

EQUALITY STARTS AT HOME

England & Wales · Charity number 1199288

Details

Status Registered

Legal form CIO

Registered 2022-06-13

Register [View on the Charity Commission register](#)

Contact

Address 14 Mowbray Drive
Leighton Buzzard
14 Mowbray Drive
LU7 2PH

Phone +447789820775

Email equalitystartsathome@gmail.com

Website www.equalitystartsathome.org

Activities

Objects: FOR THE PUBLIC BENEFIT, THE PROMOTION OF EQUALITY AND DIVERSITY TO ANYONE LIVING WITH GENDER INEQUALITY IN PARTICULAR BUT NOT LIMITED TO, EQUALITY BETWEEN WOMEN AND MEN, BY: (A) THE ELIMINATION OF DISCRIMINATION ON THE GROUNDS OF GENDER AND GENDER INEQUALITY IN THE HOME(B) ADVANCING EDUCATION AND RAISING AWARENESS OF ALL ASPECTS OF GENDER EQUALITY INCLUDING THROUGH ADVOCACY, PUBLISHING INFORMATION IN THE MEDIA AND THROUGH OTHER MEANS OF COMMUNICATION(C) PROMOTING GENDER EQUAL ATTITUDES, CUSTOMS AND PRACTICES BY CREATING MATERIALS, INCLUDING BUT NOT LIMITED TO, TOOLS, QUIZZES, ASSESSMENTS, TRAINING, SAFE SPACE MEETINGS, EVENTS, DISCUSSIONS AND WORKSHOPS(D) CONDUCTING OR COMMISSIONING RESEARCH ON EQUALITY AND DIVERSITY ISSUES AND PUBLISHING THE RESULTS TO THE PUBLIC(E) CULTIVATING A SENTIMENT IN FAVOUR OF EQUALITY AND DIVERSITY

Activities: We provide advice events and raise awareness about gender equality in the home space

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Other Defined Groups, The General Public/mankind

Geography

- United States
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£4,057	£0	-	-
2024-03-31	£0	£0	-	-
2023-03-31	£0	£0	-	-

Trustees

Name	Role	Appointed
Drake Peabody	Chair	2024-03-01
Claire Louise Thomas		2024-03-01
Clare Twelvetrees		2022-06-13
Delia Elena Lazaroiu		2024-03-01
Frances Elisabeth Goodrum		2022-06-13
Jago Brown		2022-06-13
Rita Kakati		2022-06-13

EQUALITY STARTS AT HOME

England & Wales - Charity number 1199288

Accounts



Equality Starts at Home

Annual Report and Accounts

Charity Name: Equality Starts at Home

Charity Registration number: 1199288

Period Start to Period End: April 1, 2024 – March 31, 2025

Message from the outgoing and incoming Chairs



1. Introduction from the Outgoing Chair (Stepping down March 2025)

As Chair for most of this financial year, I am delighted to share our third Annual Report since becoming a charity in June 2022. I am proud of all we do to raise awareness of inequality in the home, and to support people to create more equal and healthy households. We have kept up the drum beat of equality in the home - we have outlined what we wish to see in the first 100 days of the new government, we have raised awareness about the links between inequality and mental health, we have supported campaigns such

as Parenting out Loud and kicked off re-development of the quiz. I am particularly excited about our emerging partnership with Festival of the Girl and look forward to joining them at the festival in 2025. I also am deeply appreciative of our wonderful board, advisers, director, volunteers and our wider community without which none of this would have been possible.

As I hand over the Chair role in March 2025, I am excited about the future and look forward to continuing as a trustee and supporting the organisation's next phase of growth and ambition.



2. Introduction from the Incoming Chair (from 10 March 2025)

I am incredibly excited about stepping into the role of Chair of Trustees for Equality Starts at Home (ESAH). Having joined ESAH at the start of 2023 as a Strategic Advisor before becoming a Trustee in 2024, I am energized to continue to help execute our mission to make equality at home a reality for all.

As I step into this role, I want to acknowledge the enormous contribution of our founders, outgoing Chair and fellow trustees, as well as our volunteers and strategic advisers. They have built this charity on passion, rigour and a deep commitment to lived experience.

Looking ahead, we remain a small charity with a big ambition, so focus matters. We firmly believe that every household's path to equality looks different—and that the "right balance" evolves as life circumstances change.

That is why we are doubling down as thought leaders to draw on our combined lived experience and expertise to focus on sharing lived stories, publishing thought leadership, partnering with organisations/corporations, and providing households tools to define and adapt their own equation for equality.

We will continue to experiment with formats—safe-space conversations, campaigns, digital tools and collaborations—that help people move from awareness to action. And we will continue to speak plainly about the realities of unpaid work and mental load, while offering hopeful, practical ways forward. This is not about perfection or blame; it is about progress, shared responsibility and a better quality of life for everyone in the household.

None of this is possible without you. Whether you are reading this as a supporter, partner, volunteer, donor or simply someone curious about your own home dynamics, you are part of this movement. Every conversation you start, every policy you influence at work, every chore you consciously rebalance is a step toward the world we are trying to create. On behalf of the Board of Trustees, thank you for walking with us so far. I am excited about what we can achieve together in the year ahead—and determined that, with your support, Equality Starts at Home will continue to punch far above its weight in making equality at home a reality for all.

3. Vision, Mission, Values and Strategy

Our Vision

A world in which equality at home is a reality for all.

Our Mission

To shift mindsets and change behaviours to enable a greater sharing of care, emotional, and domestic responsibilities.

Our Values

- Collaboration
- Action
- Respect
- Empowerment

Our Approach

- We work by campaigning, partnering, and innovating.

Our Strategic Goals

The following are our mutually enforcing strategic goals.

Goal #1 Create a movement for change

Goal #2 Change Systems and practices that perpetuate inequalities in the home

Goal #3 Empower people to create equality in their homes

Goal #4 Effective Organisation

4. Charitable Objects

For the public benefit, the promotion of equality and diversity to anyone living with gender inequality, in particular but not limited to equality between women and men, by:

- (a) Eliminating discrimination on the grounds of gender and gender inequality in the home
- (b) Advancing education and raising awareness of all aspects of gender equality through advocacy, media, and other communication
- (c) Promoting gender-equal attitudes, customs, and practices by creating tools, quizzes, assessments, training, meetings, events, and workshops
- (d) Conducting or commissioning research and publishing results
- (e) Cultivating a sentiment in favour of equality and diversity

5. Key Achievements 2024–2025

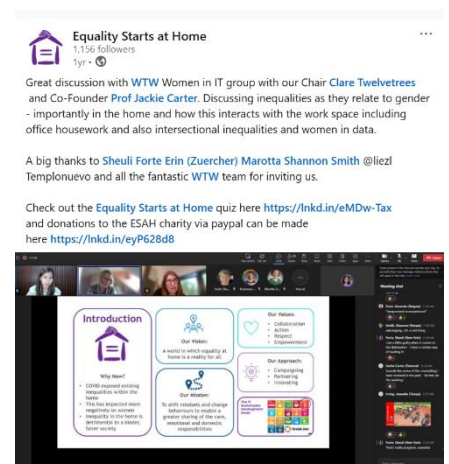
The following are activities we have undertaken this year to support our goals of building a movement for change, challenging and reshaping the systems and practices that sustain inequality in the home, and empowering people to create more equal, supportive and healthy home environments.

- **May 2024 WTW Women in Technology Event**

ESAH Chair and Co-Founder presented their insights about equality in the home space at the WTW Women in Technology sparking a thoughtful discussion on gender equality.

A quote from one of the participants is below:

'You both were so inspirational and really captivated the audience with your initiatives, achievements and insights!'



- **June 2024 — Amplification of the Parenting Out Loud Campaign**

We amplified Elliot Rae’s Parenting Out Loud campaign in the run up to Father’s Day 2024. We shared videos and content highlighting fathers in our network as allies, reinforcing the importance of gender-equal caregiving and active fatherhood. This activity increased visibility for ESAH and strengthened alignment with thought leaders promoting equality in the home.

- **June 2024 – Parenting Blog series**

Trustee Drake Peabody wrote a series of blogs in partnership with WM People covering all aspects of parenting from his perspective as a father and husband.



Households ▾ Organisations Get Involved About Us ▾

Pragmatic Parenting: Imperfection and Empowerment

We have partnered with our friends at WM People who run the incredible websites of WorkingDads.co.uk & WorkingMums.co.uk to publish a series of blog posts by ESAH Trustee Drake Peabody.

The first blog of the series discusses the importance of embracing parenting and management styles that work for you. Read the original post [here](#) and below.



- **July 2024 - Government “100 Days” Manifesto**

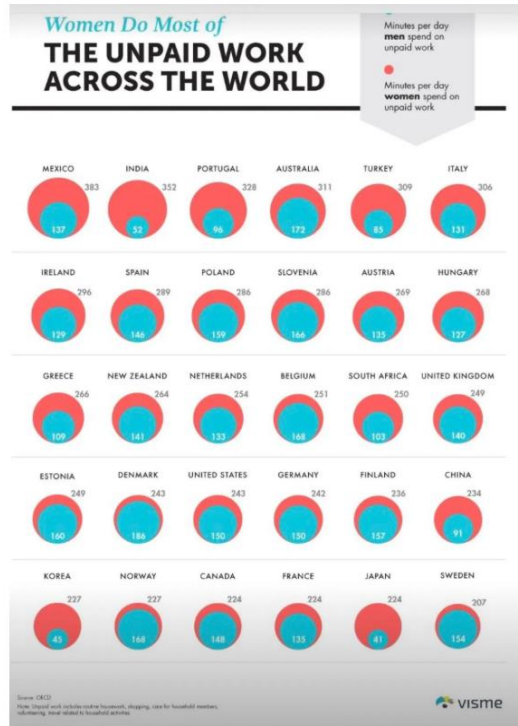
We published a blog ‘manifesto of asks’ in the lead up to the election calling for action in the first 100 days of the new government, highlighting what early decisions may mean for equality in the home.

We called for

- Affordable childcare for all
- Affordable and flexible wraparound childcare cover
- Increased paid maternity, paternity and parental leave
- An end to maternity and pregnancy discrimination
- Stronger mandates for flexible working in workplaces
- Gender pay gaps tackled
- Stronger Diversity, Equality and Inclusion Strategies



Equality at home – It is never as simple as a conversation



It's election fever in the UK with all eyes on Government and manifestos. Here at Equality Starts at Home we are calling for change to address **the social emergency** we see in the home space. On average, women in the UK do **two hours more unpaid work per day than men**. The consequence is that women are more likely to end up in poverty late in life.

- **August 2024 — Launch of the Amplifiers Network**

We introduced the Amplifiers Network, a community of like-minded organisations and individuals committed to amplifying messages and campaigns about equality. The network provided a new engagement channel for awareness-raising.

- **October 2024- World Mental Health Day blog**

ESAH Co-Founder, Venise Vinegar, wrote a blog in support of World Mental Health Day about the ways unequal care burdens impact mental health. This supports ESAH's belief that equality at home is essential to individual, family and community wellbeing.



The Psychological Effects of Gender Inequality.

This blog was written by ESAH Co-Founder Venise Vinegar for World Mental Health Day 2024.

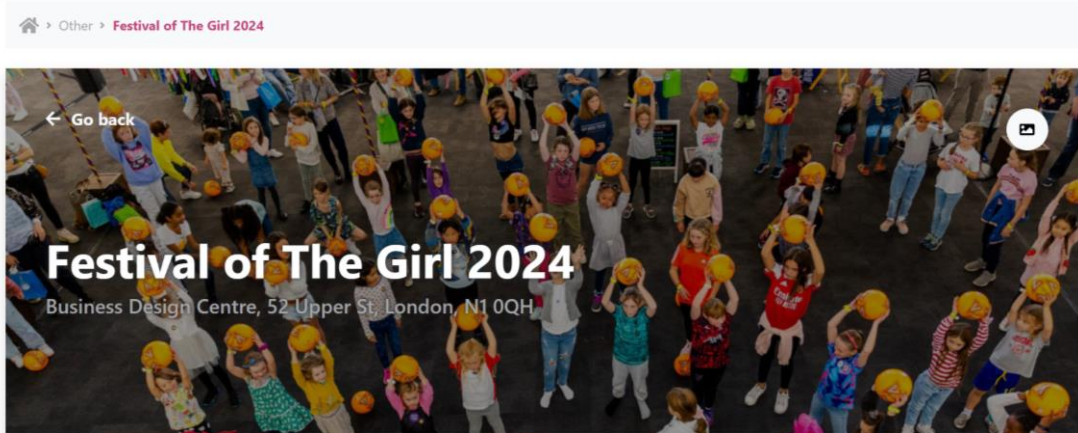
When it comes to the psychological effects of gender inequality, your mindset is your most valuable asset and shield of armor for winning the struggle to survive and thrive in an unequal world.

According to the World Health Organization (WHO), depressive disorders are major contributors to the world's health burden; they affect approximately 350 million people worldwide^{1,3}. Women are nearly twice as likely as men to suffer from mental illness.

Despite the fact that in many countries it is common in two-parent households for both parents to work, women still spend more time on parenting and housework than men. The COVID 19 Pandemic opened a Pandora's box on the psychological effects of gender inequality around household responsibilities and chores.

- **November 2024 – Festival of the Girl**

The ESAH Team connected with Festival of the Girl and attended the 2024 conference to meet the organisers, observe sessions and develop a plan to host a stall in 2025.

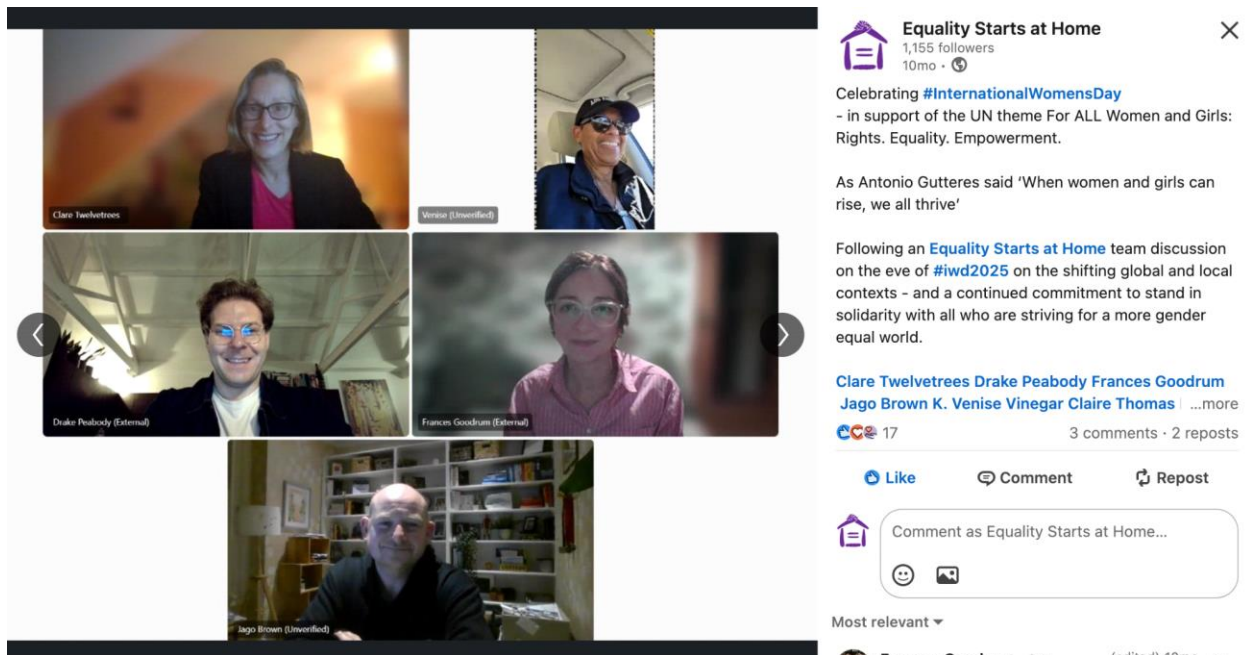


- **December 2024 Advent Campaign**

We delivered the second Advent social-media campaign focused on celebrating and amplifying people, organisations and issues that align with our mission. This helped our continued strong engagement with audiences across LinkedIn.

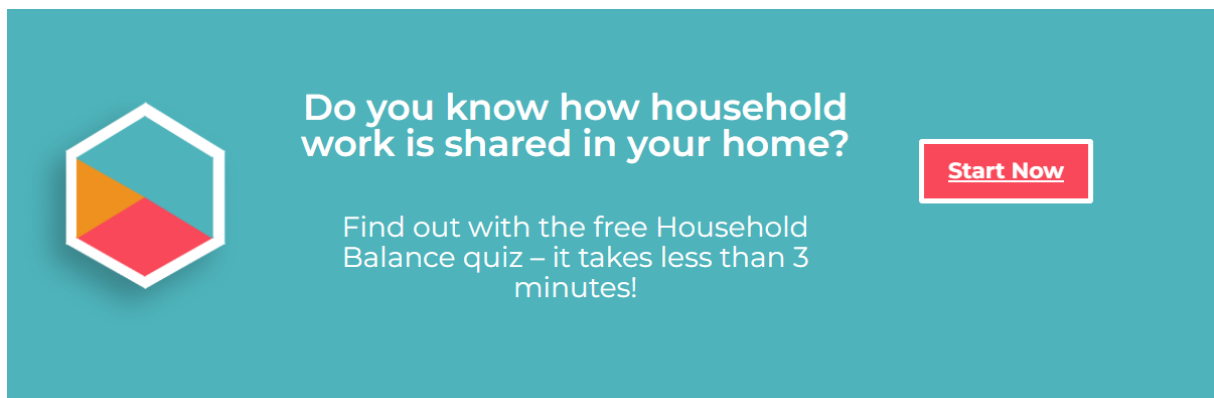
- **March 2025 International Women's Day**

We brought the ESAH team together in an IWD event to re-affirm a continued commitment to stand in solidarity with all who are striving for a more gender equal world.



Re-development of ESAH’s Quiz

A key strategic project running throughout the year was kicking off the re-development of ESAH’s Quiz to ensure the platform is optimised and the quiz remains evidence-based, accessible, and impactful.



6. Effective Organisation – Internal Development, Governance and Financial Sustainability

We are committed to ensuring our organisation is effectively run. We hold quarterly board meetings and the board oversees the strategy, plan and financials. We could not do this without the dedication and commitment of our Trustees, Strategic Advisers and wider ESAH team of volunteers.

We inducted our three new Trustees (recruited in February 2024). Supported by a pro-bono consultant (Stuart Abraham) we started work on a refined operating model to better structure ESAH’s work and clarify roles. We also recruited additional volunteers to support finance administration and social media. We also launched ESAH’s JustGiving fundraising page, creating a sustainable mechanism for donations and were pleased to receive donations and increased visibility in support of one of our Trustees completing the London Parks Half Marathon.

7. Looking Ahead to 2025–2026

Our key priorities for 2025-26 are:

- Deliver a seamless transition to our new Chair, strengthening leadership continuity and unlocking fresh strategic momentum for the year ahead.
- Launch an enhanced version of our flagship quiz to serve as a digital tool which sparks meaningful conversations and inspires real behaviour change in homes
- Create an engaging, high-impact presence at the 2025 Festival of the Girl, reaching new audiences, showcasing our work, and expanding our community of supporters.
- Advance our governance and internal systems to the next level, building a stronger, more resilient organisation ready for long-term impact.
- Continue our programme of Safe Space events, offering deeper, more transformative discussions that empower individuals and families to re-think equality at home.
- Maintain momentum on bold, creative social-media campaigns that raise awareness and champion equality

8. Financial Overview

ESAH remains under the threshold for submitting formal accounts.

No statutory accounts are required for this financial year.

9. Partners and Champions

We would like to recognise the following organisations and individuals with whom we engaged with in support of equality in the home space in 2024/25:

- Stuart Abrahams who facilitated work on our operating model
- The WTW Women in Technology Team and Gender Equity Group
- Virginia and Tim Herlily from How Do You Do It
- Elliot Rae (Parenting Out Loud campaign and videos)

Also a huge thank-you to our Director, Strategic Advisers, Co-Founders and Team

Rachel Akiboye

Helen Unwin

Sarah Painter

Venise Vinegar

Karla Vanessa Silva

Melissa Trovoada

Sophia Prusa

11. Trustees (April 2024 – end March 2025)

Jago Brown

Frances Goodrum

Rita Kakati-Shah

Delia Lazaroiu

Drake Peabody (Chair from March 10th 2025)

Claire Thomas

Clare Twelvetrees (Chair, April 2024 – March 9th 2025)

NB Trustees are recruited through an advertisement and interview process involving a small group of Trustees and the Chair.

EQUALITY STARTS AT HOME

England & Wales - Charity number 1199288

Accounts



Annual Report and Accounts

Charity Name: Equality Starts at Home

Charity Registration number: 1199288

Period Start to Period End: 1/4/2023 - 31/03/2024

Message from the Chair

I am delighted to share our second Annual Report since we became a charity in June 2022. I am proud of all the work we are delivering to raise awareness of inequality in the home space. We do not have a set of annual accounts for the above financial year as we are under the threshold for reporting.



Our Vision, Mission and Values

Our Vision:

A world in which equality at home is a reality for all

Our Mission:

To shift mind-sets and change behaviours to enable a greater sharing of the care, emotional and domestic responsibilities

Our Values:

- Collaboration
- Action
- Respect
- Empowerment

Our Approach:

- Campaigning
- Partnering
- Innovating

Our Strategic Goals:

- Create a Movement for Change
- Change Systems & Practices that Perpetuate Inequality
- Empower people to create equality in their homes
- Effective Organisation

Charitable Objects

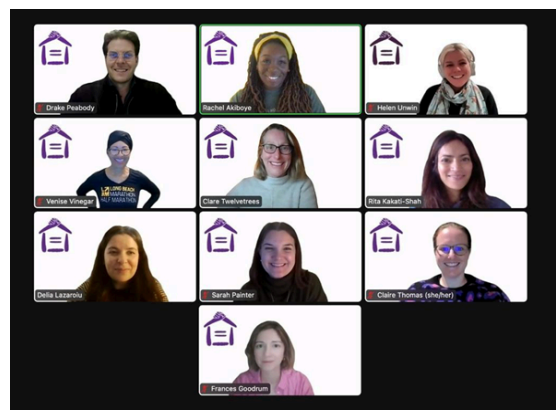
For the public benefit, the promotion of equality and diversity to anyone living with gender inequality in particular but not limited to, equality between women and men, by:

- (a) the elimination of discrimination on the grounds of gender and gender inequality in the home
- (b) advancing education and raising awareness of all aspects of gender equality including through advocacy, publishing information in the media and through other means of communication
- (c) promoting gender equal attitudes, customs and practices by creating materials, including but not limited to, tools, quizzes, assessments, training, safe space meetings, events, discussions and workshops
- (d) conducting or commissioning research on equality and diversity issues and publishing the results to the public
- (e) cultivating a sentiment in favour of equality and diversity

Key achievements

Goal #1 Create a movement for change

- In **April Rachel Akiboye the Director of ESAH spoke at the LEAD 5050 Gender Pay Gap Summit** about the underrepresentation of women from ethnic minority backgrounds in leadership roles. An event which included Jess Philips MP as speaker and hosted in Westminster to a wide audience including of secondary school children who were clearly inspired by Rachel sharing her lived experience.
- In **June we hosted a Fathers Day event** which included sharing the results of a short survey about habits in the home space. Hosted by Drake Peabody and Rachel Akiboye.
- In **December we ran a Digital Advent Campaign** celebrating the work of our partners and friends in the gender equality space
- In **March we celebrated International Women's Day** with our new Trustees and Strategic Advisers – active listening and exploring the theme 'Inspire Inclusion'



sharing our own experiences of equality in the home.

- We also continued the drum roll of activity on social media raising awareness of the issues around inequality in the home space, gaining 657 LinkedIn followers by the end of March 2024. (LinkedIn is the primary social media platform we engage in).

Goal #2 Change Systems and practices that perpetuate inequalities in the home

- We continued to forge relationships with key stakeholders in the gender equality space to amplify their voices.
- We initiated the development of a formal partnership with How Do You Do It and built relationships with gender equality experts including Kate Mangino (author of *Equal Partners, Improving Gender Equality at Home*)

Goal #3 Empower people to create equality in their homes

Goal #4 Effective Organisation

We focussed this year on building and refreshing our enabling technology and assets in order to scale up our work.

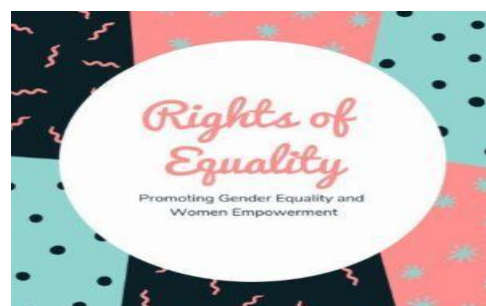
- We finalised the transfer of assets from Thirdshift, created a new website and transferred the quiz to the new platform. The new website and quiz has more resources; content, advice and guidance for people seeking to create greater equality in their home.
- We set up our Bank account and Just Giving page.
- We appointed and on-boarded three new Trustees, two Strategic Advisers and two ESAH team members
- We set up two working groups (Data/ Quiz and Fundraising) and started work on the ESAH operating model with Stuart Abraham

Priorities in 2024 – 2025

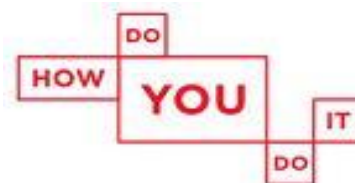
Next year we will:

- Grow our movement for change and increase our digital and face-to-face engagement around the issue of inequality in the home
- Expand our network of partners and create an amplifier network
- Further develop our ESAH resources for households; expand and further tailor our quiz
- Strengthen our governance and grow our income

Equality Starts at Home would like to thank our partners and champions of gender equality who we have worked with this year.

The logo for wtw, consisting of the lowercase letters 'wtw' in a bold, purple, sans-serif font.

Men for
Inclusion



Also a huge thank-you to our Director, Strategic Advisers, Co-Founders and Team

Rachel Akiboye

Lesley Macniven

Drake Peabody (former Strategic Adviser; Trustee from February 2024)

Helen Unwin

Sarah Painter

Venise Vinegar

Jackie Carter

Karla Vanessa Silva

Melissa Trovoada

And all the speakers who have led or participated in our events

Trustees (April 2023 – end March 2024)

Jago Brown

Jackie Carter (resigned 13th June 2023)

Clare Twelvetrees (Chair)

Frances Goodrum

Rita Kakati-Shah

Catherine McArthur (resigned 21st November 2023)

Claire Thomas (joined 7th February 2024)

Delia Lazaroiu (joined 7th February 2024)

Drake Peabody (joined 7th February 2024)

NB Any new trustees will be recruited through an advertisement and interview process involving a small group of Trustees and the Chair.

EQUALITY STARTS AT HOME

England & Wales - Charity number 1199288

Accounts



Annual Report and Accounts

Charity Name: Equality Starts at Home

Charity Registration number: 1199288

Period Start to Period End: 13/06/2022 - 31/03/2023

Message from the Chair

I am delighted to share our first Annual Report since we became a charity in Jun 2022. Equality Starts at Home (ESAH) had been running as an informal initiative since 2020. I am proud of all the work we are delivering to raise awareness of inequality in the home space. We have only just become a charity so we do not have a set of annual accounts for the above financial year and we are under the threshold for reporting. Stand out moments for me in this period have been our wonderful safe space events including with WTW (Wills Towers Watson) for International Men's Day in November 2022 and Age International in March 2023. And coming together with Thirdshift which accelerated our move to becoming a charity and enabled us to offer the household balance quiz to all on the new ESAH website and platform.



Charitable Objects

For the public benefit, the promotion of equality and diversity to anyone living with gender inequality in particular but not limited to, equality between women and men, by:

- (a) the elimination of discrimination on the grounds of gender and gender inequality in the home
- (b) advancing education and raising awareness of all aspects of gender equality including through advocacy, publishing information in the media and through other means of communication
- (c) promoting gender equal attitudes, customs and practices by creating materials, including but not limited to, tools, quizzes, assessments, training, safe space meetings, events, discussions and workshops
- (d) conducting or commissioning research on equality and diversity issues and publishing the results to the public
- (e) cultivating a sentiment in favour of equality and diversity

Our Vision, Mission and Values

Our Vision:

A world in which equality at home is a reality for all

Our Mission:

To shift mind-sets and change behaviours to enable a greater sharing of the care, emotional and domestic responsibilities

Our Values:

- Collaboration
- Action
- Respect
- Empowerment

Our Approach

- Campaigning
- Partnering
- Innovating

Key achievements June 2022 - end March 2023

The following are our key achievements between June and end of March 2023 under our four strategic goals:

Goal #1 Create a movement for change

Since being formed (as an initiative) in 2020 ESAH has been facilitating safe space events. Since we became a charity in June 2022 we have provided the following events as an opportunity for people to learn, share and raise their awareness of inequalities in the home and how to tackle these issues in a 'safe space.' Through these events we have reached over 123 people.

Safe Space Events – open to all

June 2022 Fathers Day hosted by ESAH Trustee Jago Brown. This provided an opportunity to challenge male stereotypes around caring responsibilities and full household participation. We were delighted to receive a video message from Dan Flanagan Dad la Soul.

October 2022 International Mental Health Day hosted by ESAH Trustee Rita Kakati-Shah and featuring Dr Jacqueline Kerr talking about burnout in the home space.

November 2022 International Men's Day a safe space discussion between Trustee Jago Brown and Men for Inclusion Champion Mark Freed about societal expectations of masculinity

In **March 2023 for International Women's Day** the ESAH team was able to get together in person for the first time. Trustee Rita Kakati-Shah hosted a round table discussion on what [#embracingequity](#) means for us.

From left to right Drake Peabody, Rachel Akiboye, Clare Twelvetrees, Catherine McArthur, Rita Kakati-Shah and Frances Goodrum.



Events with Organisations

In **November 2022 International Men's Day**, three of our trustees (Jago Brown, Jackie Carter, Rita Kakati-Shah), our Chair (Clare Twelvetrees) and our Director (Rachel Akiboye) contributed to a fantastic hybrid event with **Wills Towers Watson (WTW) Men as Allies network**, led and facilitated by Stuart Abraham. During this event ESAH shared the issue of inequality in the home and how it intersects with the work space – and what can be done differently to improve gender equality. Jago highlighted learning on gender pay gap work with LEAD5050. Over 90 staff attended, exploring and sharing stories around inequality in the home and how they intersect with work. Staff used the quiz and discussed their results. We saw an uplift of people taking the thirdshift quiz just before the event. We had 1,157 people taking the quiz peaking on 15th November where we had nearly half of the visitors for the month with 443 users and 553 sessions on that one day alone.

Feedback from participants during the WTW event included:

“The key thing for me was that the session established the importance of considering gender balance at home when trying to improve gender balance at work.”

*“It was great to explore concepts like **paid and unpaid work** as it introduced us to new terms that will help us to have new conversations.”*

‘I just had a call from one of our colleagues to let me know how engaging the team there found it.They used 30 minutes of their subsequent team meeting to continue the conversation. He also mentioned that there was a lot of buzz/ debate going on amongst the apprentices so it's great to hear that it wasn't just parents that felt it was relevant.’

In **March 2023** our Chair Clare Twelvetrees ran a Gender Equality Session with **Age International** where she talked about her leadership journey and the importance of equality in the home. Staff took the quiz in advance and the findings fed into the rich cross cultural conversations about barriers to female leadership and gender equality in the workplace. It generated some fantastic debate and learning as people of all genders spoke with honesty about effects of gender stereotypes in the workplace such as flexible working traditionally being considered more ‘normal’ and acceptable as something that women do, and how it can be more difficult for men to ask for flexible working.

Social media campaigns and media highlights

Interviews in podcasts

In July 2022 Our Chair, Clare Twelvetrees was featured on Carla Millers Influence and Impact for female Leaders podcast talking about inequality in the home and encouraging listeners to test the split of household responsibilities through the quiz. (Earlier in the year, pre-charity registration, Clare had featured on Charlie Rossier's Babbu podcast an tech entrepreneur and early years educator).

In February 2022, Jago Brown, Trustee featured in Dr Jacqueline Kerr's podcast on overcoming working mom burnout.



Social media campaigns and engagement

In October 2022 we celebrated International Day of the Girl by publishing audio clips of trustees giving advice to their younger selves. In February 2023 we ran a Valentine's Day poll. Throughout the year we published a wide range of social media posts amplifying voices around equality in the home and growing our linked in following to circa 500.

Goal #2 Change Systems and practices that perpetuate inequalities in the home

Within this goal we focussed on building relationships and partnerships with individuals and organisations who share or have a complementary mission to work on changing policies and practices that perpetuate inequality in the home for example the take up of shared parental leave, the cost of childcare and flexible working. Much of this work is through digital engagement. For example supporting *Pregnant Then Screwed* cost of Childcare campaign in Autumn 2022.

Goal #3 Empower people to create equality in their homes

Our ambition is to provide a digital knowledge hub which people can go to find out how to improve equality in their homes. We started with some top tips, case studies and stories. And in 2022 an amazing development was coming together with Thirdshift a technology platform which hosted a three part quiz which enabled people to test the split of household responsibilities in their home, providing a percentage and its equivalent monetary. We

revamped and moved our website to a platform that enabled us to host the quiz. The quiz had over 8,000 users in 2022 globally. This is a significant indicator of its demand and worth as it tests and uncovers with objectivity what is going on in peoples' homes. It can be used as a conversation starter between people in households to start to address the balance. We will explore how to scale the quiz up in the coming years and harness the aggregated and non-personalised data to get a better understanding at scale of the inequality in homes to champion and highlight the change we seek to bring about.

Goal #4 Effective Organisation

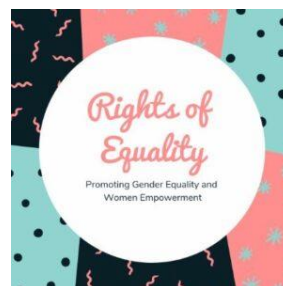
We registered as a charity in June 2022 with six trustees (see list at end of report). We focussed in this period on effective governance and trustee oversight through board meetings. We also re-developed the website ready to move to a different platform (now www.equalitystartsathome.org, formerly .com). We re-branded and combined resources as we brought the Thirdshift tech hub under the umbrella of ESAH.

Priorities in 2023 – 24

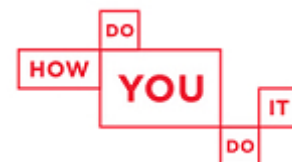
Next year we will:

- Grow our movement for change and increase our digital and face-to-face engagement in the issue of inequality in the home
- Expand our network of partners; co-host more events and build coalitions for change
- Further develop our ESAH resources for households; expand and further tailor our quiz
- Strengthen our governance, recruit new trustees and grow our income

Equality Starts at Home would like to thank our partners and champions of gender equality who we have worked with this year.



Men for
Inclusion



Also a huge thank-you to our Director, Strategic Advisers, Co-Founders

Rachel Akiboye

Lesley Macniven

Drake Peabody

Helen Unwin

Venise Vinegar

And all the speakers who have led or participated in our events

Trustees (June 2022 – end Mar 2023)

Jago Brown

Jackie Carter

Clare Twelvetrees (Chair)

Frances Goodrum

Rita Kakati-Shah

Catherine McArthur

NB Any new trustees will recruited through an advertisement and interview process involving a small group of Trustees and the Chair.