



Fumble

A happy, healthy digital world of sex ed.

By young people, for young people.

Annual Report 2022-2023



The Trustees of Fumble are pleased to present their Annual Report and Statement of Accounts for 2022-23 and confirm that they comply with the requirements of the Charities Act 2011 and the Charities SORP (FRS 102). This document details Fumble's objectives, activities, achievements and accounts for the period 6 April 2022 - 5 April 2023, and demonstrates the charity's success in meeting its objects as a charity delivering happy and healthy relationships, wellbeing and sex education to young people up to the age of 25. For a plain text version of this report, [see here](#).

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

- [Introduction to Fumble](#)
- [Organisation structure](#)
- [Activities and impact](#)
- [Message from the CEO](#)
- [Plans ahead](#)
- [Fumble's accounts for 2022-23](#)

Introduction to Fumble

Fumble is an award-winning youth charity, leading the way in supporting young people with their mental health, sexual health and relationships in the digital age.

***'Fumble is like the knowledgeable best friend every young person needs when growing up. A handbook for everyone, to guide them in making the right sex and relationship choices for themselves.'* Amy, 19**

Established in 2017 by a team of volunteers in their twenties, Fumble engages young people to create a happy, healthy free digital

world of relationships, sex and health education (RSHE) for young people.

Now a nationally-recognised, award-winning charity, we believe that all young people deserve quality, accurate education about sex, relationships, their bodies, their identities and their mental health. This is especially urgent in the digital age, when the challenges young people face on these topics are unprecedented.

Our charitable objective 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 specialised programme of RSHE advocacy, training and consultancy.

All of Fumble's activities are developed in line with our guiding values to be:

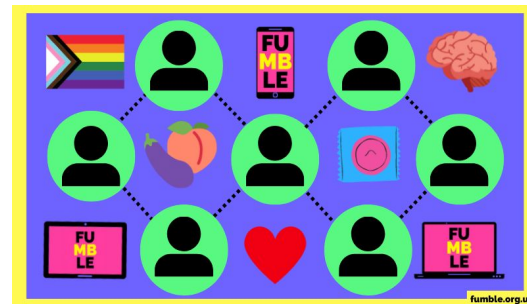
- **Collaborative**
- **Inclusive**
- **Fun**
- **Safe**

Safeguarding and quality control is the bedrock of everything we do at Fumble. We exist to ensure young

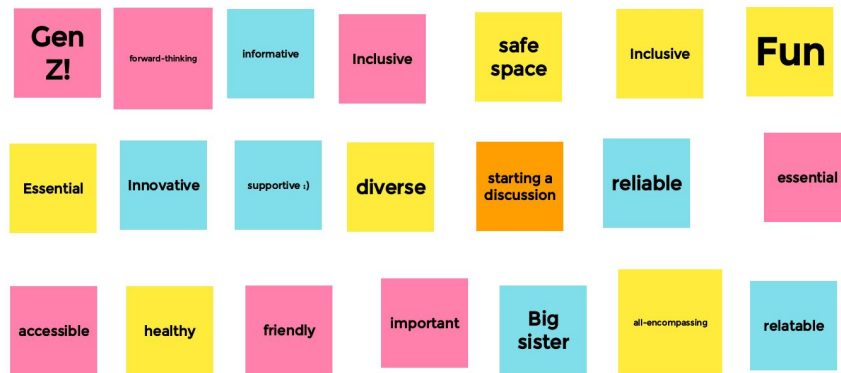
people can lead safe, happy, healthy lives, and so we take our responsibility for creating age-appropriate resources and programmes very seriously.

To ensure that we are protecting users, we have developed a suite of tools and processes that ensure our content is always accessed by young people who are developmentally ready for it.

We're guided in this by our expert advisory panel, including NHS doctors, leading academics in the field of RSHE, safeguarding specialists and legal experts.



How would you describe Fumble in one word?



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:

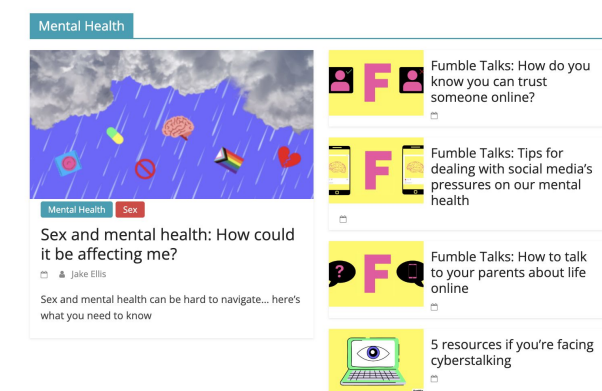
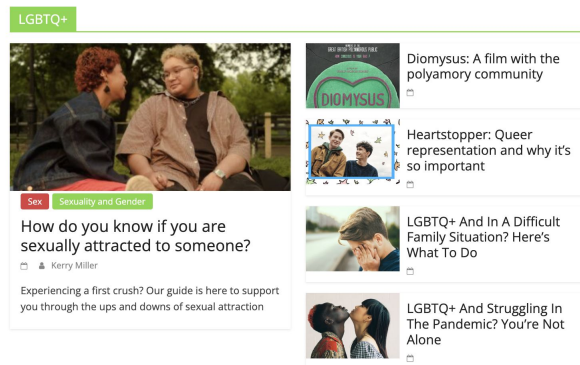
- LGBTQ+ young people
- those living with disability
- those struggling with their mental health
- those from minoritised ethnic groups

We are proud of our impact to date. In our first three years of operating as a registered charity, we have

reached over 2 million UK young people online, and worked directly with over 750 young people to co-create everything Fumble does.

“Teenagers are going to want to explore, it’s best to provide them with the answers they need instead of trying to stop them.” Matt, 17

This Annual Report outlines how we have built our transformative impact during 2022-23, and details how our unique, urgently-needed service is transforming the lives of young people in the UK today. Thank you for reading.



Introduction to Fumble: how we work

Digital content

'Handy guide' website content:
top quality information on core topics

'Feed' website content:
fun & personal style
(including quizzes, videos,
podcasts)

Social media content:
directed at core youth
audience

Digital campaigns on core
topics: LGBTQ+, women and
girls, mental health, BAME
experiences and more



Co-creation with young people

Education & insights workshops:
one-offs

Co-creation series:
workshop series on a topic
or theme

Annual national Fumble
youth survey

Youth Advisory Board

Young freelance content
producers & paid project
committee members



**We make sure that young people
have the skills and knowledge to
successfully manage their sexual
health, mental health and
relationships today.
We do this through our top quality,
trusted co-created digital content.**

Aim: Be a top trusted resource for young people looking for
sex education online

Impact so far: Over 2 million UK young people reached with
our free, quality online resources in 2020-22.

Aim: Involve as many young people in co-creating Fumble
content as possible, from diverse and varied backgrounds

Impact so far: 750 young people involved in our dynamic,
asset-based co-creation process in 2020-22.

Introduction to Fumble: our co-creation model



Organisation structure: core team



Lucy Whitehouse
CEO



Emilie Cousins
Programme Manager



Naz Toorabally
Digital Content &
Community Officer



Jalela Amari Leigh
Virtual Assistant



Rosie Quirke
Digital Media Lead
(volunteer)



Jake Ellis
Graphic Designer



Kerry Miller
Digital Content &
Community Officer

Organisation structure: Trustee Board



Ellie Stone
Chair 2022-23



Asha Arul
Trustee



Dr Emily Setty
Trustee



Charlotte Chorley
Trustee



Chris Pugh
Trustee



Dr Adam Waddingham
Trustee

Expert Advisory Panel



Dr Yasmin Walters
HIV and Sexual Health
Specialty Registrar,
Chelsea and
Westminster Hospital
NHS Foundation Trust



Tamsin Watson
Senior Safeguarding
Manager at
YoungMinds |
Safeguarding Lead at
Blink Mental Health



Dr Faith Gordon
Associate Professor
of Law and Deputy
Associate Dean
(Research) at The ANU
College of Law



Dr Yvette Taylor
Professor of
Education, LGBTQ+
specialist, University
of Strathclyde
Glasgow



Peter Bohm
Corporate Lawyer at
gunnercooke LLP, hub
leader of Inspire* Hub
peer support group for
charity leaders



Helen Keevil
Deputy Head at
Abingdon School.
Expert in pastoral,
mental health, e-safety
& wellbeing

Our staff team and all of our programmes are constantly guided by our panel of expert advisors.

This is a group of leaders in their specialist fields, who steer our outputs and our impact.

Their active participation throughout the year ensures quality control of the highest calibre across our programmes, our content and our resources.

Our experts include **NHS doctors** (including sexual & reproductive health specialists and paediatricians), **leading academics** in the field of RSHE, **safeguarding specialists, digital marketing consultants, finance and legal experts**, and more.

Here we shine a spotlight onto six representative members of our expert advisory panel.

What young people are saying...

"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 matters because it's a voice for young people that we don't often admit we need."

Ebony-Renee, 21

"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 matters because LGBTQ+ people need sex education too."

Jake, 20

"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

What our supporters are saying...

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

Secondary School Teacher

"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

"Excellent work. Such a valuable resource, badly needed. Thank you."

Parent/carer

"I was a sex ed teacher for 14 years in the high schools of Edinburgh. We lost our funding!! I love the name Fumble and your potential reach 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, someone is joining the dots!"

School Governor





"I genuinely believe that Fumble is offering something unique and essential for young people."

Dr Emily Setty, University of Surrey

Activities and impact

In this section, we document the main activities undertaken by Fumble over the last year to meet our objectives for 2022-23. Please find our objectives below, with spotlights on our impact towards these objectives in the following slides.

Our objectives

- **Develop Fumble's digital reach and impact** 
 - Develop and deliver three national campaigns for young people
 - Increase our social media and website reach with top quality content responding to young people's essential sex ed questions.
- **Expand our co-creation and youth engagement** 
 - Recruit a new cohort of our Youth Advisory Board, and involve them in the planning, governance and delivery of Fumble's programme
 - Continue to ensure best practice safeguarding and quality control, including full website review.
- **Develop impactful partnerships and collaborations** 
 - Partner with specialist youth organisations to amplify and increase our reach while extending the impact of the work of our partners in turn
 - Consult on leading academic research projects
 - Act as a leading voice for our sector, across media and public relations.
- **Develop our organisation to ensure longer-term resilience** 
 - Strategic planning: new three year plan
 - Grow and diversify our income
 - Develop our core team and processes.



1.

Fumble's Youth Manifesto

Our manifesto shares about the changes young people want to see when it comes to accessing relationships and sex education online.

Click to back our manifesto

We want a happy place online for sex education

We want to see a place where young people can find the information they need to stay safe and healthy online. We want to see a place where young people can find the information they need to stay safe and healthy online. We want to see a place where young people can find the information they need to stay safe and healthy online.

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"This manifesto represents all the hope young people have in the potential of online sex education."

Joana, Youth Advisory Board

Our [Youth Manifesto](#) involved over 200 young people, and reached over 900,000 online.

It was backed by 9 major national charities, including YoungMinds and Brook. We found that **89% of young people** want a resource like Fumble.

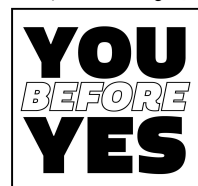
Explore our full campaign [here](#).

Backed by



2.

Superdrug ☆



We **partnered with Superdrug** to develop and deliver a national campaign on consent: our **'You Before Yes'** campaign.

We wrote the campaign [FAQs for the main campaign site](#) and contributed some brilliant guest blogs and graphics.

We delivered three national campaigns!

840,000

young men (14-18) reached - that's 22% of population for this age group!

1/3

clicked through to site - very high for our small budget!

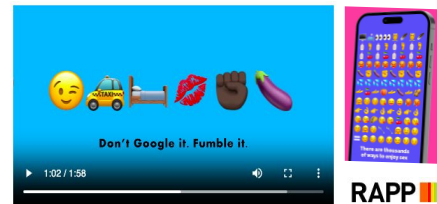
3.

Award-winning comms agency RAPP supported us [to deliver an Instagram campaign](#) aimed at boys and young

men - typically a hard-to-reach demographic for our sector.

The **'Don't Google It, Fumble It'**

campaign really resonated, supporting young men and boys across the UK with their essential sex ed questions.



Watch the video [here](#).



Fumble has a large and growing digital reach

Our website

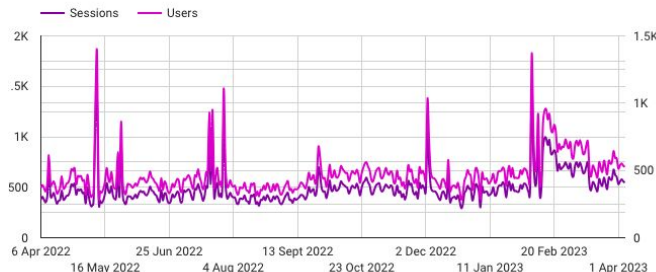
At-A-Glance

Sessions
180,294
↑ 27.3%

Page Views
250,894
↑ 31.4%

New Users
167,055
↑ 26.8%

226,805
unique pageviews
32% increase
year-on-year



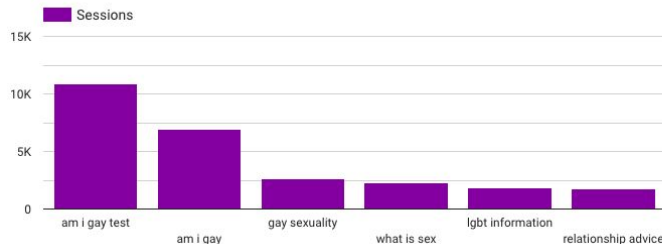
Our social channels

- Instagram
- Facebook
- Twitter
- YouTube
- LinkedIn

Total Impressions
7.29m ↑ 1,181%

Total Engagement
24,386 ↑ 170%

Which keywords are people searching to land on your site?

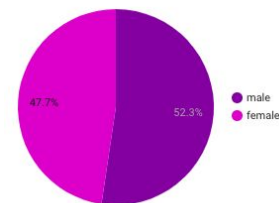


Fundamental questions: People with **very fundamental questions about sex and sexual identity (LGBTQ+)** are finding Fumble online.

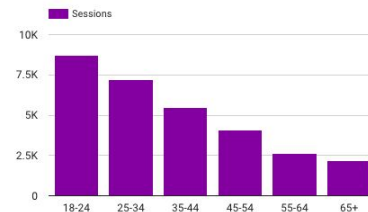
Age: We reach our primary youth demographic, and also resonate with older audiences too. Comprehensive relationships and sex education is **needed across all age groups**. Fumble is responding and accessible to all.

Gender: We reach both men and women (Google's analytics are binary), working towards **our vision of addressing gendered violence** through comprehensive, healthy, positive relationships and sex education content for everyone.

What's the "gender" split?

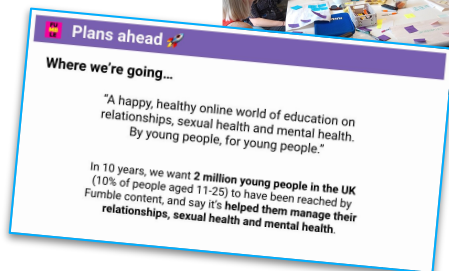


How old are users?





Our annual Charity Day



New Youth Advisory Board

We recruited a brilliant new cohort of our YAB, ensuring that lived and current experiences across a diverse group of young people continue to drive our services.

"Being allowed to input into something I normally never have any say in really matters to me."
Kim, Youth Advisory Board

Full website & channels review



300

articles reviewed
by RSHE expert
specialists

Age
appropriate
quality, safe
content

We map our content against reliable, leading resources, including the NSPCC, UNESCO, and the Sex Education Forum's guidance.

We expanded our co-creation with young people!

Some highlights...

Safeguarding

Safeguarding is the bedrock of everything we do at Fumble.
Highlights this year include...

1. Review

Our Designated Safeguarding Officer led a full safeguarding review across our training & processes.

2. Best practice & knowledge sharing

We attend a monthly knowledge sharing session.

3. Our Expert Advisor

We're guided by our expert external advisor, Tamsin Watson, Safeguarding Manager at YoungMinds.

Our national youth survey of over 200 young people

Over half

of young people had used porn to learn about sex & intimacy.

75%

want us to educate parents & carers about the online world

89%

want a happy, healthy online sex ed resource like Fumble

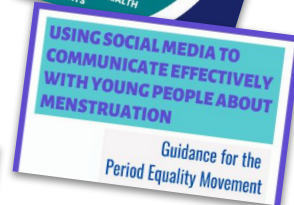
"I have a teenage boy myself and can see how your site is age appropriate, safe and informing."
Karen, parent supporter

Partnerships and collaborations

Networks, awards & accreditations

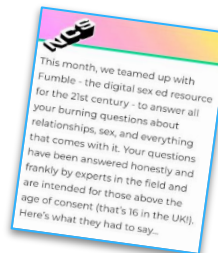


Fumble was in the top 99 applications out of over 1000 to receive this funding & support.



We're a leading voice in the UK relationships & sex education sector!

Collaborations



Download your free Fumble poster [here](#)

Press & media



[Listen here](#)

Shortlisted for four awards in the Purpose Awards!
'Best proof of authenticity'
'Best use of creativity'
'Best use of digital/social media'
'Best health cause campaign'

Featured by



Message from the CEO

Fumble was started by a group of young volunteers in our twenties with lived experience of inadequate sex education.

As members of the first generation to grow up alongside smartphones and the internet, we understand the significant new challenges this poses to young people when it comes to developing healthy understandings of relationships, health and wellbeing. We also **see the enormous potential of a happy, healthy, free digital world** of relationships, sex and health education. That's Fumble.

We're so proud of where we've managed to take Fumble as we

reach the end of our third financial year and look forward to our new three year strategy. Today, **we continue to be led by young people** through our Youth Advisory Board. All of our work is co-created with young people, putting their voices at the heart of everything we do.

We've reached **over 2 million UK young people, worked directly with over 750 young people to make it happen**, and partnered with leading organisations in our sector including NCS, YoungMinds and Brook. We're award winning, and have been supported by some prestigious national funders, including the King's Fund via their GSK

Impact Award, Garfield Weston, and UK Youth's Thriving Minds programme.

I'm proud every day of all the volunteers, expert advisors, funders and individual supporters who have helped us get here, and who continue to play an instrumental role in making Fumble happen. **Young people today need Fumble** - the alternative is the toxic resources they end up turning to, including online pornography ⁽¹⁾ and misogynistic online influencers like Andrew Tate. ⁽²⁾

With your support, **we can continue to combat this stark reality**, working with and for

young people to, in the words of our young volunteer Ebony-Renee, **'be the voice for young people'**.

Find out more about our work, from some of the people making it happen, here: [Fumble matters](#).

Thank you, and let's keep going!

Sign up to our newsletter to keep in touch [here](#)



Lucy Whitehouse

CEO

1. <https://www.theguardian.com/society/2023/sep/13/adults-are-terrified-of-talking-to-us-about-it-10-things-i-learned-from-children-about-pornography>
2. <https://www.theguardian.com/commentisfree/2023/mar/09/andrew-tate-young-men-social-media-motivational-sexism>

To continue building on our exciting foundation, our upcoming three year strategy has four core aims:

1) Support young people through further co-creation and digital content 📱

- One example: we're developing a new content series funded by the TRANSforming Futures consortium! Including Stonewall, UK Black Pride and Gendered Intelligence, via the National Lottery Community Fund.

2) Continue establishing Fumble as a leading voice in RSHE 🧠

- Consult on leading academic research projects into young people's online lives and how to support them to tackle the challenges they face regarding their mental health, sexual health and relationships.
- Act as a leading member of our sector-wide partner networks, including Plan International's Girls Rights Collective UK, UK Youth's Thriving Minds cohort, and the Sex Education Forum.

3) Support the parents/carers and trusted adults around young people to have necessary RSHE conversations 💬

- Launch Fumble workshops for parents & carers: how to have essential RSHE conversations with young people! These will be co-created with our Youth Advisory Board, and will support over 100 parents and carers each year.

4) Become a resilient charity 💪

- Expand our core team: Digital Content and Community Lead recruitment & Trustee Board expansion.
- Develop a more resilient income mix, especially developing our earned income, individual giving and major donors.

Financial overview

We are pleased to have continued to develop Fumble and to have **increased our income by nearly 100%** in our third financial year, reaching an overall income of £100,480. This is a remarkable achievement.

We have demonstrated the efficiency and impact of our operations, and are pleased 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 put processes in place to ensure sound financial management, risk management best practice and the financial sustainability of Fumble.

Receipts and payments

Our accounts have been prepared on a receipts and payments basis, in line with Charity Commission guidance. Our 2021/22 accounts were also prepared on a receipts and payments basis, and as such there are no prepayments or accruals to realise this year.

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 by Solutions Accountancy Ltd:

solutionsaccountancy.co.uk

Receipts and payments accounts (CC16a)

Charity name: Fumble

Charity number: 1188089

From the period from 6th April 2022 to 5th April 2023

Section A

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	83,444	13,878	-	97,322	54,896
Charitable activities	1,250	1,908	-	3,158	3,620
Sub total(Gross income for AR)	84,694	15,786	-	100,480	58,516
A2 Asset and investment sales					
Sub total	-	-	-	-	-
Total receipts	84,694	15,786	-	100,480	58,516
A3 Payments					
Charitable activities	55,837	25,668	-	81,506	37,507
Raising funds	238	-	-	238	335
Sub total	56,075	25,668	-	81,743	37,842
A4 Asset and investment purchases, (see table)					
Sub total	-	-	-	-	-
Total payments	56,075	25,668	-	81,743	37,842
Net of receipts/(payments)	28,619	(9,882)	-	18,737	20,674
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	12,795	13,199	-	25,994	-
Cash funds this year end	41,414	3,317	-	44,731	25,994

Receipts and payments accounts (CC16a)

Charity name: Fumble

Charity number: 1188089

From the period from 6th April 2022 to 5th April 2023

Section B

Section B: Statement of assets and liabilities at the end of the period				
Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Cash funds in bank	41,414	3,317	-
	Total cash funds	41,414	3,317	-
(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		-	

Independent Examiner's Report to the trustees of Fumble

Charity No. 1188089

I report to the trustees on my examination of the financial statements of Fumble for the year ended 05 th April 2023 which comprise the Statement of Financial Activities, the Statement of Assets and Liabilities and the related notes on pages 21-22.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011('the Act'). The trustees consider that an audit is not required for this year under the Charities Act 2011, s.144(2) (the 2011 Act) and that an independent examination is needed.

I report in respect of my examination of the charity's financial statements 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.

Independent examiner's statement

I have completed my examination. I can 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:

- the accounting records were not kept in respect of the charity as required by section 130 of the Act; or

- the financial statements do not accord with those records; or the financial statements do not comply
- with the applicable requirements concerning the form and content of the financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination.

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 financial statements to be reached.

Victoria Newham

CPAA

Solutions Accountancy & Bookkeeping Ltd

1 The Mews

Little Brunswick Street

Huddersfield

HD1 5JL

27 September 2023

Trustee's Declaration

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

Signed on behalf of the charity's trustees:

Signature: 

Full name: Ellie Stone

Position: Chair

Date: 20/09/2023



Ellie Stone
Chair 2022-23

fumble.org.uk



Registered charity 1188089 | [Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#)

Fumble's generous supporters in 2022-23 included

