



ANNUAL REPORT

Registered Charity
1184411

For the period ended 5 April 2021

www.ownmylifecourse.com/wlc

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WELCOME

Interim Chairwoman's Report

Welcome to our annual report for April 2020 - April 2021. The COVID-19 pandemic has been with us since the beginning of this year and has caused high levels of suffering and struggle, not least the escalation of men's violence towards women and children. In a climate of increased perpetration, local domestic abuse services have had to radically overhaul their delivery methods in order to reach women, with the pandemic also triggering historical trauma for many women.

Initially, our plans to deliver in-person training across the UK had to be entirely rethought. We adapted the Own My Life course materials and training for online delivery and our work has grown from strength to strength. We trained hundreds of practitioners from across the UK (and beyond) to deliver the course with women and have been excited to hear that the materials are making a big difference to domestic abuse services, particularly at this time.

Our objectives for 2020/21, and the ways we have met them have included:

- ▶ To strengthen and streamline governance structure: After two founding trustees moved on we completed a Skills Audit with our other trustees and recruited new trustee Henu Cummins, CEO of innovative Kent charity DAVSS. She has significant experience in charity leadership, domestic abuse responses and a background in law. As a result our board is in a strong governance position. We have approved all necessary policies and have a policy review system in place.
- ▶ To recruit and retain a Chief Executive Officer: As a result of developing a sustainable training model, funded by services paying for training, we have been able to secure Natalie Collins' time for running the charity along with delivering the Own My Life training. She has stated that she would prefer to remain contracted for this role and this has reduced the financial risk to the charity in delivering our work.
- ▶ Funding in place to retain staff: As a result of COVID-19, the funding landscape has become increasingly challenging. This has meant that while we have been able to develop a sustainable model for training (including paying an administrator and trainer), we are finding business development challenging. We remain confident that the life changing impact of our work means that we will be successful eventually in securing funding for business development. We have developed the Sisterhoodie, a hooded jumper that is available on our website, as a way of raising funds.
- ▶ Training revenue growth: For the majority of 2020/21, we were primarily funded by the Sir Halley Stewart Trust, with revenue from training and resource sales being our sole source of income from January. We have seen training and resource sales grow dramatically which has enabled us to build our reserves.
- ▶ Development of chargeable reflective practice sessions: We partnered with an assistant psychologist to pilot a scheme to offer Own My Life facilitators group reflective practice sessions, however the uptake for these has been low. The scheme remains on offer, but we don't expect it to become a significant part of our work.
- ▶ Identification of suitable financial systems: We are grateful to chartered accountant Esther Woollgar for offering pro-bono work building us a bespoke ledger for our accounts, which has enabled us to confidently manage the charity's finances.
- ▶ Creation of bespoke Customer Relationship Management system: Given the amount of training and resources we are providing we needed to an appropriate management system. We have been able to use our existing website provider to build this system.
- ▶ Development of robust ongoing evaluation system for Own My Life courses: As a result of offering online course delivery options, we have been able to develop the Evaluation Station, utilising Google Forms and Sheets to provide an automated evaluation system for facilitators that we can also use to evidence the impact of the course.
- ▶ Increase number of trained practitioners and women accessing the course: Across 2020/21, we trained 337 practitioners from across the UK, Ireland, the Isle of Man and Mexico. We are delighted about how many services have seen the value of the Own My Life course and are pleased that our infrastructure has supported this rapid growth of our work. Many of these practitioners have gone on to deliver the course with women. At least 209 women have started the course online since November 2020, with some additional courses run with women in-person.

I am so proud of everything The Women's Liberation Collective has achieved this year, particularly in the midst of a global pandemic and am confident that we will continue to grow as we head into the next year. Women who have been subjected to abuse, and their children, are central to everything we do, and I feel privileged to be part of their journey to regaining ownership of their lives. We appreciate all the practitioners who attend our training with open minds and hearts and wouldn't be able to do our work without their commitment to the course.

I am excited to see how we can continue to do this work as we move into 2021/22.



Sarah Moss, Interim Chairwoman | 4th May 2021

Registered Charity No. 1184411

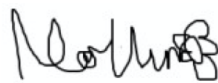
CEO REFLECTIONS

Interim CEO's Report

This year has been incredible; both in terms of the challenges we have faced and the ways we have overcome them. In a year when so many charities have struggled to effectively continue their work, we have seen the Own My Life course grow from strength to strength, in large part due to the digital imperative that emerged with COVID-19. This has enabled us to deliver training with practitioners across the UK and beyond. We have developed our methods and embraced online training, seeking to be innovative; creatively overcoming the gaps found in online spaces. The extraordinary opportunities of digital delivery have included a trainee participating from Mexico, waking up her neighbour at 7am as she sang with all the other participants, at the top of her voice, as we celebrated sisterhood at the end of a training event.

We have seen the board go from strength to strength, building robust financial systems and developing a sustainable model for our training delivery. This has been a positive and enabled us to look forward to how we can continue innovating and creating, to enable women's liberation and healing.

Most excitingly, it is amazing to hear the stories of how women's lives have been transformed and practitioners have been empowered through our work. In everything I do, it is women and their needs, challenges and strengths that motivate and enable me to do this work. I will continue to smash the patriarchy and give women the tools to liberate themselves from male violence and control, confident that our work is making a huge difference.



Natalie Collins, Interim CEO | 4th May 2021

VISION & MISSION

The Women's Liberation Collective was registered as a Charitable Incorporated Organisation on 15th July 2019.

1

Our vision

A world where women are liberated from male violence and control.

2

Our values

WOMAN-CENTRED: Women and their needs are at the centre of everything we do. Our aim to prioritise women is in accordance with the Equality Act 2010 in which "sex" is a protected characteristic.

LIBERATION: We seek to ensure that all women we reach experience equality of opportunity: we also aim to move beyond equality, and work towards a world where women are liberated from male violence and control.

RESISTANCE: This resistance is both collective and individual. As an organisation we will resist the oppression of women and the ways patriarchy harms us all. Alongside this, we recognise that all women find creative ways to resist abusers. Rather than this resistance being honoured, women are often met with scorn and blame. Our work seeks to honour and mobilise women's resistance to abuse and patriarchy.

INTEGRITY: We hold ourselves to a high ethical standard, striving to act honestly, fairly and consistently and using power wisely and well.

COLLABORATION: We foster collaborative spaces which build sisterhood and resist competitive attitudes. We will work together with charities and other partner organisations to achieve our goals.

3

Our Mission Statement

We will equip, train and educate women, so that they can take back ownership of their lives from male abusers. We will also work in wider society, to prevent abuse.

BOARD OF TRUSTEES

The Trustees present their Report together with the financial statements for the period ended of 6 April 2020 to 5 April 2021 for The Women's Liberation Collective, a Charitable Incorporated Organisation ("the Charity").

The Women's Liberation Collective provides resources for women who have been subjected to men's violence; and for organisations responding to men's violence and their practitioners to use with women.

We do this through the Own My Life course, an innovative, creative and educational 12-week course for women.

Our trustees are:

- ▶ (Shirley) Irene Hayes (15 Jul '19 - present)
- ▶ Sarah Moss (15 Jul '19 - present)
- ▶ Liza Thompson (23 Mar '20 - present)
- ▶ (Florence) Anne Lyttle (4 Aug '20 - present)
- ▶ Louise Tullin (4 Aug '20 - present)
- ▶ Sadia Masud (10 Sep '20 - present)
- ▶ Henu Cummins (10 Dec '20 - present)

The purposes of the charity as set out in our governing document are:

- ▶ To preserve and protect the health of women and relieve the distress and psychological, emotional and physical suffering experienced as a result of violence against women.
- ▶ To promote best practice and understanding among the public, voluntary and statutory agencies in all matters relating to violence against women and their families and other forms of abuse, their causes, remedies and prevention.

Through the Own My Life course we support organisations and practitioners to enable women to regain ownership of their lives when they have been subjected to abuse or violence by men. This is done through short videos, structured discussions, group and individual activities, and a comprehensive learning journal. It uses multimedia content to explain complex concepts about trauma and abuse in easy to understand video clips, along with videos which evidence how popular culture reinforces or perpetuates sexism, rape culture,

violence, misogyny, disrespect in relationships and abusive behaviour.

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit and Code of Governance when reviewing our aims and objectives, governance arrangements and in planning our future activities.

As allowed for small charities, receipts and payment accounts have been prepared for this Report. The Trustees confirm that the Trustees' Report and financial statements of The Women's Liberation Collective comply with the provisions set out in Charities SORP (FRS 102).

We are incredibly proud of what we have achieved in the midst of a global pandemic and are committed to continuing to make a difference to women's lives.



SETTING THE CONTEXT



While we intended to begin a subsidised rollout of Own My Life course facilitator training in April 2020, COVID-19 measures meant that in-person training and course delivery became impossible. As a result, 2020 became an unexpected opportunity to redevelop the Own My Life course for online training and online course delivery. Between April - December 2020, we delivered thirteen online training events with 253 practitioners from the UK, Ireland, the Isle of Man and Mexico. Twelve training events were on Zoom; one training event was on Teams. Practitioners (or their organisations) paid a nominal fee of £40 for the training and this included full training and a Zoom Coaching session. This work was funded by the Sir Halley Stewart Trust and the Community Foundation.

It was also important to recognise that most practitioners who train to run the course will not have done online facilitation before. This means they will likely have low confidence and high anxiety about delivering the course online. Also, the training took place in the midst of a traumatic global pandemic. In order to make the online facilitator training and subsequent online course delivery a compelling option, we focussed on creating a powerful positive experience with high quality resources and equipping that would relieve facilitator anxiety and build their confidence.

Moving into 2021, and our grant funding ended, with the COVID-19 funding landscape changing and making it difficult to access funding. As a result, we have begun charging organisations £449 per training place, making the training element of our work sustainable. This is also more affordable for women's services than other organisations offering similar courses.

WHAT WE HAVE ACHIEVED



Comments from women who have participated in online Own My Life courses.

1. **THE ONLINE OWN MY LIFE PILOT:** The Own My Life course is a train-the-trainer model, with practitioners attending five-day online facilitator training that then allows them to deliver the course with women either online or in-person within their local context. Trainees receive the course WoManual and gain access to the course e-Hub; through this they can view and use the course videos and other multimedia content.

Through this pilot we perfected our online delivery method and began a more sustained roll-out of the course across the UK and beyond. The pilot enabled us to train a diverse range of practitioners, many of whom would have found in-person training inaccessible due to their location (e.g. Shetland Islands, Orkney, Isle of Man). It also enabled to build our network of practitioners.

2. **EXPANDED REACH:** We have hugely expanded our reach during this year. Our partnership with Welsh Women's Aid has led to them funding the course materials being translated into Welsh, with a significant proportion of Welsh services training to run the course. We have seen the course delivered across domestic abuse services and also seen some specialist sexual abuse services begin running the course. The map shows where courses are running across the UK and Ireland.

We have also had the opportunity to develop our social media presence, with regular posts on Twitter, Facebook and Instagram. This has been possible through the volunteer support from Katherine Patterson and in more recent months Sophie Lewis.

3. **SUCCESSFUL ONGOING TRAINING:** Since January 2021, we have been delivering training events with practitioners from across the UK. These have been extremely successful with 96% of practitioners stating the training is "excellent" and 86% of stating the training has "very much" increased their knowledge. 100% of participants said the training met or exceeded their expectations.



Map of courses.

WHAT WE HAVE ACHIEVED

We have been delighted with how well the Own My Life course pilot has gone and the amount of positive feedback we have received from women and facilitators.

We delivered seventeen facilitator training events. 337 practitioners trained as Own My Life course facilitators. We offer 2-hour Zoom coaching sessions for all practitioners to increase their confidence and skill in online facilitation via Zoom.

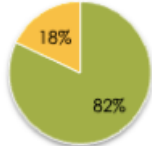
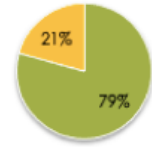

17	Online facilitator training events delivered	88	Organisations trained
337	Practitioners trained	209	women (at least) have started online courses.
80	Zoom coaching sessions offered	207	Facilitators participated in Zoom coaching sessions

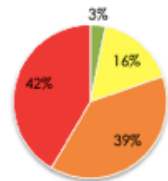
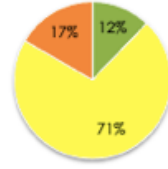


Map with numbers of participants and organisations trained.

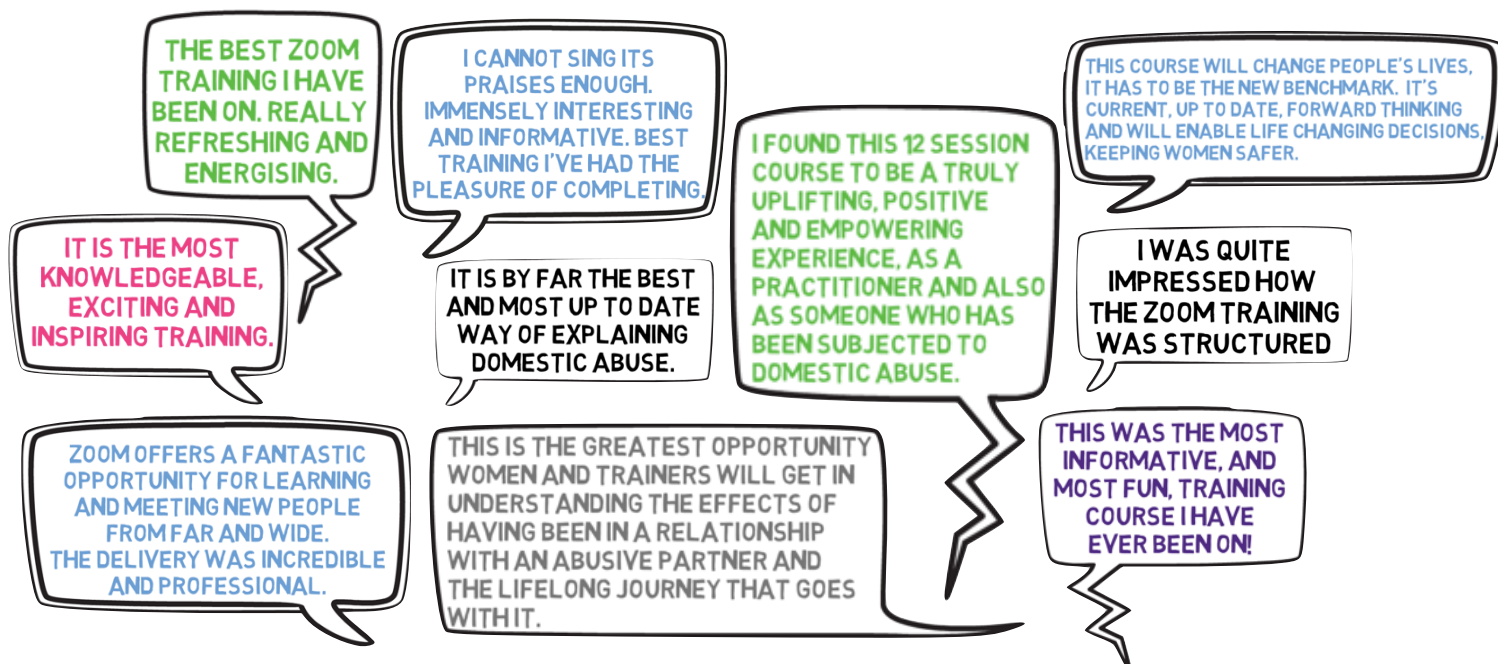
WHAT WE HAVE ACHIEVED

Feedback from practitioners who attended facilitator training

How much would you say the course has increased your knowledge?	 <ul style="list-style-type: none"> Very much Somewhat Not at all
Did the training meet your expectations?	 <ul style="list-style-type: none"> Exceeded Yes No
Will the training impact your practice? (This was only asked of trainees from Jan - Mar 2021)	 <ul style="list-style-type: none"> Yes Other No

	Before Zoom Coaching	After Zoom Coaching
How confident are you about delivering the Own My Life course via Zoom?	 <ul style="list-style-type: none"> Totally confident Mostly confident A bit confident Not at all confident 	 <ul style="list-style-type: none"> Totally confident Mostly confident A bit confident Not at all confident

Feedback from practitioners about the training:



WHAT WE HAVE ACHIEVED

Feedback from women who have attended the Own My Life course.

Moira

“Survivors need this group to gain confidence to be able to own their life...Most women that have been in dv relationships suffer from ptsd and trying to own your life with that is difficult but doing this course gives you the tools to be able to overcome that.”

Joy

“The course helps you to grow in yourself; your confidence, resilience and worth, in an almost family like environment. The people you get to communicate with are so kind hearted and respectful. The course is designed to go at your own pace with no pressure at any point to do something out of your comfort zone.”

Alaria

“This course has helped me break free from a situation where I was separated but still holding mentally on to my marriage, when I knew that nothing would change in the future. I formed a traumatic attachment which was not healthy and I was walked over as though I wasn't important. I know my self worth now and what is acceptable and what is not and this course has helped me take the step I needed to.
Thank You.”

Shernet

“This course has been the biggest help to me getting over a difficult breakup. It's helped me keep my home, provide a stable base for my child, to understand really challenging behaviours of my ex-partner, and to respond more appropriately so that the future looks safe and doable again.”

WHAT WE HAVE ACHIEVED

Feedback from women who have attended the Own My Life course.



WHAT WE HAVE ACHIEVED

Feedback from women who have attended the Own My Life course.



FINANCIAL REVIEW

During the period up to 5th April 2021, The Women's Liberation Collective received total income of £98,608.24, of which £13,037.50 comprised grant funding, with £766.81 raised in donations. This income was attributable to charitable activities relating to delivering the Own My Life course.

Expenditure incurred for 2020/21 totalled £86,785.37, all of which related to charitable activities. As we are still in the early stages of our organisation, those who do the work for us are currently self-employed, which means that our staffing costs are integrated within the project costs, rather than being separate to them.

Total funds as at 5 April 2021 were £25,687.73 of which £8,405.76 represented unrestricted funds and £16,281.97 represented restricted funds. Of the restricted funds, £12,651.97 is revenue from training that is to be allocated to training expenditure and £3,630 related to the grant awarded by Awards for All England in March 2020 to be allocated against organisation development. Free reserves, representing unrestricted funds less tangible fixed assets totalled £8,405.76.

Our reserves policy can be found within our Financial Management Procedure [HERE](#).

STRUCTURE AND GOVERNANCE

Constitution

The Women's Liberation Collective was established in 2019 and achieved charitable status in 2019. The Women's Liberation Collective is a Charitable Incorporated Organisation and is constituted by its Articles of Association dated 15 July 2019.

Recruitment and election of trustees

When a vacancy in the Trustee Board occurs, care is taken to ensure that new Trustees are able to contribute effectively alongside the existing board by providing complementary skills. During the period up to 5th April 2021, the Charity has approved the following policies:

- ▶ Safeguarding Policy
- ▶ Equal Opportunities
- ▶ Complaints Policy
- ▶ Financial Management Procedure
- ▶ GDPR Policy Statement
- ▶ Governance Policy
- ▶ Health and Safety Policy
- ▶ Website Privacy Policy

Our Safeguarding, Complaints, Privacy, and Equal Opportunities policies are available on our website [HERE](#). A skills audit of the current Board of Trustees has been undertaken. We have developed a trustee induction process for new trustees, which includes completion of the skills audit and a 6-month trustee confirmation period.

Office holding trustees (Chair and Treasurer) are voted in for 3-years, with an opportunity for review at the charity AGM.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees; Sarah Moss, (Shirley) Irene Hayes, Liza Thompson, (Florence) Anne Lyttle, Louise Tullin, Sadia Masud and Henu Cummins and signed on their behalf by:



Sarah Moss, Interim Chair

FINANCIAL REPORT

Our bankers are: Metro Bank, Brewery Walk, Waterloo Rd, Romford, RM1 1AU.

Receipts and payments account

	Period ending 5th April 2021				
	Unrestricted funds		Restricted funds		Total funds
Receipts	£		£		£
Voluntary income:					
Grant income	1,000		12,038		13,038
Voluntary receipts	2,040		-		2,040
Charitable activities	83,485				83,485
Total receipts	86,525		12,038		98,563
Payments					
Charitable activities:					
Own My Life course delivery and training	57,718		12,916		70,634
Own My Life course development	7,124		8,203		15,327
Other	779		-		779
Total payments	65,621		21,119		86,740
Net receipts	20,904		-9,081		11,823
Cash funds brought forward	107		12,757		12,864
Cash funds at the end of the period	21,011		3,676		24,687

Statement of assets and liabilities

	As at 5th April 2021				
	Unrestricted funds		Restricted funds		Total funds
	£		£		£
Cash funds:					
Cash at bank	21,011		3,676		24,687
Total funds	21,011		3,676		24,687

Restricted Funding

During the reporting period we had two restricted funding sources. The details of these are:

- The Sir Halley Stewart Trust

AMOUNT FROM BEFORE JULY 2019: £2,857

AMOUNT IN PERIOD: £12,038

FOR: Developing the Own My Life course, delivering pilot courses and delivering training events.

AMOUNT SPENT: £14,895

- Awards 4 All, England

AMOUNT FROM BEFORE APRIL 2020

AMOUNT: £9,900

AMOUNT IN PERIOD: £0

FOR: Providing trained organisations with course materials to deliver the course with women and supporting organisational development.

AMOUNT SPENT: £3,630

Unrestricted Funding

During the reporting period the majority of our unrestricted income came from primary purpose trading (PPT). This includes:

- Being paid to deliver training.
- Being paid to provide course materials (WoManuals, Journals, Resource Boxes) to those delivering the Own My Life course.

Any profits from PPT have been (or will be) reinvested to further our charitable objects..

INCOME FROM PPT: £83,485

AMOUNT SPENT: £57,718

Approved by the board of The Women's Liberation Collective.

NON CASH PAYMENTS

Alongside the funding we have had, we have also been gifted other resources which have enabled us to achieve so much.

Period gifted	Resource	Amount	Approx cash value
April 2020 - April 2021	Natalie Collins' volunteered time to run the charity.	3 days per month	£10,800
April 2020 - December 2020	Andrew Collins' volunteered time to do administration for the charity and the Own My Life training	2 days per month	£2,160
October 2020	Paul Johnson offered pro-bono advice on setting up an automated evaluation system.	4 hours	£400
October 2020 - November 2020	Wendy McGeachy of <u>Imago Community</u> offered support to trustees with establishing the best model for our work.	3 hours	£120
November 2020 - April 2021	Katherine Patterson has been our social media manager.	6 hours per month	£900
November 2020	Esther Woollgar developed our accounts ledger.	2 days	£500
November 2020	Zainab Karachiwala designed our Sisterhoodie.	1 day	£500
November 2020 - February 2021	Jo Costello provided advice and guidance on funding applications and organisational development.	1 day per month	£1200
February 2021 - April 2021	Gill Orman has provided fundraising support.	4 hours per month	£480
February 2021 - April 2021	Sophie Lewis has provided social media support.	4 hours per month	£120
			£17,180

INDEPENDENT EXAMINER'S

DI report to the trustees on my examination of the accounts of the Women's Liberation Collective CIO, registered charity no. 1184411, for the year ended 5 April 2021.

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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

- ▶ the accounting records were not kept in accordance with section 130 of the Charities Act; or
- ▶ the accounts did not accord with the accounting records; or
- ▶ the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I am content that a proper understanding of the accounts can be reached from the information provided to me. Nonetheless, I have advised that the CIO should, as a matter of urgency, seek legal advice as to the correct categorisation of trading income, and that care is taken to ensure that any applicable taxes are paid.

Rev Adrian Miller, Clerk in Holy Orders

The Rectory, The Common, Mulbarton, Norwich, Norfolk NR14 8JS



Rev Adrian Miller | 24th June 2021

THANK YOU S

Course participants

Thank you for your courage. For being willing to face what was done to you and find a way through it. You are the reason we do this work and we are honoured that the Own My Life course has been part of your healing journey.

Facilitators

Thank you for your open hearted and open minded participation in facilitator training and for taking the course forward with passion and skill.

Sir Halley Stewart Trust

We only exist because you encouraged us to have a formal structure to governance the Own My Life course. Thank you for envisioning us into existence and for funding our work.

Paul Johnson

Your technical support in working out the best solution for course evaluations was invaluable in building systems which truly hear women's experiences, support women's services in effectively measuring the impact of the course and help us to prove we are making a difference.

Esther Woollgar

You are a spreadsheet genius and our financial systems are excellent because of your pro-bono support. Thank you for helping us build such robust systems and for your sisterly solidarity.

KP

Your expertise and willingness to support our social media presence has been invaluable. It has been brilliant to have regularly updated feeds, thank you for your ongoing support and work.

THANK YOUS

Zainab Karachiwala

Your Sisterhoodie design captured the heart of our work, our beautiful and bold hoodie is due to your work and is raising money and awareness of our work.

Jo Costello

You have supported us in innumerable ways, cheering us on and helping our organisation to be the best it can be.

Gill Orman

Funding applications are incredibly challenging and your willingness to support us and use your skills to complete funding applications has been so greatly appreciated.

Sophie Lewis

Thank you for using your creativity to build positive and educational social media posts. It is great to have you as part of the team.

Andrew Collins

Your administrative support has kept us going and enables us to make such a big impact. Thank you.

Individual donors

Thank you to those who have individually donated to us. We are especially grateful to Celia and John Wyatt for your generous donation.

Golden Bottle Trust

Thank you to the Golden Bottle Trust for your £1000 grant to us! This was so gratefully received and will make a big difference to our work. Thank you also to Vic Mason for championing us so wonderfully.

THANK YOU

Hazel Skelton and Sarah Lothian

As founding trustees of The Women's Liberation Collective, your willingness to be part of our work as we began and to contribute to our early development was so important. Thank you for being part of the team!

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