

Fumble's Annual Report Financial Year 2021

The Trustees of Fumble are pleased to present their annual report and statement of accounts for the 2021 Financial Year, and confirm that the documents comply with the requirements of the Charities Act 2011 and the Charities SORP (2005).

The Annual Report details Fumble's objectives, activities, achievements and accounts for the period 6 April 2021 - 5 April 2022, and demonstrates the charity's success in meeting its objects as a registered charity in the UK.

Charity name:	Fumble
Charity registration number:	1188089
Charity address:	Castle Green, 7 Castle St, Sheffield, S3 8LT
Names of charity trustees:	Charlotte Chorley (Chair) Adam Waddingham (Treasurer) Asha Arul (Secretary) Chris Pugh Ellie Stone
CEO of the Charity:	Lucy Whitehouse
Independent Examiner:	Cameron Carswell

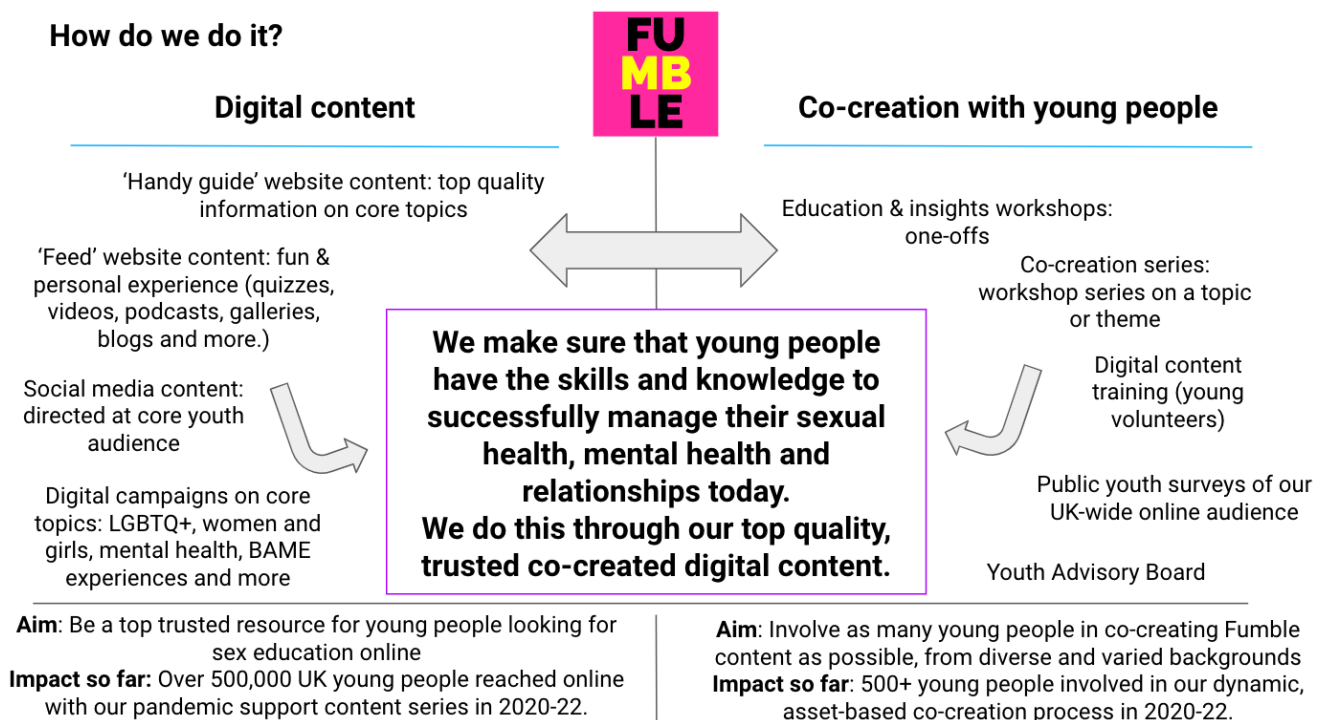
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Introduction to Fumble

Fumble is an award-winning youth charity in the UK. We create a happy, healthy digital world of education on relationships, sexual health and mental health, with young people, for young people. Our ultimate aim is advancing the education of the public - particularly young people up to the age of 25 - on RSHE (Relationships, Sex and Health Education). We do this through our trusted, quality co-created digital content and our programme of RSHE advocacy, training and consulting.

How do we do it?



Fumble was established as a charity in 2020 and exists to address the unique challenges faced by young people in the UK today. Growing up in a world of smartphones and social media, the issues they face with regards to sex, relationships, identity and mental health are unprecedented. These issues were exacerbated by the recent COVID-19 pandemic, in which the UN says young people have been disproportionately hit¹.

More than ever, young people are turning online to ask their questions about sexual health, mental health and relationships. However, a majority of the content currently available is inaccurate, inappropriate or even unsafe. The British Board of Film Classification (BBFC), for example, found in 2020 that young people feel that sex education in school does not prepare them enough, and instead they use pornography to learn 'what to do' during sex.² The same survey found that over 40% of young people who knew about pornography believed that watching it made "people less respectful of the opposite sex".

Fumble is responding to this issue by creating a transformational intervention that, in its first two years alone, has reached over 500,000 young people - especially meeting the needs of those from marginalised groups. We have listened to the young people who have articulated

¹ Source: <https://www.un.org/press/en/2020/sc14170.doc.htm>

² Source: <https://www.revealingreality.co.uk/wp-content/uploads/2020/01/BBFC-Young-people-and-pornography-Final-report-2401.pdf>

the need for a new peer-to-peer, relevant, accessible approach³ and we know that Fumble's co-created, digital, peer-to-peer RSE programme is an urgent and essential part of the response that young people want and need today⁴. See our recently launched Youth Manifesto to discover more: <https://fumble.org.uk/manifesto/>

Our mission is to make sure that young people have the skills and knowledge to successfully manage their sexual health, mental health and relationships in the modern world. We do this through our top quality, trusted, co-created digital content and our programme of RSE advocacy, training and consultancy. Critically, all our activities are developed in line with our guiding values to be:

- Collaborative
- Inclusive
- Fun
- Safe

As mentioned above, Fumble especially aims to meet the needs and experiences of young people that have been traditionally left out of mainstream provision of sex education, including:

- LGBTQ+ young people
- those living with disability
- those struggling with their mental health
- those from minority ethnic groups.

We are incredibly proud of all we have achieved in the 2021 Financial Year - Fumble's second year as a registered charity. We invested deeply in our operational efficiency, bringing on a second member of staff (Naz Toorabally as Digital Content and Community Engagement Officer), growing our Trustee Board to 5 people, and building our volunteering team.

We also raised nearly £40,000 in grants from major, well-regarded national funders including The King's Fund, Unltd, UK Youth and The National Lottery. We launched our successful individual donor programme, and developed our earned income revenue. These operational and fundraising pillars have allowed us to scale our impact and support more young people to access critical RSHE content. Full detail on this impact is outlined below. As we close this financial year, we would like to take this opportunity to thank all of our members, volunteers, donors and partners for your continued participation, support and investment. We are extremely grateful.



³ Source: <https://www.sexeducationforum.org.uk/resources/evidence/young-peoples-rse-poll-2019>

⁴ Source: <https://fumble.org.uk/manifesto/>

What do our supporters and the young people we reach say about Fumble?

I'm 22 with a history of sex work and sexual abuse. Through the things I have seen and have happened to me, I have learned so many things about how important sex education is to young men and women. This is why I am coming to Fumble. - Beth, 22

Fumble underestimates the importance its platform is going to have in so many young people's lives. It's such a fantastic way to reach out to my generation. - Isabel, 17

Fumble is the knowledgeable best friend that every young person needs growing up. A handbook for everyone, to guide them in the right sex and relationships choices. - Amy 19

It is important for young people to have a safe and reliable space to access the information that they want in relation to sex and relationships. Young people should not feel shame or stigma when accessing the information that they need as an individual and Fumble are doing a great job at working to make this happen for us. - Mike, 19

I was a sex ed teacher for 14 years in the high schools of Edinburgh. I love the name Fumble and your potential reach if schools promote you well is huge - Youth worker

I know that high quality RSE lessons can't ever be the whole solution. What's always been missing is a safe online space to take learning forward away from the classroom. Finally, Fumble is joining the dots! - School Governor

I wish something like that had existed when I was growing up. It's so important to have open, honest dialogue with young people about sex. - Parent/carer

My Rainbow Club [LGBTQ+] at school love the resources on Fumble and are avid users of the website. - Teacher, Sheffield

I genuinely believe that Fumble is offering something unique and essential for young people. - Dr Emily Setty, University of Surrey

Organisation structure in 2021-22

Our Trustees & Staff Team



Charlotte Chorley
Chair (FY 2020, 2021)



Adam Waddingham
Treasurer



Asha Arul
Secretary



Ellie Stone
Trustee



Chris Pugh
Trustee



Lucy Whitehouse
CEO



Naz Toorabally
Digital Content &
Community Officer



Emilie Cousins
Programme Manager



Paul Bown
Operations & Fundraising
Manager

Trustee Board

- Charlotte Chorley, Chair
- Asha Arul, Secretary
- Adam Waddingham, Treasurer
- Chris Pugh
- Ellie Stone

Charlotte, Asha and Adam continued in their role as Trustees this year, and we also welcomed two new members to the Board, Chris and Ellie, who were recruited after responding to a competitive public recruitment drive in September - December 2021.

All Trustees have undertaken a number of briefing sessions on their legal obligations as Trustees under charity law. The Trustees are also encouraged to attend appropriate external training events where needed to facilitate the undertaking of their role. None of the Trustees receive remuneration or any other benefit for their work with the charity, and all conflicts of interest must be disclosed to the full Board of Trustees at the earliest possible moment.

Staff (salaried)

- Lucy Whitehouse, CEO
- Naz Toorabally, Digital Content and Community Engagement Officer

Lucy was re-appointed as CEO by the Trustees in April 2022 following an internal benchmarking and performance review that matched skills, experience, and potential against the operational and strategic priorities for Fumble. The Board of Trustees were strongly impressed by Lucy's performance over the last year and believed that she continues to be the best person to lead Fumble as CEO. Her unique and diverse skill set will continue to be essential to Fumble in this period of growth and, given

her extensive experience with Fumble, and her track record of performance in the role, the Board felt that keeping Lucy as CEO would allow Fumble to continue operating with the momentum it has generated thus far.

Naz was appointed following a public recruitment drive advertised across local and national job boards, social media and our network of supporters (both individuals and organisations). A talented and experienced health communicator, Naz joined Fumble from a background in sexual health and wellbeing research. An experienced marketing and PR professional, Naz previously worked for a health communication and PR agency, and Decolonising Contraception.

Since year end, as a result of continued success in attracting new funding, we have continued to expand our staff team and have hired Emilie Cousins, Programme Manager, and Paul Bown, Operations & Fundraising Manager. Both new roles will allow Fumble to consolidate and grow our impact in the coming year.

These new hires have been made possible since year end because in the opening three months of FY 2022, we have attracted a further £50,000 of funding so far. We are thrilled and humbled by this expression of support from funders (trusts, foundations and individuals) in our innovative and urgent programme of support for young people.

Core volunteer team (voluntary)

- Rosie Quirke, Head of Social and Communications
- Digital content & communications volunteers (17 volunteers)
- Youth Advisory Board (10 volunteers)
- Finance and fundraising volunteers (5 volunteers)
- Other pro bono support from external suppliers.

Volunteers are recruited through an open call for new volunteers, advertised publicly on Fumble's social media channels, email newsletter and website. We also ask relevant partner organisations to share the opportunity with their networks. All prospective volunteers are invited to an open information session to find out more about Fumble, and then invited to apply. Volunteers commit to a minimum of three months and are asked to give approximately four hours of time per month to the role.

Fumble is delighted to attract a significant number of volunteers to support our operations and inform the direction of our charity. Our volunteers are generally young professionals working across the health, education and media sectors. We are delighted that the personal and professional development of our volunteer team forms an additional part of the wider impact Fumble is making for young people in the UK.

Fumble's objectives in FY 2021

At the start of the year, Fumble's CEO and Board of Trustees set several objectives that were focused on consolidating Fumble's operations and finances in its second year of existence, and growing the impact Fumble was able to deliver to its target audience (young people up to the age of 25). They were to:

- Generate sufficient income to cover Fumble's start-up phase, with a view to lay the foundation for resilient revenue and funding streams in the coming years (via a resilient mix of grant funding, earned income, and individual giving)
- Ensure our core programme offering is as comprehensive, inclusive and impactful as it can be, with a focus on developing and delivering a co-created content project with our target beneficiaries
- Consolidate Fumble's strategic planning, governance and operations processes in order to continue meeting our legal, financial and governance commitments as a charity
- Continue growing Fumble's trusted reputation through earned and owned channels, events and awards.

We are proud to say that we made significant progress against all of these objectives (details of which can be found in the [Activities and Impact](#) section) and that the work we undertook over the last 12 months has complied with our duty to have due regard to the Charity Commission's public benefit guidance.

Activities and impact in 2021

In this section, we document the main activities undertaken by Fumble over the last year to meet the objectives we established at the start of the 2021 Financial Year (which can be found in the [Objectives section](#) above). These objectives were focused on strengthening Fumble's operations, finances and programme delivery in order to generate significant impact for the young people we support (up to the age of 25 in the UK).

Generate sufficient income to cover Fumble's start-up phase, with a view to lay the foundation for resilient revenue and funding streams in the coming years

Successes in this area include:

- **Grant funding:** We have established a strong track record in the management of grants and the delivery of our core programme and projects. This is evidenced by the fact that we have attracted the support of major, national funders who understand the enormous potential and impact of Fumble. We are especially proud of securing a place among the first 11 charities nationally on the prestigious [King's Fund & GSK Grow Programme](#). Promisingly, Fumble consistently ranks in the top 10% of applicants for the grants we successfully secure.
- **Individual giving:** We launched our monthly giving programme for our regular supporters, and have developed a community of 30 engaged monthly donors.
- **Earned income:** We developed our programme of RSHE advocacy, training and consulting. Notably, Fumble consulted on a research project with the University of Surrey, creating a guidance document for healthy school cultures based on top quality relationships and sex education (RSE): [Transforming School Cultures](#).

Ensure our core offering is comprehensive, inclusive and accurate, with a focus on developing and delivering a co-created content project with young people

Successes in this area include:

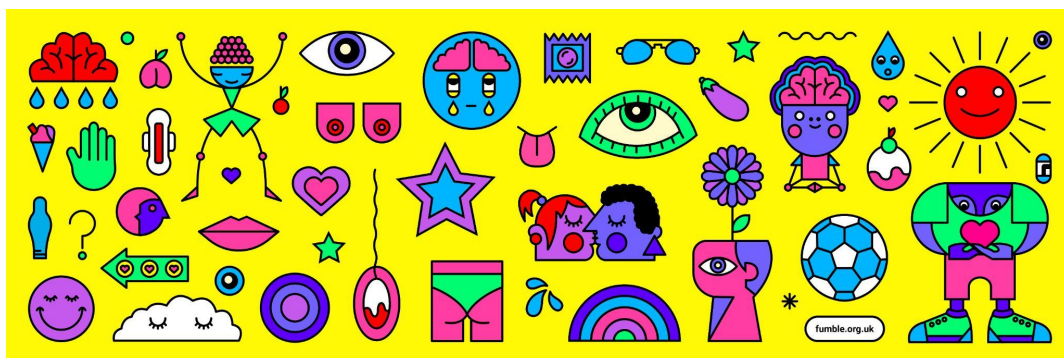
- Our co-created [Youth Manifesto and associated launch campaign](#). We worked with over **200 young people** to develop this campaign, including a public survey and co-creation workshops. The launch campaign ran in early FY 2022 (May 2022), so full impact and evaluation will follow. This was made possible through the generous support of our funders, the Olwyn Foundation and the National Lottery Community Fund.
- We have reached over **500,000 young people** online in our first two years as a registered charity.
- We've worked with over **500 young people** to co-create, develop and deliver Fumble, across our programme and projects. This includes our Youth Advisory Board (YAB), a group of 13-21 year olds from across the UK who ensure a diverse range of voices have a say in everything we do.

Consolidate Fumble's strategic planning, governance and operations processes in order to continue meeting our legal, financial and governance commitments as a charity

- We put in place robust policies and processes to develop Fumble's activity, ensuring top quality design and best practice in the delivery of everything we do, as well as managing organisational risk. This includes our financial controls and safeguarding policies.
- We grew our staff team from one staff member to two, and laid the foundations to further develop this in FY 2022. We also maintained and strengthened our core volunteer team and our advisory support from industry experts, including safeguarding, financial management, legal and quality assurance expertise.
- We expanded our Trustee Board from 3 to 5 members, and continued the professional development of our CEO & Board of Trustees, especially regarding RSHE expertise, charity leadership and financial management.

Continue growing Fumble's trusted reputation through earned and owned channels, events and awards

- The BBC covered Fumble's work and impact three times in its national coverage in FY 2021. On television, we were featured by the BBC News at 6, and BBC Politics Live. We were also featured in this [BBC news feature online](#).
- We won an award! Fumble won the [Grassroots Initiative of the Year in the Sexual Health Awards 2021](#), presented by SH:24 and Brook.
- We spoke at a conference on sex education & Young Adult fiction, delivered 25 workshops to over 250 young people, and we collaborated with CATTs youth cancer awareness charity on a [digital campaign](#).
- We launched our partnership with [two fantastic youth-facing Ambassadors](#). More on our collaborations, press and partnerships can be found [here](#).
- We increased our reach & impact via our social channels, newsletter and website by an average of +10%, and developed the design of Fumble's core, youth-facing brand. We worked with a young local Sheffield designer, Gabrielle Scott:



Thank you from the CEO

Fumble has continued to grow its impact and resilience at an extraordinary pace in our second year as a registered charity, and I am so proud of everything we achieved.

I want to briefly shine a spotlight on some of my personal highlights from the past year of Fumble's work supporting young people with our happy, healthy online world of education on relationships, sexual health and mental health.



We were proud to partner with Dr Emily Setty and the University of Surrey on the [Transforming School Cultures research project](#), in which we developed a comprehensive guide for schools and educators on delivering top quality RSE. We were also delighted to be selected as one of the first 10 charities to join the inaugural Kings Fund & GSK Grow Programme, which is a real demonstration of Fumble's innovative and urgent contribution to supporting young people's physical and mental health.

Fumble really is making a difference to young people's lives. With over 500 young people having helped to develop Fumble so far, we truly are the co-created RSHE charity that young people want and need today - particularly given the unprecedented challenges of navigating their puberty years in the digital age. We've reached over 500,000 young people with our top quality, safe, fun RSHE content online, and we've worked with schools, universities, fellow youth organisations, and our passionate community of young people to make it happen.

We are so grateful to everyone who helped us get here: our monthly donors, grant funders (especially this year, The Olwyn Foundation, UK Youth, GSK, The King's Fund, and the National Lottery Community Fund), our expert advisors and mentors, and all of our wider community of supporters who keep Fumble's unique and impactful work going. Thank you.

Finally, and most importantly, a huge thank you to our team. Our staff, our volunteers, our Youth Advisory Board, our Trustees, and our Ambassadors - you are Fumble! Over to them: hear why Fumble matters to some of our brilliant team in our '[Fumble Matters](#)' video.

Want to stay in touch? You can [sign up to our newsletter](#) to keep up to date with all our news and impact, and you can [back us with a donation today](#) to help us support more young people to successfully manage their sexual health, mental health and relationships.

Thank you for reading our Annual Report, and coming with us on this journey.

Lucy Whitehouse, CEO

Fumble's financial accounts for the Financial Year 2021

We are pleased to have continued Fumble as a going concern, and further, to have increased our income by over 100% in this second financial year. We have demonstrated the efficiency and impact of our operations, and have established that Fumble attracts high levels of support from both funders and individual donors.

Fumble takes its financial health seriously. We have established robust financial controls and processes in place to ensure risk management best practice and the financial sustainability of Fumble.

See below for a detailed breakdown of our operating costs and income during the period.

Changing accounts basis: Receipts and payments

Our accounts have been prepared on a Receipts and payments basis, in line with Charity Commission guidance. This is a change from our Financial Year 2020 accounts, which were prepared on an Accruals basis.

As such, when comparing this year's accounts with last year's, note that of the £7,379 Total funds on the Balance sheet at the end of the 2020 financial year, £2,531 of this was unrestricted accrued income relating to the 2021 financial year (see note 7 of the 2020 accounts). This £2,531 unrestricted accrued income from FY 2020 was realised in FY 2021 and is recorded under A1 receipts in the 2021 accounts. The £5,320 cash in the bank at the end of FY 2020 (note 8 of the 2020 accounts) corresponds to A6 Cash funds last year end in this year's accounts.

Fumble's reserves policy

It is the policy of Fumble to hold in reserves the equivalent of two months of general running costs (including staff costs). In its early growth phase, Fumble's objective is to continue to increase its reserves over time to reach and maintain three months of general running costs.

This approach is on the basis of Fumble's current commitments and expenditure, and reflects the particular demands of the current, early point in our growth. We will review this reserves policy within 12 months, or if our committed expenditure changes before that point.

Independent Examination

In line with the Charity Commission's requirements, the following annual accounts have been independently examined.

Independent examiner: Cameron Carswell (as in the previous Financial Year)

Receipts and payments accounts (CC16a)

Charity name: Fumble

Charity number: 1188089

From the period from 6th April 2021 to 5th April 2022

Section A: Receipts and payments					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations and legacies	24,121	30,775	-	54,896	24,529
Charitable activities	3,620	-	-	3,620	657
Sub total (Gross income for AR)	27,741	30,775	-	58,516	25,186
A2 Asset and investment sales					
Sub total	-	-	-	-	-
Total receipts	27,741	30,775	-	58,516	25,186
A3 Payments					
Charitable activities	19,858	17,648	-	37,507	19,416
Raising funds	335	-	-	335	450
Sub total	20,193	17,648	-	37,841	19,866
A4 Asset and investment purchases, (see table)					
Sub total	-	-	-	-	-
Total payments	20,193	17,648	-	37,841	19,866
Net of receipts/(payments)	7,547	13,127	-	20,674	5,320
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	5,248	72	-	5,320	-
Cash funds this year end	12,795	13,199	-	25,994	5,320


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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash funds in bank	12,795	13,199	-
	Total cash funds	12,795	13,199	-
(agree balances with receipts and payments account(s))		OK	OK	OK
B2 Other monetary assets	Not applicable	-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	Not applicable		-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use	Not applicable		-	-
	Details it	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Not applicable		-	

Trustees' declaration

The trustees declare that they have approved the trustees' report and annual accounts above.

Signed on behalf of the charity's trustees

Signature(s): 

Full name(s): Charlotte Chorley

Position: Chair of Trustees

Date: 15th August 2022



Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
Fumble

On accounts for the year
ended

5 April 2022

Charity no
(if any)

1188089

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **05/04/2022**.

Responsibilities and
basis of report

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

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

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

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

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

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

Signed:

Date: 01/08/22

Name:

Cameron Carswell

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

Address:

24 Don Bosco Close

Oxford

OX4 2LD

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

N/a