



Project SALAMA | Transforming lives

Charity Registration Number: 1198736

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PROJECT SALAMA
ANNUAL REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2024
CHARITY NUMBER: 1198736
REGISTRATION DATE: 26/04/2022

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1. Message from the Executive Director

Dear Friends and Supporters,

As we reflect on the past year, I am proud of the strides Project Salama has made in supporting families and individuals affected by abuse, especially those from diverse communities. Our commitment to providing safe spaces, emotional and practical support, and raising awareness for victims-survivors of domestic abuse has only grown stronger. We have also played a part in raising awareness of harmful practices which include Female Genital Mutilation (FGM) and Honor Based Abuse (HBA). This report highlights our achievements, financial performance, and strategic vision for the future. Thank you for your continued support.

Sincerely,

Jacqueline Mukono



Executive Director (Project Salama)

2. About Project Salama

SALAMA, meaning "safe" in Swahili, is dedicated to offering safe spaces and support for families and individuals affected by abuse. We support Ethnically diverse communities. Our services include emotional and practical support, signposting to essential resources, and raising awareness within communities to challenge cultural beliefs and harmful practices that normalize abuse.

3. Key Achievements in 2023-2024

- **Increased Support Services:** Expanded our emotional and practical support services, reaching over 2500 individuals.
- **Specialized Services:** Offered specialized services such as linkage to immigration support, legal support, linkages to employment, securing housing for victims-survivors of domestic violence. This service was offered to over 50 victims-survivors of domestic violence
- **Awareness Campaigns:** Conducted over 80 community awareness events, to educate on domestic violence. We have increased frequency of the chai and chat sessions to five times a week, reaching 10-15 people per session.
- **Safe Spaces:** Linked 30 survivors to safe housing
- **Counselling Services:** Over 50 survivors of domestic abuse were offered counselling sessions, we have invested in conducting art therapy and we have volunteers specializing in support for Children and Young People
- **Legal Support:** Assisted 20 individuals with accessing legal support for immigration and other legal issues.
- **Support Groups:** Facilitated 80 support group sessions, creating a community of shared experiences and mutual support.
- **Partnerships:** Strengthened partnerships with local authorities, charities, and community groups, enhancing our referral network.
- **Volunteer Engagement:** Recruited and trained 16 volunteers, including individuals with lived experience of domestic abuse.
- **Cultural Competence Training:** Delivered training sessions to partner organizations, we were able to provide Freedom Training, Freedom and Power to Change and Gender responsive skills and Trauma Informed Practice
- **Office Space:** We have been able to attain office space, through partnership with Flag DV, Utulivu and Cranstoun. We are currently working with Slough CVS to secure a space in Slough. We are also working with Hope after Harm to secure a space in Oxfordshire.
- **Professional Development:** Conducted training workshops for staff and volunteers on domestic abuse, cultural competence, and mental health first aiders.
- **Leadership Training:** Our CEO is being mentored by FlagDV CEO and is also awaiting funding for leadership training with HOPE. We also run a mentorship program for



emerging leaders within the organization. We are training an ISVA as well as training a facilitator to run a healthy and safe relationships programme for teenagers and adults.

- **Launch of a Podcast:** “No holds barred” will be launching soon. This will provide a voice to women of all backgrounds to share and discuss issues and raise awareness to harmful practices and abuse

4. Financial Overview 2023 -2024

Profit and Loss

Project Salama Charity
For the year ended 31 March 2024

	2024	2023
Turnover		
Baobab	12,039.00	-
Donations	6,281.56	-
Other Revenue	15,007.60	18,803.86
Total Turnover	33,328.16	18,803.86
Cost of Sales		
Chai and Chat	3,381.30	-
Direct Expenses	6,089.67	2,397.63
Total Cost of Sales	9,470.97	2,397.63
Gross Profit	23,857.19	16,406.23
Administrative Costs		
Advertising & Marketing	1,437.75	1,624.52
Banking Costs	354.50	-
Consulting	-	1,800.00
Disbursements	4,500.00	-
General Expenses	1,756.67	-
Insurance	310.13	296.15
IT Software and Consumables	1,735.12	73.15
Printing & Stationery	1,287.40	-
Rent	528.00	-
Staff Training	1,650.82	6,927.69
Travel - National	403.22	40.00
Total Administrative Costs	13,963.61	10,761.51
Operating Profit	9,893.58	5,644.72
Profit on Ordinary Activities Before Taxation	9,893.58	5,644.72
Profit after Taxation	9,893.58	5,644.72



Balance Sheet

Project Salama Charity
As at 31 March 2024

	31 Mar 2024	31 Mar 2023
Current Assets		
Cash at bank and in hand		
Project Salama	15,538.30	5,644.72
Total Cash at bank and in hand	15,538.30	5,644.72
Total Current Assets	15,538.30	5,644.72
Net Current Assets (Liabilities)	15,538.30	5,644.72
Total Assets less Current Liabilities	15,538.30	5,644.72
Net Assets	15,538.30	5,644.72
Capital and Reserves		
Current Year Earnings	9,893.58	5,644.72
Retained Earnings	5,644.72	-
Total Capital and Reserves	15,538.30	5,644.72

- Basis of Preparing the Financial Statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts In accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention

- Overall risk to operations**

Following the year end, there have been no substantial developments that would affect the Charity's ability to continue its activities. The Charity has therefore determined that there are no post balance sheet events and accordingly, the financial position as at, and results of the operations for, the year ended 31 March 2023 have not been adjusted to reflect their impact.

- Income and Expenditure is recognised on a cash basis. Gift Aid**

Project Salama is not recognized by HMRC for GiftAid, and therefore no claims have been submitted to the HMRC. However, we have submitted our registration for gift aid to HMRC via Third Sector specialists

- Taxation**

The charity is exempt from tax on its charitable activities.

- Fund Accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.



Restricted funds can only be used for restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for restricted purposes. The charity has only unrestricted funds.



Independent Examiner's Report to the Trustees of Project SALAMA

Independent examiner's report to the trustees of Project SALAMA

I report to the charity trustees on my examination of the accounts of Project SALAMA (the Trust) for the year ended 31 March 2024.

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 all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act or
2. the accounts do not accord with those records.

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

Keith Westran FCCA ACA
Unit 4, City Limits,
Danehill,
Reading
RG6 4UP

Date:



5. Programme Key Learnings:

a) Complex Intersectionality:

- *Cultural and Social Norms:* We have learned that cultural and social norms within diverse communities often create additional barriers for survivors of domestic abuse. Fear of community ostracization, honour-based abuse, and cultural stigmas around discussing personal issues openly can deter individuals from seeking help.
- *Immigration Status:* Many survivors face unique challenges related to their immigration status, such as fear of deportation or inability to access public funds. This vulnerability is exacerbated by language barriers and lack of awareness about their rights.

b) Mental Health Impact:

- *Emotional Trauma:* The emotional trauma experienced by survivors is profound and multifaceted. Many survivors suffer from severe anxiety, depression, PTSD, and other mental health issues. Understanding this has reinforced the need for holistic, trauma-informed care that addresses both immediate safety and long-term mental health.
- *Isolation:* The feeling of isolation is prevalent among survivors. This isolation is often due to being cut off from support networks, either through control exerted by the abuser or due to stigma and shame. Recognizing this has underscored the importance of creating safe, communal spaces for survivors to connect and heal together.

c) Resilience and Strength:

- *Survivor Strength:* Despite the challenges, we have been continually inspired by the resilience and strength of survivors. Their stories of perseverance and courage have deepened our commitment to providing empowering, survivor-centred support.
- *Community Solidarity:* We have seen the power of community solidarity in supporting survivors. Many individuals find strength in community-led support groups, which offer not only practical assistance but also emotional solidarity and understanding.

d) Impact on Children:

- We have witnessed the devastating impact of domestic abuse on children. At many of the safe spaces we conduct our chai and chats, We witness how domestic abuse impacts children. For example, PTSD and behavioural issues starting to emerge from children. We have a CHIDVA and YPVA who are both very adept at recognising these signs and do their best to access the correct help for the affected children.



6. Partnerships and Collaborations

SALAMA works closely with local authorities, local councils, and other charities such as Alana House and Wokingham Borough Council, Slough Borough Council, West Berkshire Council and Reading Councils. These collaborations have optimized our service delivery and extended our reach within the community. Below are some examples of organizations we have collaborated with:

Hope After Harm: This organization provides support services for survivors of domestic abuse

Thames Valley Partnership (previously known as Victims First): As a local charity focused on victim support, they offer valuable insights on domestic abuse networking opportunities,

Oxford Against Cutting: Given their focus on ending female genital mutilation (FGM) and supporting survivors, they provide expertise in addressing cultural sensitivities and trauma within diverse communities.

Utilivu: This organization expertise related to community engagement, Women and girls empowerment training on harmful practices and FGM, collaboration with Utilivu enhances the effectiveness of Project Salama.

Alana House: Alana house is a women's community project in Reading, Berkshire run by packed charity. Alana house uses it holistic approach to support and empower women. Project Salama works in collaboration with Alana house with the same vision. We deliver Chai and chats and arts and craft sessions as well as collaborating in IDVA support.

Maymessy: provides therapeutic cookery sessions for vulnerable people and those affected by abuse. We collaborate with Maymessy to empower our victim- survivors

Cranstoun: They provide insights into addressing complex needs and trauma-informed care for survivors of domestic violence. They are the commissioned service provider for Wokingham. We work closely with them as we are a long-term support. They often refer victim-survivors to us after they have supported them through the initial stages.

Berkshire Women's Aid: Given their specialization in supporting women and children affected by domestic abuse, they offer direct support services, referrals, and collaboration opportunities. We offer support in and out of refuge. We also receive long term support referrals from BWA as they are the commissioned service for Reading.



FLAG DV: This organization offers legal support and advocacy in the courts for victim-survivors of domestic abuse, contributing to a more inclusive and intersectional approach within Project Salama.

Wokingham Borough and Slough Council: Collaboration with local councils ensures we align with local priorities and strategies for addressing domestic abuse

West Berkshire Council: Similar to the local councils above, engaging with these entities could provide additional support, networking opportunities, and alignment with local priorities and strategies for addressing domestic abuse

Involve: Involve community services is a charity organisation that supports us as a grassroots charity in the Wokingham and Bracknell borough. They provide training support, space for our chai and chats, as well as networking and funding opportunities.

Most of the NHS: Collaboration with the NHS could involve linkage and access to mental health and medical services for survivors.

Let's Connect: Which is an organization that provides networking opportunities, resources, and support for community organizations and initiatives. It brings together organizations that provide services for victims-survivors of domestic abuse

BRAVE: BRAVE specializes in providing support services for survivors of sexual violence and rape. Collaboration with BRAVE involves sharing resources, referrals, and expertise in trauma-informed care and survivor support. Partnership with BRAVE enables Project Salama to offer specialized support for survivors of domestic abuse and sexual violence within the broader context of domestic abuse.

This list is not exhaustive. These are just some examples.

7. Activities Done to Date and Community Impact Stories:

Activities Supported to date:

Total number of clients reached	Our outreach efforts have successfully engaged around 2,500 individuals through our Chai and Chats awareness sessions and peer navigation support. We have provided specialized domestic abuse counselling and connected over 50 clients with essential services. Furthermore, there is an increasing demand for Chai and Chats in both our existing service areas and new regions
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Total number and type of 'follow up' support	We have conducted follow-ups with all 500+ clients who received counselling and psycho-social support, ensuring continued assistance. Additionally, we have facilitated over 50 referrals to housing and social services and supported clients through their court processes. During the Christmas and Easter periods, we provided essential food and clothing to approximately 50 families affected by domestic abuse.
Summary of themes and needs identified by clients	We have delivered essential services to survivors, addressing their immediate needs and empowering them based on the specific challenges they face due to domestic abuse. Our support has included identifying and addressing their counselling and mental health needs, as well as housing requirements. In response to urgent situations, we have coordinated with law enforcement, at the clients' request, to intervene in domestic abuse incidents as they occurred.
% breakdown of clients by ethnicity, gender, age, locality	Our outreach efforts have effectively engaged a diverse demographic, including approximately 80% from Black and Asian communities, with most participants aged between 25 and 45 years. In Wokingham, where 70% of the population is from diverse backgrounds, the majority of attendees are over 30 years old. In West Berkshire, where 30% of the community is diverse, the majority of attendees are young adults aged between 25 and 35 years. During our Chai and Chats sessions, over 70% of attendees are female, while 30% are male. We also accommodate many children, who participate in separate rooms during these sessions.

Story 1: We have supported:

We supported a migrant woman who was experiencing severe abuse. We supported her and we, helped secure refuge space, and provided essential items for her and her children. We assisted in her application to regularise her stay which was approved as she was on a spousal visa. With our assistance, she received support from relevant services. She has since accessed trauma therapy and started a part time job around her children and is preparing to move into a new home. She also regularly attends our Chai and Chats sessions and is scheduled to start our freedom programme in September.

Story 2: We have Supported:

We also supported a woman facing forced marriage and abuse from her parents. We provided victim-centered services, ensuring she had access to housing, linked her to employment opportunities, and addressed her needs. She will be able to reintegrate with her family on her own terms.



Messages Received

- *"I can't thank you enough for your support during one of the most challenging times in my life. Your help made a huge difference in my ability to get back on my feet."*
 - *"Your assistance was invaluable. I felt truly supported and understood. I'm now in a safer place, and I'm deeply grateful for everything you did."*
 - *"Thank you for being there when I needed it most. The resources and support you provided were a lifeline, and I'm so thankful for your compassion and help."*
 - *"I'm incredibly thankful for the refuge and care you provided. It gave me the strength to leave an abusive situation and start a new chapter in my life."*
 - *Your support has been a beacon of hope for me. I appreciate the time and effort you took to help me through this difficult period.*
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8. Strategic Goals for 2024-2025

a) Building a Comprehensive Safe Space:

- Vision: To create a one-stop service centre for victims-survivors of domestic abuse where they can access all necessary services, including psycho-social support, clinical care, housing assistance, immigration help, and job opportunities. It would also be a safe space for victim-survivors to drop in if they needed help or support with anything.

b) Empowerment Hub:

- Objective: To establish an empowerment hub that equips victims-survivors with the knowledge and information they need to improve their socio-economic circumstances, reducing their vulnerability. This will also provide interview training as well as programmes that support their independence and empowerment.

c) Strengthening Partnerships:

- Goal: To foster partnerships that directly benefit victims-survivors of domestic abuse, enhancing the range and quality of services provided.

d) 24/7 Service Provision:

- Commitment: To offer round-the-clock services to victim-survivors of domestic abuse, ensuring that psycho-social support services are tailored to the unique needs of each victim-survivor.



e) Expanding within the UK and beyond :

- We have already supported individuals in West Midlands, Manchester and Essex. Our Ambition: To establish ourselves nationally and then to extend Project Salama's reach beyond the borders of the United Kingdom, offering our services to a broader audience.

f) Building Shelters with Day Care Facilities:

- g) Future Plan: To develop refuges and support facilities with day care services for victim-survivors of domestic abuse and their children. A daycare service with a designated CHIDVA and a trained nursery nurse who can keep the children safe and occupied during school hours

h) Enhance Digital Services:

- Develop an online platform for remote counselling and support.

i) Policy Advocacy:

- Increase engagement in advocacy efforts to influence policies supporting diverse communities.

j) Sustainable Funding:

- Diversify funding sources to ensure long-term sustainability.

9. Structure and Governance Management:

The Volunteer Team and their specialities are listed as follows:

Team Member Name	Position/ Unit	Training
Jacqueline Mukono	CEO	IDVA, Mental Health and Counselling
Lydia Maisiri	Programme Manager	Mental Health Practitioner
Tanaka Kasere	Peer Supporter	Peer Support Course
Runyararo Opoku	Grants and Fundraising Unit	Business Administration, Mental Health Practitioner and Grant writing
Geraldine Nyasha	Grants and Fundraising Unit and Programmes	Grant Writing; Mental Health; Counselling and IDVA
Lauren Mukono	Graphic Design & Social Media Support	Graphic Design
Wanda Baker	Therapist- Programmes	Qualified Therapist
Shapla Begum	Programmes	Family Peer Support Worker specializing in children and adults
Saadia Bouzkraoui	Programmes	Family Peer Support Worker
Shazia Ali	Programmes	Family Peer Support Worker and Coordinator
Yeukai Makona	Programmes	Family Peer Support Worker
Preeti Arora	Programmes	Family Peer Support Worker
Nusrat Sultan	Programmes	Family Support Worker
Tanaka Wasiya	Programmes	Family Support Worker
Narharidas Patel	Finance and Bookkeeping	Finance
Colleen Rufaro	Finance and Book Keeping	Finance



i) Trustees

The first charity trustees are as follows and are appointed for the following terms–

Name Of Trustee	Duration
Runyararo Opoku	4 Years
Jacqueline Mukono	4 Years
Colleen Rufaro	4 Years
Shapla Begum	4 Years
Lydia Maisiri	4 Years
Saadia Bouzekraoui	4 Years

ii) Appointment of charity trustees

- a) 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.

10. Conclusion:

As we conclude this annual report for the year ending 31 March 2024, we reflect on the significant strides SALAMA has made in supporting and empowering individuals affected by domestic abuse within diverse communities. Our comprehensive services have reached thousands, providing essential support and raising awareness to challenge and change harmful cultural norms.

Through our dedicated efforts, we have seen increased engagement in our programs, demonstrated by the rising demand for Chai and Chats and peer navigation support. The specialized services we offer, helping many clients rebuild their lives.

We have strengthened our collaborations with key partners and local authorities, enhancing our capacity to deliver holistic support. Our outreach has effectively engaged diverse communities, highlighting our commitment to inclusivity and tailored support. Looking ahead, we are excited about our strategic goals for 2024-2025, which include expanding our reach, developing a comprehensive support hub, and continuing to address the root causes of domestic abuse.

We extend our heartfelt gratitude to our volunteers, partners, and donors for their unwavering support and dedication. Together, we are making a profound difference in the lives of those we serve and building a safer, more inclusive society.

11. Acknowledgments

We extend our heartfelt gratitude to our dedicated staff, volunteers, partners, and donors. Your support is invaluable in making our mission a reality. Thank you for your



ongoing support and commitment to making a difference in the lives of those affected by domestic abuse. Together, we are creating a safer, more inclusive community.

12. Contact Information

Project Salama Details: <https://projectsalama.co.uk/> Email Address:
info.projectsalama@gmail.com Contact Number: 01635 953588

Date Updated: 22 January 2025