

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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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

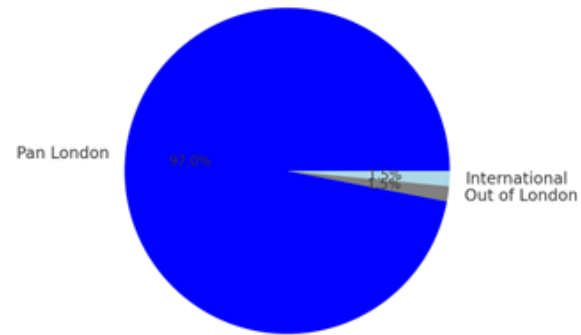
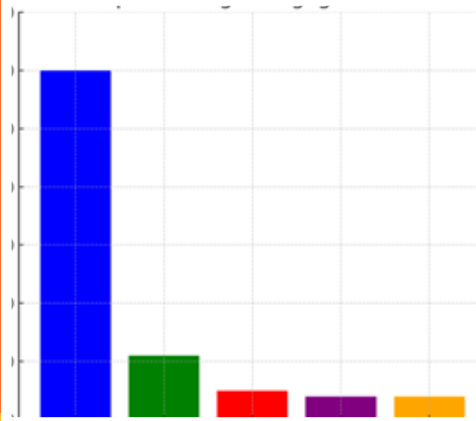
Who we Supported

3

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.

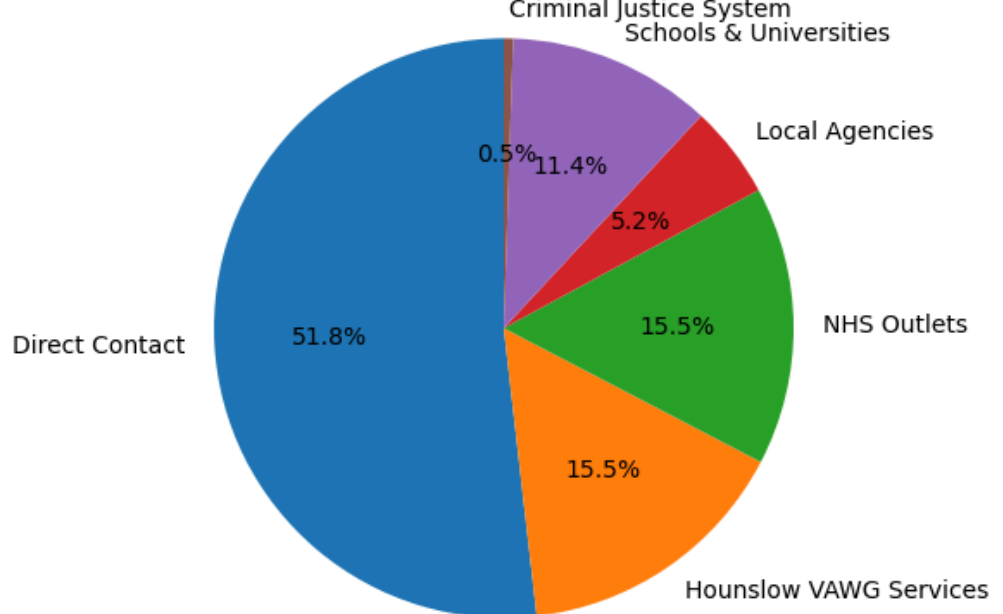
Hounslow, Newham, Harrow & Hillingdon, Ealing & Tower Hamlet

20%

Service Users are Migrants & Non-British Citizens.

(refugees, asylum seekers, on work or study visa)

Source of Referral for SHEWISE Services



60%

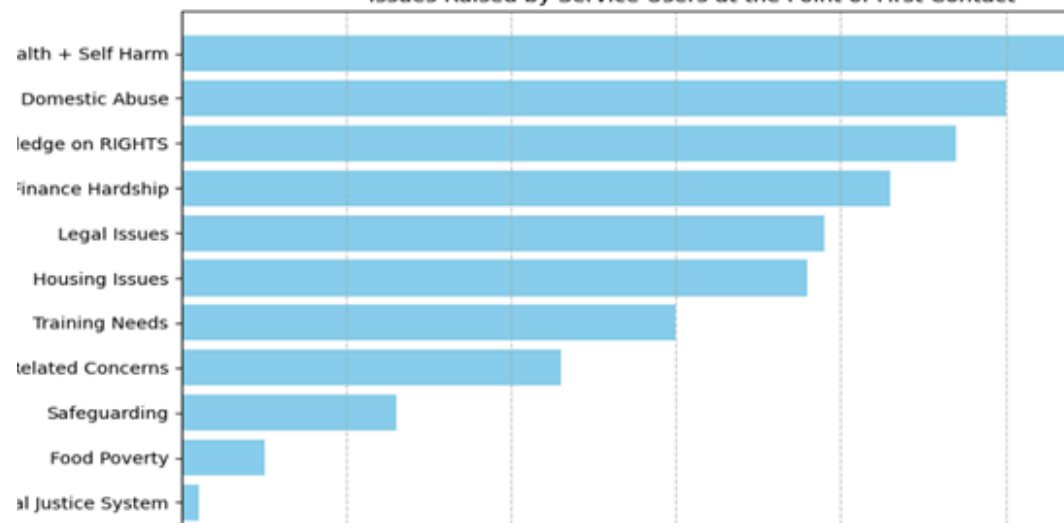
Are Single

40%

Are mothers with children

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%

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.

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

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

"Domestic Abuse is not the same for all Ethnicities"

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 of 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 (3) Medium (3) High (7)
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
Social Media

Boardroom Simulator

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.

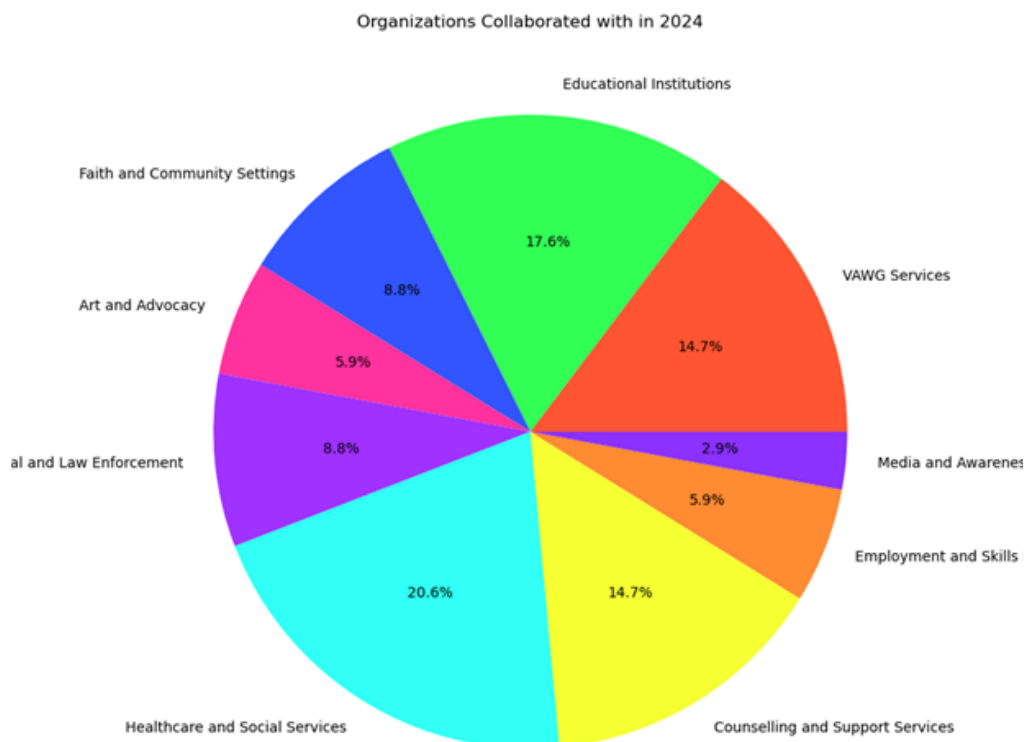
"Excellent facilitators, they include everyone and bring people out of their shells"



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)

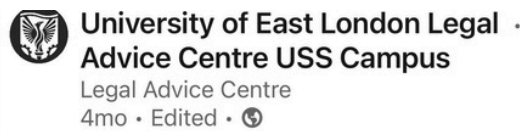
Domestic Abuse....



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



Exciting News! 📢 ✨

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

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

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.

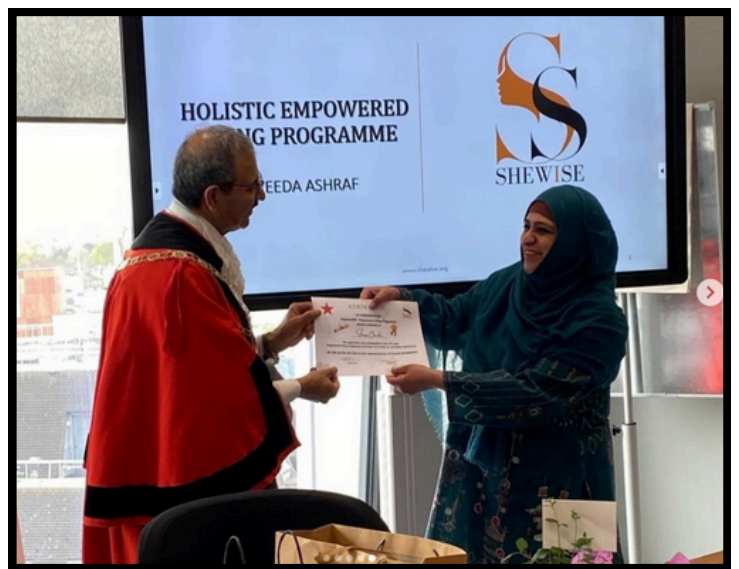
Deliverables: The 12-week Empowered Living Bilingual Programme includes group coaching sessions to develop essential skills and one-on-one support to create a career plan. Group sessions occur once a week for 4 hours with 15 women per cohort.

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



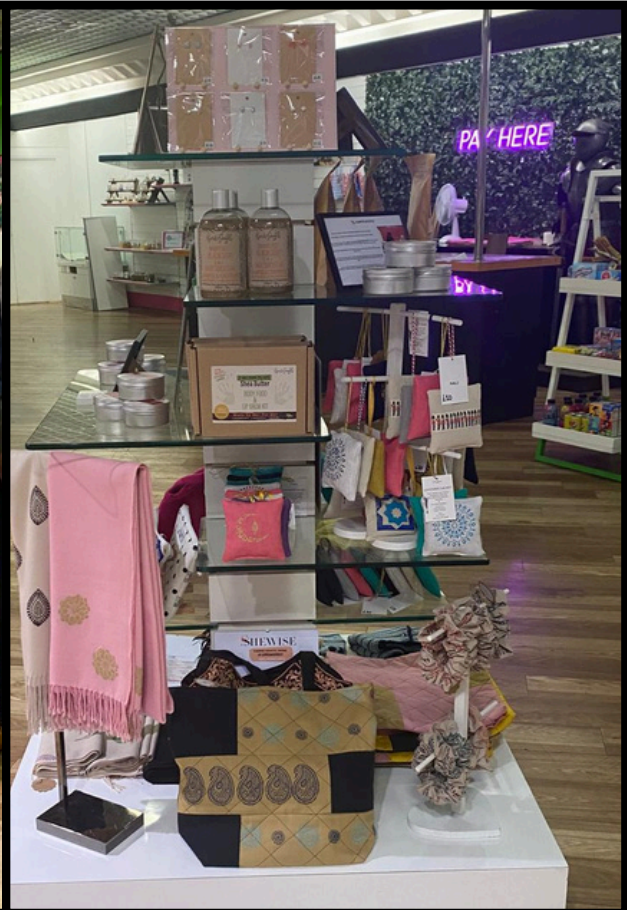
What we have Delivered 2024

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

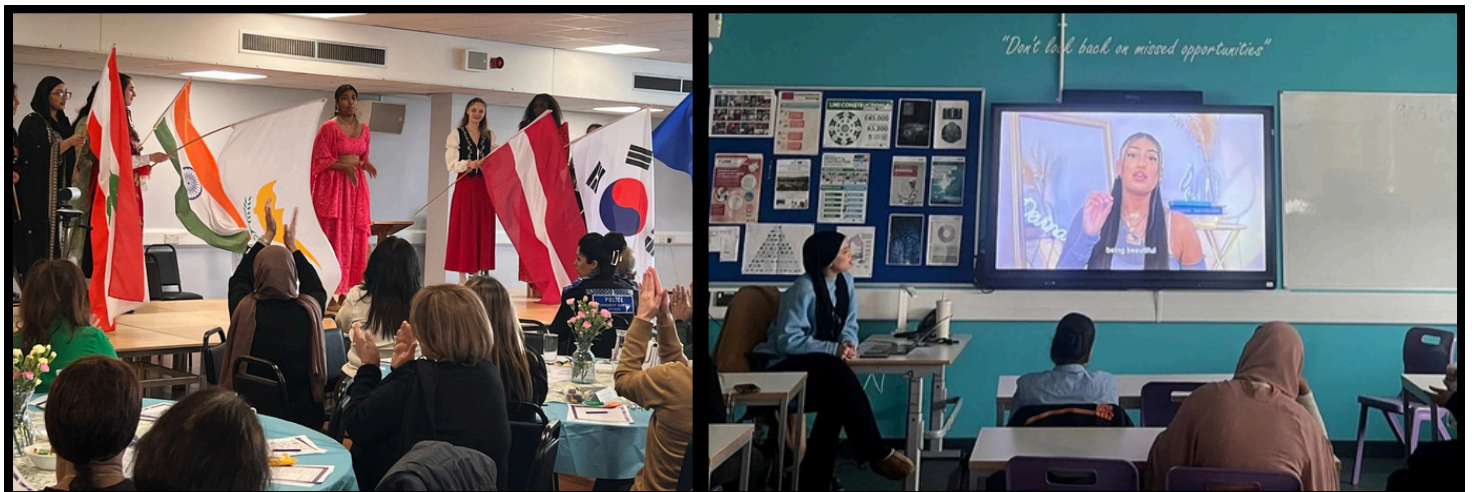
Delivered Domestic Abuse school Tool kit in local schools

- 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:

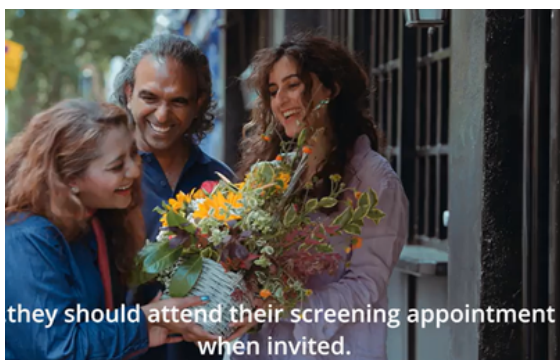


Tackling Cancer Inequalities in South Asian Communities - RM Partners (Royal Marsden NHS Foundation Trust)

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	Wk 2- Mental Health, Anxiety and Stress	Wk 3- Emotional Health, Trauma and Depression	Wk 4- Mindful Living, Self Care and Listening To Our Bodies
<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	<ul style="list-style-type: none">• Learning about Mental Health and Anxiety• Dealing with mental health conditions• Managing stress and it's impact on our physical health	<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	<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	<u>Total</u>
	£	£	£	£
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