



Trustees' Annual Report -and Financial Report

1/3/2024-5/4/2025

Registered Charity in England and Wales: 1197650

Registered Address: 57 Talbot Street, Cardiff, CF11 9BW

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Our mission is to open up a world of career possibilities for children across Wales through our bilingual online learning portal, where children discover diverse role models, experience real-life challenges and begin to believe, “that could be me!”



Reference and Administrative Details

Charity name	Romodels
Registered charity number	1197650
Charity's principal address	57 Talbot Street Cardiff CF11 9BX
Trustees	Catriona Margaret Noble (Chair) Sara Raquel da Silva Piteira James Barrington Huw Darley
CEO	Laura Labonne

CEO Foreword

“Romodels was founded in 2022 with a vision of a world where all children have the freedom to dream and the ability to realise their full potential.

This year, we worked with 58 schools to reach over 10,000 learners aged 4-14 across Wales through our unique learning portal which enables children to not only hear about careers (in English and Welsh), but to experience real-life challenges faced by a huge and diverse range of professionals including green entrepreneurs, underwater gardeners, engineers, referees and more!

Thanks to the unwavering support of our community – including schools and funders – Romodels has grown with purpose. We have developed new content, expanded our team, quadrupled our income and deepened our understanding of our impact. We were delighted to have our achievements recognised at the Wales Start-Up Awards 2025, winning the Award for Education and Training Start-Up of the Year.

Together, we are not just opening doors to careers — we are opening eyes, shifting mindsets, and planting the seeds of self-belief. And this is only the beginning!”



Laura Labonne

Founder and CEO



Objectives and Activities

Purpose

The object of the CIO for the public benefit is to advance the education of children in the UK, in particular but not exclusively, in the breadth of career opportunities, breaking down preconceived stereotypes, by providing diverse career role models; learning activities focused on developing a broad set of skills with the objective of strengthening self-belief and self-confidence; and resources for schools and parents to help support their child's learning.

Trustees' commitment

The trustees of Romodels adhere to guidance issued by the Charity Commission on public benefit.

Main Activities

The Need

We know that you can't be what you don't see. When a child is limited to exploring professions only by watching the adults in their day-to-day lives, they miss the chance to learn about the exciting and life-changing career possibilities available to them in an ever-changing world.

Research shows that the current reality in UK is limiting children from reaching their true potential - especially those in marginalised communities - due to:

- **Stagnant Career Aspirations:** Career aspirations of students have frozen in the past twenty years, whilst the economy has changed rapidly (OECD: Dream Jobs).
- **Stereotypes:** By six years old, stereotypes around gender, race/ethnicity, neurodiversity, or physical ability have been formed and further restrict a child's ability to dream about what they could become (MIT, Fawcett Society, MENCAP, British Social Attitudes Survey, and Parker Review).
- **Late Career Exploration:** Children are frequently encouraged to explore career possibilities too late in their academic life, often in 'one-off' events, with the careers they are exposed to limited to those that are 'traditional' in nature, led by professionals who do not 'look like' them (BBC News and Interviews).

In Wales, these challenges are compounded by the highest child poverty rate in the UK and the lowest productivity levels (ONS), making early, inspiring, and inclusive careers education more essential than ever.

Whilst schools and teachers want to support children to expand their careers understanding, with a demanding curriculum and competing pressures, they can struggle to incorporate this into their teaching.

Specifically, within the schools we are currently working with, our latest **pre-programme** teacher survey shows that:

- Only **24%** of teachers believe their learners currently see a wide range of role models
- Just **26%** feel confident embedding careers learning in the classroom
- Only **13%** believe their current resources reflect 21st-century jobs.

Our Approach

To address these challenges, we have developed our unique, online and bilingual Romodels Learning Portal which features interactive careers-focused content based on role models ('Romodels') from diverse backgrounds who set practical activities inspired by real-life challenges for learners to tackle.

We work with schools to engage with children aged 4-14, with a focus on targeting schools serving those from more marginalised backgrounds, in particular:

- Children eligible for free school meals
- Children attending Welsh medium schools
- Children in rural areas.

Children take part in our three-stage programme through our unique, bilingual Romodels Learning Portal, which features engaging, interactive careers-focused content based on real-life volunteer role models -from diverse communities across Wales and beyond.

1. Discover:

Children discover career opportunities by hearing from role models in a range of sectors, with a particular focus on lesser-known careers which solve local and global challenges and require creativity and innovation.

To do this, we 'give-the-mic' to volunteers to tell their career and life stories, and how they have overcome barriers to fulfil their dreams.

Our platform features a growing number of Romodels across six themes Plastic pollution, bees and biodiversity, football, technology, creatives and climate change. Romodels include engineers, a football referee, inventor, green entrepreneur and marine ecologist.

2. Experience:

Children have the opportunity to experience the careers they have discovered by taking part in age-appropriate missions set by Romodels based on the real-life challenges they face in their roles.

The missions are tailored to different age groups and provide teachers with content that complements the six Areas of Learning' in Wales: Maths and Numeracy, Science and Technology, Expressive Arts, Health and Wellbeing, Language Literacy and Communication, and Humanities.

We also suggest additional Learner in Action challenges for independent projects which foster children's integral skills and confidence.

3. Believe:

Our ultimate aim is for children to believe, "*that could be me!*" and this final stage of the programme is an opportunity to reflect on their achievements and goals for the future.


Children use our *Reflection Guides* to reflect on the strengths they have built during the Experience phase and have access to child-friendly *How to Become* resources which help them to identify the knowledge and skills they need to focus on to do that role in the future.

We also provide Reminder Binders for children to capture their Romodels journey of career exploration and achievements.

Romodels is a whole-school initiative, equipping teachers with high-quality careers materials that can be embedded into learning across different age groups.

The How


1
Discover



Our themes reflect where the economy is heading, focusing on fast-growing sectors like AI and digital technology, the green economy, sustainable innovation, health sciences, and the creative industries.

We use real-life storytelling in short, engaging videos to introduce learners to diverse people doing exciting things — helping them discover new paths that feel possible.


2
Experience



Each Romodel sets a mission linked to their role — designing sustainable products, solving engineering problems, leading community campaigns — allowing learners to experience different futures through action.

Romodels is designed for children aged 4–14, making it ideal for a whole-school/cluster approach.

3
Believe



Romodels supports this by using age-appropriate job descriptions that break down complex roles into skills children recognise — like noticing patterns, staying curious, being a team player, or solving problems.

These job descriptions show learners that they're already on the path to becoming an inventor, ecologist, designer, or changemaker.

Outcomes

For Children:

- Raise aspirations by introducing children to a wider world of possibilities.
- Challenge stereotypes by showcasing diverse role models in different roles and industries.
- Build self-belief and confidence in their own potential.

For Teachers:

- Boost confidence in embedding career-related learning into the classroom through the school year.
- Increase their ability to introduce learners to a wider range of career opportunities.

For Schools:

- Strengthen collaboration across schools to support key transitions (e.g. Infants to Juniors, Juniors to Secondary).
- Contribute to whole-school approaches to raising aspirations and promoting equity in opportunity.

Achievements and Performance

Reach

Since launching the Romodels Learning Portal in April 2024 with 15 schools, we have grown to work with **58 schools** across **17 local authorities in Wales** – now reaching over **10,000 learners**.



70% Of our primary schools have a higher-than-average number of children eligible for Free School Meals

15% of our schools are Welsh Medium primary schools

100% of teachers would recommend Romodels to another school.

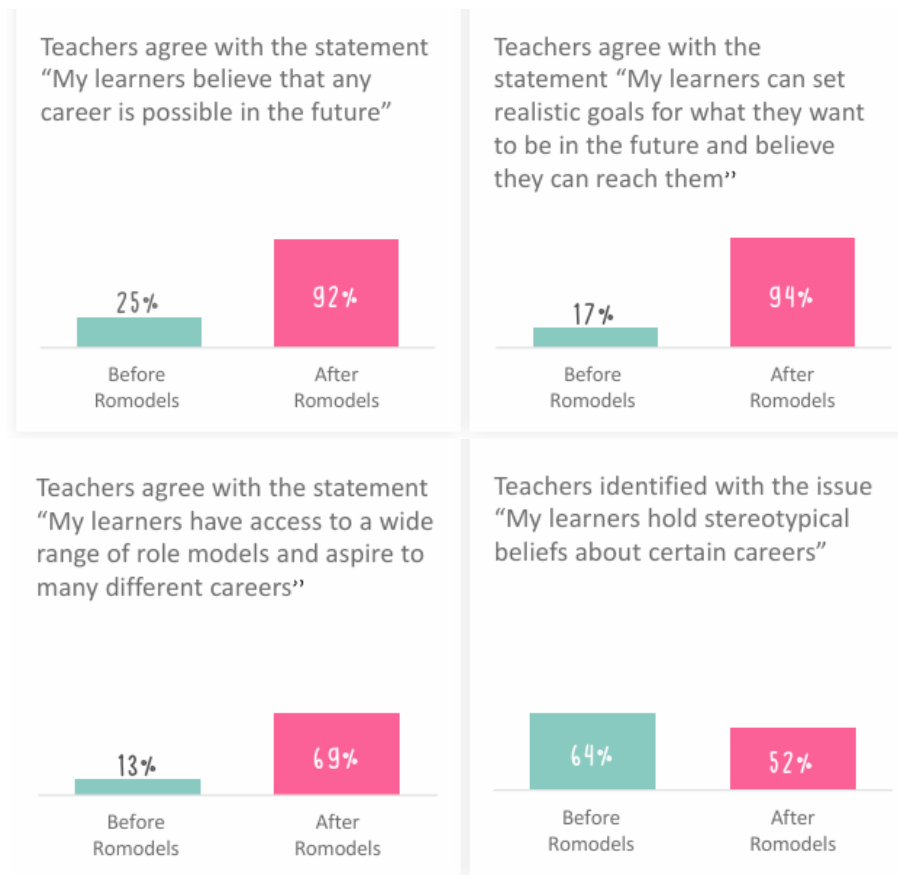
“We are one of the first Welsh medium schools to use Romodels. I am so happy that we came across them as they are easy to access, professionally put together and the children engage naturally with them. Without a doubt, our children are inspired by the various jobs and I cannot wait to see how many will be encouraged to be beekeepers, marine biologists or designers in the future.”

Amy, Teacher, Ysgol Nantgaredig

Impact

Given the age of the children we work with, we ask teachers to respond to surveys to understand the impact of our work.

Our latest pre- and post- programme survey data from teachers at partner schools shows positive impact that Romodels has for learners:



In addition, following the programme:

- **92%** of teachers agreed, "my learners are more confident that they could pursue roles they might have previously dismissed because of stereotypes".
- **97%** of teachers agreed, "my learners can now imagine themselves in the Romodels careers we featured in our classroom this year".
- **97%** of teachers agreed, "since using Romodels, my class shows confidence in their ability to develop career related skills".



"Hi I'm Ellie and I want to help stop extinction because I think killing sea creatures is wrong. I want us to stop littering. I think the worst is plastic pollution and I want to stop it. I want to be a Marine Ecologist to help."

Ellie, Year 1 Grange Primary, Swansea

Following a successful pilot with Bishop Gore School and its cluster of seven diverse feeder primary schools in Swansea, we are expanding to reach more early secondary learners.

"The Romodels platform has transformed collaborative working across our 3-16 continuum, enabling effective cluster-wide engagement and alignment.

Its innovative and well-structured resources are closely tied to progression steps, allowing us to measure learner progress with greater clarity, celebrate achievements, and build a shared language of learning across settings.

Laura's strategic and thoughtful leadership has played a key role in improving pupil outcomes and fostering meaningful professional collaboration. Continued investment in this work will allow us to deepen impact, sustain progress, and scale successful practices across the region."

Rebecca Matthews, Transition Lead, Swansea Local Authority

Our Supporters

We would like to thank our partners for their generous support.



Together, we're opening up a world of career possibilities — helping learners believe, "that could be me!"



Without Remodels



With Remodels

Plans for Future Periods

In the past 12 months, we have expanded from 15 to 58 schools, and by 2025/26, we aim to reach 120 schools across all 22 Welsh local authorities, with a focus on the most marginalised children, reaching up to 20,000 learners.

We are now seeking support to scale Romodels in a way that is sustainable, inclusive, and impactful.

Our four strategic priorities for 2025/26 are:

1



Increase Scale and Sustainability

- Double the number of primary schools to 120.
- Continue to focus on underserved areas. In addition, we plan to expand our target groups to include Looked After Children and children with a parent in prison.
- Grow our presence in the secondary sector.
- Introduce cluster school model where we partner with a secondary school and its feeder primaries .
- Diversify income streams to include schools' income and corporate partnerships.

2



Expand Our Content

- Launch at least three new themes: Space, Buildings and Cynefin (Belonging).
- Add 10 new Romodels from diverse backgrounds across Wales and beyond.
- Introduce a new YouTube channel.

3



Focus On Quality And Feedback

- Actively listen to teachers, gathering real-time feedback and make updates.
- Partner with academics to review our surveys and help us better understand and measure our impact.
- Introduce learner voice surveys as we expand into secondary schools.
- Build a vibrant and diverse bank of case studies to celebrate impact and spread best practice.

4



Strengthen Our Expertise

- Onboard an Education Lead and UX specialist to strengthen our team.
- -Welcome two new trustees—one with tech expertise, one from academia.

Financial Review

Income

In 2024-25, total income was £102,624 (2024: £20,157):

- £101,124 (99%) was income from grants and donations.
- £1,500 (1%) was other traded income from consultancy.

Expenditure

In 2024-25, total expenditure was £62,385 (2024: £14,469):

- £59,839 (96%) was spent on charitable activities.
- £2,546 (4%) was spent on fundraising.

We had a surplus of £40,239, the majority of which is restricted funds for the next financial year.

Reserves Policy

Romodels recognises the importance of holding adequate reserves to ensure financial stability, manage risk, and continue delivering our charitable aims during periods of uncertainty.

The Board of Trustees reviews the reserves level regularly, taking into account the nature of our work, potential risks, and future plans. Our aim is to hold unrestricted reserves equivalent to three months of annual operating costs by the end of 2026, which we believe provides an appropriate buffer while allowing us to use funds effectively to achieve impact.

We are committed to managing reserves in line with legal and regulatory requirements and ensuring transparency in our financial reporting.

As of the end of 2024/25 financial year, Romodels holds £13,499 in reserves.

Explanation of any uncertainties about the charity continuing as a going concern:

The Trustees have assessed the current and projected financial position of the charity and are satisfied that there are no material uncertainties that cast doubt on the charity's ability to continue as a going concern.

Romodels has a clear strategic plan, confirmed funding for core activities, and prudent financial management processes in place. Based on this, the Trustees have a reasonable expectation that the charity has adequate resources to continue operating for the foreseeable future.

Structure, Governance and Management

Constitution

Romodels is governed using the Chairty's constitution and is constituted as a CIO.

Organisation Structure

Romodels is a registered charity governed by a Board of Trustees who are responsible for strategic oversight, compliance, and financial stewardship. Day-to-day operations are led by the Founder and CEO. We also work with freelance specialists as required for delivery of content and for other core services. The charity also works closely with volunteer Romodels, schools, partners, and pro bono advisors to co-create and deliver its educational programmes.

Board of Trustees

Trustees are selected by Appointment for fixed term (a) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. (b) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Risk Management

Romodels maintains a proactive approach to risk management, with regular review of financial, operational, and reputational risks by the Board of Trustees. A safeguarding policy is in place and reviewed annually to ensure the safety and wellbeing of all children and young people we work with.

Declarations

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees.

Signature(s)



Full name(s)

[Catriona Margaret Noble](#)

Position

[Chair of Trustees](#)

Date

[12/08/2025](#)



Romodels			1197650	
Receipts and payments accounts				
For the period from	01/03/2024	To	05/04/2025	

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 2023					20,157
Grants, Trusts and Foundations				-	
Bupa Community Grant		1,800			
Comic Relief Organisational Grant		30,664			
Margaret and Gwendoline Davis Charity		2,000			
National Lottery		20,000			
Unltd		5,000			
Waterloo Foundation		5,000	-		-
Garfield Weston 1	10,000		-		-
Postcode Lottery	6,500				
Principality	10,000				
Total Grants, Trusts and Foundations				90,964	
Corporates and strategic					
Institute of Physics	9,000	-	-	9,000	-
Individual Giving					
Margaret And John Fox	1,160	-	-	1,160	-
Traded income	-	-	-	-	-
Consultancy	1,500	-	-	1,500	-
Sub total (Gross income for AR)	38,160	64,464	-	102,624	20,157

A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-

Total receipts	38,160	64,464	-	102,624	20,157
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A3 Payments

5000 Direct Costs	-	-	-		
5100 Staff Costs	12,600	13,800	-		
5200 Technology Costs	3,932	4,019	-		2,932
5300 New Romodel Content Creation Costs	4,817	2,328	-		11,152
5500 Professional Review of Educational Resources by experienced teachers	770	500	-		-
5600 Translation Costs	253	5,141	-		-
5700 Illustration Costs	1,200	250	-		-
5800 Professional Podcaster	575	3,150	-		-
5900 Outreach Costs	629	1,406	-		180
Total for 5000 Direct Costs			-	55,370	
7000 Support Costs			-	-	
7200 Office Costs	45	581	-		
7300 Finance, Accounting and Insurance	557	-	-		205
7400 Fundraising Costs	2,546	-	-		
7500 Social Media and Marketing	1,098	1,476	-	-	
7600 Equipment costs	-	713	-		
Total for 7000 Support Costs			-	7,015	
	-	-	-	-	-
Sub total	29,022	33,363	-	62,385	14,469

A4 Asset and investment purchases, (see table)

	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	29,022	33,363	-	62,385	14,469
Net of receipts/(payments)	9,138	31,101	-	40,239	5,688
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end		-	-	7,140	1,452
Cash funds this year end	9,138	31,101	-	47,379	7,140

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		13,499	33,880	-
		-	-	-
		-	-	-
	Total cash funds	13,499	33,880	-
	(agree balances with receipts and payments account(s))	Agreement Error	Agreement Error	OK
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature



Print Name

Date of approval

James Darley

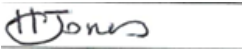
08/07/2025

Sara Piteira

08/07/2025



Independent review



Harley Jones

25/07/2025



Section A

Independent Examiner's Report

Report to the trustees

Charity Name
Romodels

On accounts for the year
ended

05/04/2025

Charity no
(if any)

1197650

Set out on pages

(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 / 2025.

Responsibilities and
basis of report

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.

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 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 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: 

Date: 22 July 2025

Name: Harley Jones

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

ICAEW

Address:

2 Risca Road, Newport, NP20 4JW

Only complete if the examiner needs to highlight material 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.