



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

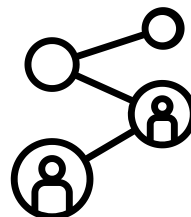


Increase in Website engagement

- 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



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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

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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	-			
	<hr/>	<hr/>	<hr/>	<hr/>
Total cash funds	39,732	34,369	74,101	27,692
Liabilities			£	
Independent examination	(pro bono)		0	
			<hr/>	

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 black 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