains tax but not from VAT. Irrecoverable VAT is included in the cost of those items to which it relates

Funding accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal. Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

Staff numbers

The average number of employees during the later part of the year was 2, part time. There were no employees with emoluments above £60,000.

Related party transactions

Trustee expenses

No trustee received any expenses during this year or the previous year.

Trustee remuneration and benefits

No trustee received any remuneration or benefit during this or the previous year.

Independent examiner's report to the Trustees of SHEWISE



I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2023.

Responsibilities and basis of report

As the charity 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 charity's accounts as carried out under section 145 of the 2011 Act. 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

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records

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:  Name: Beenish Shaikh

Date: 8th December 2024

Address:

57 the Drive

Rickmansworth

Hertfordshire

WD3 4EA

SHEWISE

England & Wales - Charity number 1179811

Accounts



Report and Accounts
31st December 2022

Charity No: 1179811

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| Statement of Assets and liabilities | 7 |

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31ST DECEMBER 2022

Reference and Administration

| | |
|------------------------------------|--|
| Charity Name | SHEWISE |
| Charity Registration number | 1179811 |
| Charity Registered office | 44 Parkwood Road Isleworth Middlesex TW7 5HG |
| Charity Operating office | Holy Trinity Church 6 High Street Hounslow TW3 1HG |
| Trustees | Salma Ullah Sheba Shamsheer Syeda Quratulaine Tanveer Sophia Ali Salma Khannam |

Trustees Annual Report 2022

SHEWISE is an innovative women-only community-led organisation. We are based in the borough of Hounslow London, working across boroughs to support the educational, economic and social development of all women particularly, minority ethnic women and girls.

We are a recognised specialist in providing bespoke bilingual support to South Asian and Middle Eastern women and girls. We deliver holistic model of empowered living support in four key themes, Domestic abuse, wellbeing, Skills and Enterprise development.

We; enable, assist, and inspire them through the provision of casework support, counselling, advice, signposting, workshops, and training that helps them to believe and to develop, in their abilities to live a fulfilling lives.

Our programs and services model intervention and prevention. They are designed to build gender equality, diversity and inclusion, in response to cultural norms, social expectations and stigmatised precepts that form barriers to managing wellbeing and independence.

Holistic empowerment is the concept that is measurable and lasting empowerment on a personal, and community level which operates within an interconnected, systemic framework that includes educational, economic, social and wellbeing tools and capabilities.

Vision

Our vision is to create a world where women and girls are free from violence and have access to quality education, economic opportunities and social support that enable them to thrive and lead.

Mission

To empower women and young girls to activate their innate ability to be the primary agency of their own lives and change their mentality from “**can’t do it to can do it**” approach.

Our Values

Integrity - Be real, be courageous, and be authentic. Live our beliefs for success and stand up to our commitments

Leadership - Challenge the status quo! Be driven to shape a better future and remain responsive to change

Collaboration - Leverage the collective genius of individuals, groups, and communities

Innovation - Being insatiably curious and continually evolving

Passion - Committed in our hearts and minds - our passion motives us to practice, implement and excel

Structure, Governance and Management

SHEWISE is a Charitable incorporated organisation (CIO), incorporated on 5th September 2018. The charity has a constitution which establishes the aims and objectives.

The charity has six trustees as part of the board serving period of 3 years, after which they must re-elect at the Annual General Meeting held end of November of each year.

The Charity is governed by its Trustees, who meet regularly to review all its operational activities.

All the trustees give their time voluntarily and receive no benefit from the charity. Trustees are already familiar with the practical work of the charity and dedicate their time with full commitment and passion.

We are pleased to announce that in 2022, we acquired new premises to deliver our services. The premises is identified as the SHEWISE Women's Resource Hub, where open walk-in surgery, trainings, mentoring and other projects are delivered.

Employees, Trustees and Volunteers

In 2022, we recruited three part time staff members and two new volunteers. The new staff recruited was to manage the Domestic abuse, Wellbeing department and to manage "Reconnect and Rebuild project " focusing on resettling women leaving prison.

The new volunteer recruits helped with administration, trainings and social media jobs, as well as providing continuous support with Foodbank project, in Chelsea Worlds End.

No additional trustees were recruited.

Challenges, Achievements and Performance

We take this opportunity to thank all our donors and volunteers for providing invaluable support which has given enormous strength to all our projects.

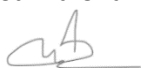
We particularly would like to thank Hounslow local Authorities, for believing in our ability to deliver important projects in the area of Business start-up for minority ethnic women, Wellbeing and Domestic abuse.

We achieved a major milestone by being selected by IDVA (Independent Domestic Violence Advisor) of Hounslow as a specialist organisation providing tailored domestic abuse support to minority ethnic women particularly women from South Asian and Middle Eastern background .

Financial review

The charity total income for the year 2022, amounted to £35,806. The trustee's annual report was approved on Friday, 28th October 2022 and signed on behalf of board of trustees by:

Salma Ullah



Chairperson

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account)

RECEIPTS AND PAYMENTS ACCOUNT

FOR THE YEAR ENDED 31 December 2022

| | Unrestricted funds 2022 | Restricted funds 2022 | Total funds 2022 | Total funds 2021 |
|--|----------------------------|--------------------------|---------------------|---------------------|
| | £ | £ | £ | £ |
| Receipts | | | | |
| Donations | 4,109 | - | 4,109 | 4,754 |
| Grant | | 8,645 | 8,645 | - |
| Funding | 6,595 | - | 6,595 | - |
| Trainings/Workshops | 10,357 | - | 10,357 | 2,982 |
| Sponsorship | 6,100 | - | 6,100 | - |
| Charitable activities | - | - | - | - |
| Other income | - | - | - | 3,834 |
| Total receipts | <u>27,161</u> | <u>8,645</u> | <u>35,806</u> | <u>11,570</u> |
| Payments | | | | |
| Staff costs | 13,478 | | 13,478 | - |
| Trustee expenses | 1,595 | | 1,595 | - |
| Insurance and accounting | 134 | | 134 | 49 |
| IT/Web/Digital | 1,825 | | 1,825 | 1,342 |
| Marketing and promotion project expense | 1,805 | - | 1,805 | - |
| Rent | - | - | - | 4,348 |
| Other expenses | 1,460 | - | 1,460 | - |
| Computers and office equipment | 779 | - | 779 | - |
| Volunteer expenses | . | - | - | 455 |
| | . | - | - | - |
| Total payments | <u>21,076</u> | <u>-</u> | <u>21,076</u> | <u>5,739</u> |
| Net income/(expenditure) | 6,085 | 8,645 | 14,730 | 5,831 |
| Cash funds last year end | 6,877 | - | 6,877 | 1,046 |
| Cash funds this year end | <u>12,962</u> | <u>8,645</u> | <u>21,607</u> | <u>6,877</u> |

STATEMENT OF ASSETS AND LIABILITIES AS AT 31st December 2022

| | 2022 Unrestricted £ | 2022 Restricted £ | 2022 Total £ | 2021 Total £ |
|------------------------------------|---------------------------|-------------------------|--------------------|--------------------|
| Cash at bank | 12,962 | 8,645 | 21,607 | 6,877 |
| Cash in hand | | | | |
| | 12,962 | 8,645 | 21,607 | 6,877 |
| Total cash funds | 12,962 | 8,645 | 21,607 | 6,877 |
| | | | | |
| Liabilities | | | £ | |
| Independent examination (pro bono) | | | 0 | |
| | | | 0 | |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Approved by the Trustees on 28th October 2022 and signed on their behalf by:

SALMA ULLAH



Chair - SHEWISE

Notes to the accounts for the year ended 31st December 2022

Accounting policies

Basis of accounting

The Trustees have taken advantage of section 133 of the Charities Act 2011 and have prepared the accounts on a receipts and payments basis.

There has been no change to the accounting policies since last year.

No changes have been made to the accounts for previous years.

Taxation

As a charity the organization benefits from rates relief and is generally exempt from income tax and capital gains tax but not from VAT. Irrecoverable VAT is included in the cost of those items to which it relates

Funding accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Restricted funds are subjected to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

Staff numbers

The average number of employees during the later part of the year was 2, part time.

There were no employees with emoluments above £60,000.

Related party transactions

Trustee expenses

No trustee received any expenses during this year or the previous year.

Trustee remuneration and benefits

No trustee received any remuneration or benefit during this or the previous year.



Report and Accounts
31st December 2022

Charity No: 1179811

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| Statement of Assets and liabilities | 7 |

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31ST DECEMBER 2022

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We; enable, assist, and inspire them through the provision of casework support, counselling, advice, signposting, workshops, and training that helps them to believe and to develop, in their abilities to live a fulfilling lives.

Our programs and services model intervention and prevention. They are designed to build gender equality, diversity and inclusion, in response to cultural norms, social expectations and stigmatised precepts that form barriers to managing wellbeing and independence.

Holistic empowerment is the concept that is measurable and lasting empowerment on a personal, and community level which operates within an interconnected, systemic framework that includes educational, economic, social and wellbeing tools and capabilities.

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Innovation - Being insatiably curious and continually evolving

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We are pleased to announce that in 2022, we acquired new premises to deliver our services. The premises is identified as the SHEWISE Women's Resource Hub, where open walk-in surgery, trainings, mentoring and other projects are delivered.

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No additional trustees were recruited.

Challenges, Achievements and Performance

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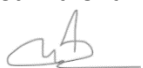
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STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account)

RECEIPTS AND PAYMENTS ACCOUNT

FOR THE YEAR ENDED 31 December 2022

| | Unrestricted funds 2022 | Restricted funds 2022 | Total funds 2022 | Total funds 2021 |
|--|----------------------------|--------------------------|---------------------|---------------------|
| | £ | £ | £ | £ |
| Receipts | | | | |
| Donations | 4,109 | - | 4,109 | 4,754 |
| Grant | | 8,645 | 8,645 | - |
| Funding | 6,595 | - | 6,595 | - |
| Trainings/Workshops | 10,357 | - | 10,357 | 2,982 |
| Sponsorship | 6,100 | - | 6,100 | - |
| Charitable activities | - | - | - | - |
| Other income | - | - | - | 3,834 |
| Total receipts | 27,161 | 8,645 | 35,806 | 11,570 |
| Payments | | | | |
| Staff costs | 13,478 | | 13,478 | - |
| Trustee expenses | 1,595 | | 1,595 | - |
| Insurance and accounting | 134 | | 134 | 49 |
| IT/Web/Digital | 1,825 | | 1,825 | 1,342 |
| Marketing and promotion project expense | 1,805 | - | 1,805 | - |
| Rent | - | - | - | 4,348 |
| Other expenses | 1,460 | - | 1,460 | - |
| Computers and office equipment | 779 | - | 779 | - |
| Volunteer expenses | . | - | - | 455 |
| | . | - | - | - |
| Total payments | 21,076 | - | 21,076 | 5,739 |
| Net income/(expenditure) | 6,085 | 8,645 | 14,730 | 5,831 |
| Cash funds last year end | 6,877 | - | 6,877 | 1,046 |
| Cash funds this year end | 12,962 | 8,645 | 21,607 | 6,877 |

STATEMENT OF ASSETS AND LIABILITIES AS AT 31st December 2022

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| Cash at bank | 12,962 | 8,645 | 21,607 | 6,877 |
| Cash in hand | | | | |
| | 12,962 | 8,645 | 21,607 | 6,877 |
| Total cash funds | 12,962 | 8,645 | 21,607 | 6,877 |
| Liabilities | | | £ | |
| Independent examination (pro bono) | | | 0 | |
| | | | 0 | |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Approved by the Trustees on 28th October 2022 and signed on their behalf by:

SALMA ULLAH



Chair - SHEWISE

Notes to the accounts for the year ended 31st December 2022

Accounting policies

Basis of accounting

The Trustees have taken advantage of section 133 of the Charities Act 2011 and have prepared the accounts on a receipts and payments basis.

There has been no change to the accounting policies since last year.

No changes have been made to the accounts for previous years.

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No trustee received any expenses during this year or the previous year.

Trustee remuneration and benefits

No trustee received any remuneration or benefit during this or the previous year.



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Shewise

**On accounts for the year
ended**

31/12/2022

**Charity no
(if any)**

1179811

Set out on pages

6 and 7

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 / 12 / 2022.

**Responsibilities and
basis of report**

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 (other than that disclosed below *) 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.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

30/10/2023

Name:

Beenish Shaikh

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

CGMA CIMA

Address:

57 The Drive

Rickmansworth

WD3 4EA

Only complete if the examiner needs to highlight 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.

SHEWISE

England & Wales - Charity number 1179811

Accounts

SHEWISE

Trustees report



**Report and Accounts
31st December 2021**

Charity No: 1179811



Trustees report

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Trustees report

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31ST DECEMBER 2021

Reference and Administration

| | |
|------------------------------------|---|
| Charity Name | Shewise |
| Charity Registration number | 1179811 |
| Charity Registered office | 44 Parkwood Road Isleworth Middlesex TW7 5HA |
| Postal Address | Unit 86188 PO Box 6945 London W1A 6US |
| Trustees | Salma Ullah Sayeeda Ashraf Sheba Shamsher Syeda Quratulaine Tanveer Sophia Ali Salma Khannam |



Trustees report

WHO WE ARE

Shewise is a charity that supports the educational, economic, and social development of BAME women in particular vulnerable women experiencing multiple social and economic disadvantages of homelessness, poverty, mental health, domestic and economic abuse, food poverty, prison and those effected by the criminal justice system as well as women who are experiencing financial difficulty, to increase their capacity to generate income, become financially independent and self-sufficient.

WHAT WE DO

We work with women and girls from all walks of life regardless of age, ethnicity, and religion.

Our work supports women and young women from diverse communities enabling, assisting, and inspire them through the provision of guidance, casework support, counselling, advice, signposting, workshops, and training programs that helps them to believe in their abilities, and developing them to flourish in both new and existing businesses, employment, and career choices.

OUR VISION

Develop an ecosystem that enables and supports all women to have the opportunity for economic independence.

Create a women-centered, health-focused holistic system that addresses the root causes of poverty, mental and physical abuse, and homelessness through a network of women's centers and provide services and support to all women experiencing complex needs and challenges.

Structure, Governance and Management

We are a Charitable incorporated organisation (CIO), incorporated on 5th September 2018. The charity has a constitution which establishes the aims and objectives.

The charity has six trustees as part of the board serving period of 3 years, after which they must re-elect at the Annual General Meeting.

The Charity is governed by its Trustees, who meet regularly to review all its operational activities.

All the trustees give their time voluntarily and receive no benefit from the charity. Trustees are already familiar with the practical work of the charity and dedicate their time with full passion.



Trustees report

Trustees and Volunteers

Our volunteering support is growing steadily. We successfully managed to recruit two more volunteers this year for the charity. The new recruits helped to deliver number admin jobs, as well as providing support with Food packages and setting up Reconnect and Rebuild project for women leaving prison .

After a great struggle, we also managed to recruit three more trustees as per our last year's commitment.

Challenges, Achievements and Performance

On behalf of the Trustees, we would like to take this opportunity to thank all our donors and volunteers for providing us with the support and resources which has made it possible for us to provide essential services for the community and the women and young women we serve.

In 2021, the charity focused greatly on evaluating existing services, and took an account of what is work and what needs to change. This exercise helped to eliminate what was becoming a challenge.

The end of year provided new window of opportunities, especially on the back of COVID. We are all very excited for the developments for the coming year.

New Projects

This year saw a successful launch of Skill Development and coaching programs. These programs are holistically designed to provide opportunities for ethnic minority women to increase their confidence and motivation to gain new skills in relation to employability and financial capability.

The integrated approach to ethnic women's learning needs is delivered in a safe and secure environment for women to learn, and move forward positively in their lives.

Financial review

The charity is in its third year and the total income for the year amounted to £11,570. There were no restricted incoming resources.

The trustee's annual report was approved on Tuesday, 28th October 2021 and signed on behalf of board of trustees by:

Salma Ullah
Chairperson



Trustees report

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account)
FOR THE YEAR END 31 December 2021

| | 2021 | 2021 | 2021 |
|--|--------------|------------|---------------|
| | Unrestricted | Restricted | Total |
| | Funds | Funds | Funds |
| | £ | £ | £ |
| INCOME Resources | | | |
| Charitable Activities | 2982 | 0 | 2982 |
| Donations | 4754 | 0 | 4754 |
| Grants | 0 | 0 | 0 |
| Events | 0 | 0 | 0 |
| Other | 3834 | 0 | 3834 |
| Total income | 11,570 | 0 | 11,570 |
| EXPENDITURE | | | |
| Expenditure on charitable activities | 5739 | 0 | 5739 |
| Net income/expenditure for the year | 5831 | 0 | 5831 |

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Trustees report

Balance sheet

31 December 2021

| | | 2021 |
|---|--------------|-----------------------------|
| | | £ |
| Fixed assets | | |
| Tangible fixed assets | | 455 |
| Debtors | 6103 | |
| Cash and Cash equivalents | 5467 | |
| | <u>11570</u> | |
| Creditors: amounts due within one year | <u>5739</u> | |
| Net current liabilities | | <u>5831</u> |
| Net assets/liabilities | | 5376 |
| | | <u> </u> |
| Funds | | |
| Restricted funds | 0 | |
| Unrestricted funds: | 16491 | |
| Total funds | | <u>11570</u> |

Approved by the Trustees on 20th October 2022 and signed on their behalf by:

SALMA ULLAH

Chair

Shewise

SHEWISE

England & Wales - Charity number 1179811

Accounts



**Report and Accounts
31st December 2020**

Charity No: 1179811



Trustees report
Ending 31st December 2020

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Trustees report
Ending 31st December 2020

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31ST DECEMBER 2019

Reference and Administration

| | |
|------------------------------------|---|
| Charity Name | Shewise |
| Charity Registration number | 1179811 |
| Charity Registered office | 44 Parkwood Road Isleworth Middlesex TW7 5HA |
| Postal Address | Unit 86188 POBox 6945 London W1A 6US |
| Trustees | Salma Ullah Sayeeda Ullah Sheba Shamsher |



Trustees report
Ending 31st December 2020

WHO WE ARE

We are a charity that supports the educational, economic, and social development of BAME women, in particular vulnerable, women experiencing multiple social and economic disadvantage and those effected by the criminal justice system and prison.

WHAT WE DO

We deliver unique holistic programs of Personal development, Healing, Entrepreneurship and Career development that incorporates one-on-one customised coaching, in-depth personality and emotional assessments and support, building confidence, tangible skills, Trainings, access to marketplace, networks, and facilitation of technology, creating exciting opportunities to become modern day entrepreneurs

WHO WE HELP

We work with women and girls from all walks of life regardless of age, ethnicity, and religion. Our work supports women and young women from diverse communities, enabling, assisting, and inspiring them through the provision of guidance, casework support, counselling, advice, outreach, signposting and training programs that helps them to believe in their abilities, building confidence and self-esteem, and developing them to flourish in both new and existing businesses, employment, and career choices, at grass root level.

All programmes are bilingually delivered at grass route level, as we understand the language barriers, cultural and religious constraints BAME women face when it comes to progression and gaining financial independence.

OUR VISION

Create a world where all women have the opportunity for economic independence.

Structure, Governance and Management

The organisation is a Charitable incorporated organisation CIO, incorporated on 5th September 2018. The charity has a constitution which established the aims and objectives.

There are currently three trustees' part of the board serving period of 3 years, after which they must re-elect at the Annual General Meeting.

The Charity is governed by its Trustees, who meet regularly to review all its operational activities. All the trustees give their time voluntarily and receive no benefit from the charity. Trustees are already familiar with the practical work of the charity and dedicate their time with full passion.

Trustees and Volunteers

We successfully managed to recruit more volunteers for the charity which helped to deliver number of areas of our work in the early to mid-part of the year. But unfortunately, due to Covid, we were unsuccessful in recruiting more trustees as per our commitment. However, we are continuing with the effort and hope to see some improvements soon.

Challenges, Achievements and Performance

On behalf of the Trustees, we would like to thank our donors and volunteers for providing us with the support and resources that made it possible to provide essential services especially during covid.

The year 2020 proved to be extremely challenging as we lost out on number resources and manpower. Nevertheless, the project continued with full force delivering food and hot meals to many vulnerable families and homeless men and women in the borough of Hounslow, Hammersmith and Fulham and Chelsea and Kensington.

New Projects

We introduced few new initiatives of supporting and promoting women from BAME communities especially those living in poverty to adapt a “business mind” that will help in increasing their capacity to generate income, become financially independent and self-sufficient, eventually helping them to exit poverty permanently and living life in dignity.

The Healing initiative was introduced as a unique holistic program of healing from trauma-based situations to Personal development, with a keen interest on mental health. The program is delivered in different timeline setting incorporating in-depth personality and emotional assessments along with one-on-one customised coaching.

We were extremely proud to have introduced the Ex-offender resettlement program, which targeted women leaving prison, helping them to settle back into the community. We identified a gap of lack of support for BAME Asian Women in the Criminal Justice System in London.

The program supports women experiencing or have experienced the criminal justice system upon release and are affected by disadvantages and discrimination.

The program addresses the often-overlooked interconnected issues of faith, ethnicity, and gender, as well as dishonor, Shame, disownment, stigmatising, stereotyping, and lack of family and community support, upon release.

The program further focuses on supporting women to focus on their skills and ability to generate income, as securing employment upon release often extremely difficult.



Trustees report
Ending 31st December 2020

Financial review

The charity is in its second year and the total income for the year amounted to £7786. There were no restricted incoming resources.

The trustee's annual report was approved on 28th December 2020 and signed on behalf of board of trustees by:

Salma Ullah
Chairperson

STATEMENT OF FINANCIAL ACTIVITIES (incorporating an income and expenditure account)

FOR THE YEAR END 31 December 2020

| | 2020 Unrestricted Funds £ | 2020 Restricted Funds £ | 2020 Total Funds £ |
|--|------------------------------------|----------------------------------|---------------------------------------|
| INCOME Resources | | | |
| Charitable Activities | 0 | 0 | 0 |
| Donations | 3786 | 0 | 3786 |
| Grants | 0 | 0 | 0 |
| Events | 0 | 0 | 0 |
| Other | 4000 | 0 | 0 |
| Total income | 7786 | 0 | 7786 |
| EXPENDITURE | | | |
| Expenditure on charitable activities | 3236 | 0 | 3236 |
| Net income/expenditure for the year | 4550 | 0 | 4550 |

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Trustees report
Ending 31st December 2018

Balance sheet
31 December 2020

| | | 2020 |
|---|-------------|-------------|
| | | £ |
| Fixed assets | | |
| Tangible fixed assets | | 400 |
| Current assets | | |
| Debtors | 0 | |
| Cash at bank | 6872 | |
| | <u>6872</u> | |
| Creditors: amounts due within one year | <u>3236</u> | |
| Net current liabilities | | <u>3636</u> |
| Net assets/liabilities | | <u>3236</u> |
| Funds | | |
| Restricted funds | 0 | |
| Unrestricted funds: | 7786 | |
| Total funds | | <u>4550</u> |

Approved by the Trustees on 20th October 2021 and signed on their behalf by:

Salma Ullah

Chair

Shewise