



## 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.

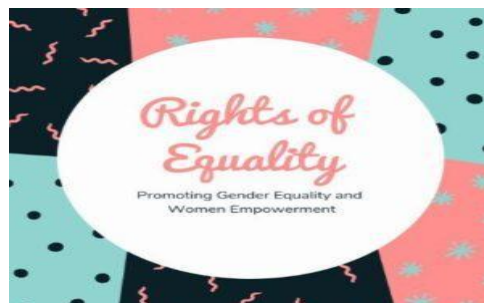
- We finalised the transfer of assets from Thirdshift, created a new website and transferred the quiz to the new platform. The new website and quiz has more resources; content, advice and guidance for people seeking to create greater equality in their home.
- We set up our Bank account and Just Giving 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

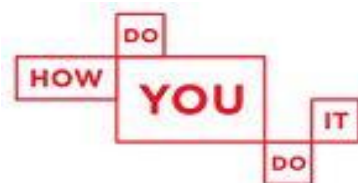
Next year we will:

- 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.



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 Trovoda

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 Twelvetimes (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.