



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

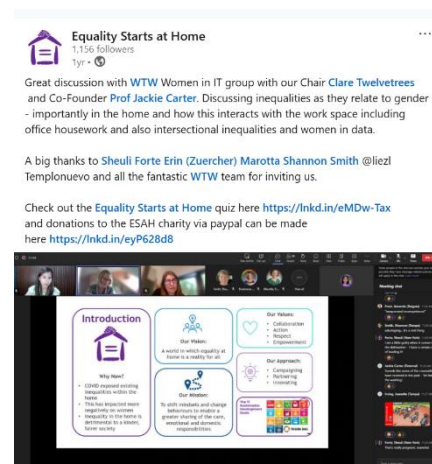
The following are activities we have undertaken this year to support our goals of building a movement for change, challenging and reshaping the systems and practices that sustain inequality in the home, and empowering people to create more equal, supportive and healthy home environments.

- **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**

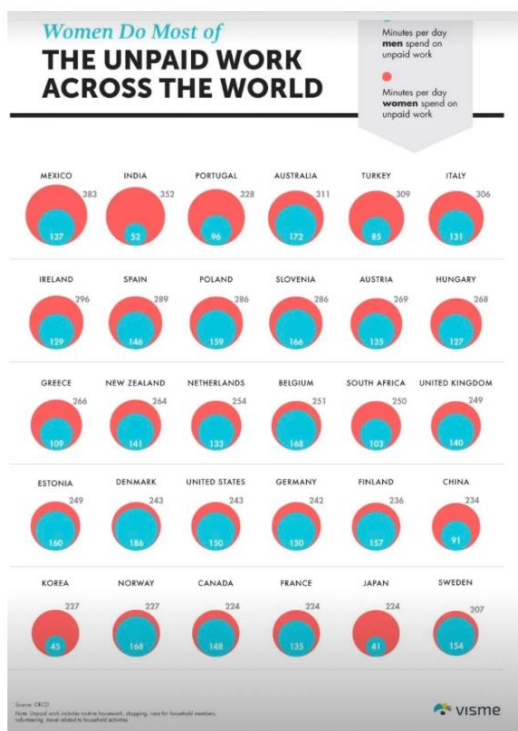
We published a blog ‘manifesto of asks’ in the lead up to the election calling for action in the first 100 days of the new government, highlighting what early decisions may mean for equality in the home.

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.

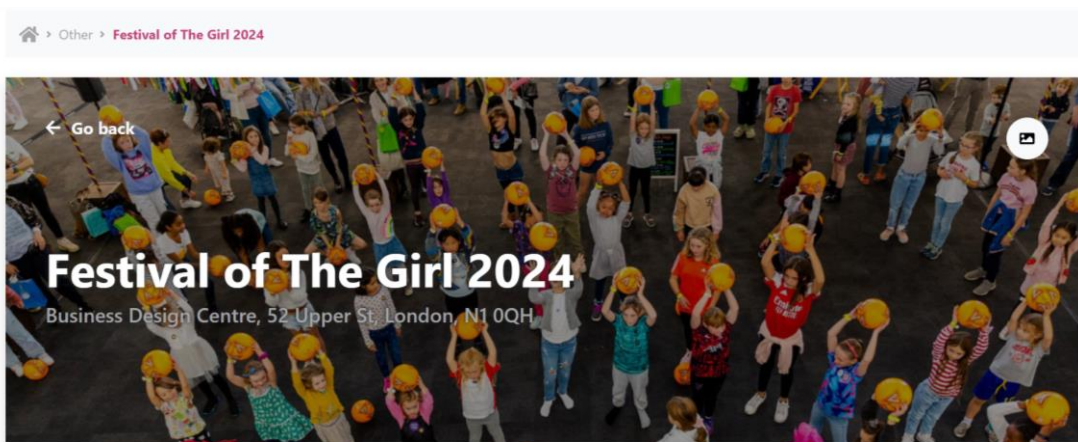
When it comes to the psychological effects of gender inequality, your mindset is your most valuable asset and shield of armor for winning the struggle to survive and thrive in an unequal world.

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.

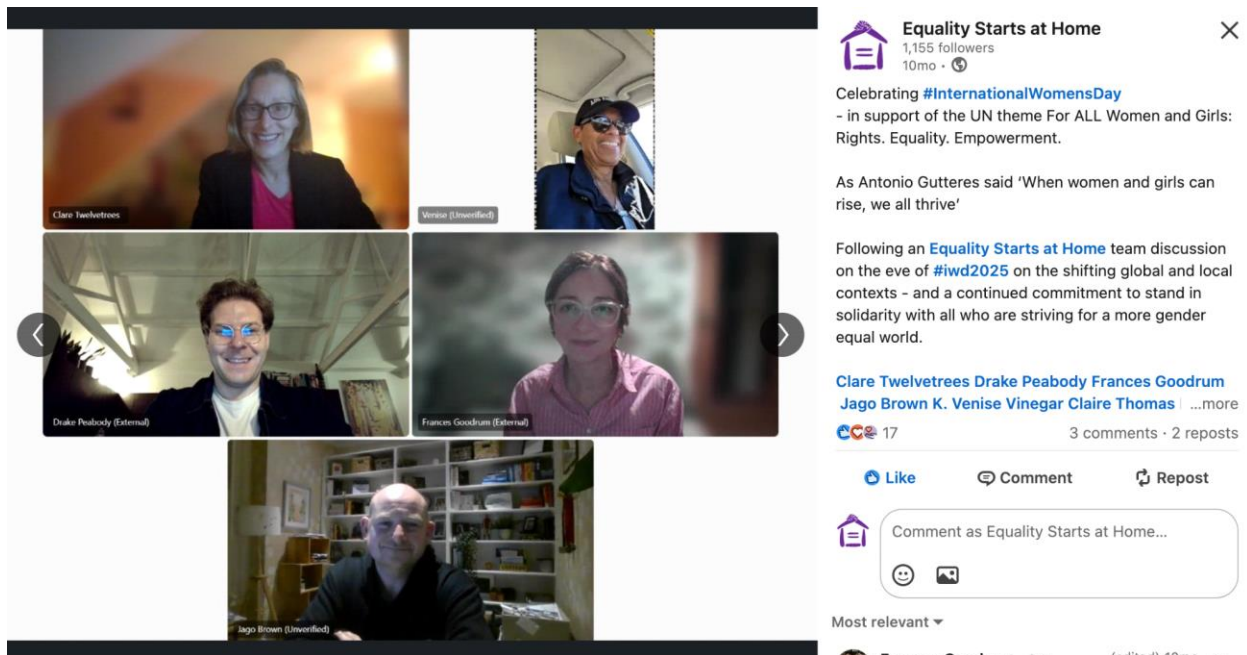


- **December 2024 Advent Campaign**

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.

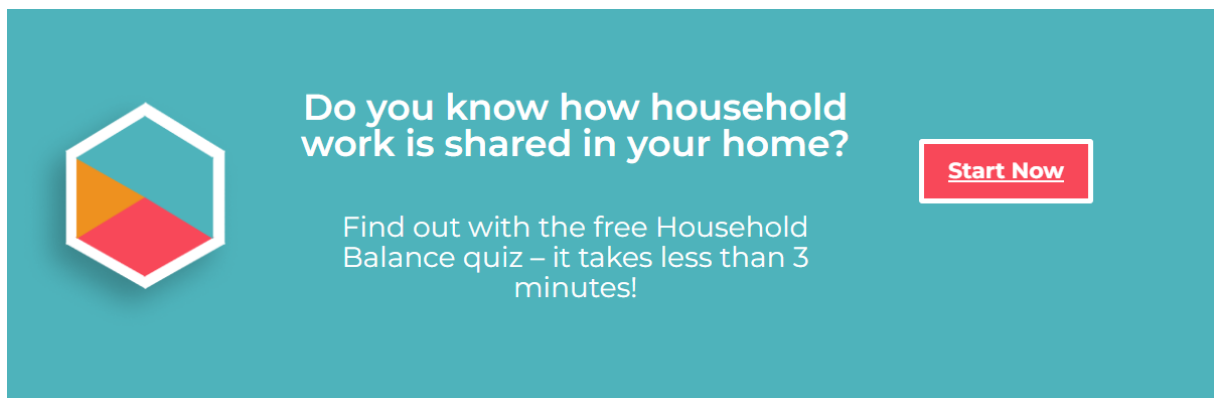
- **March 2025 International Women's Day**

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 Trovada

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 Twelvetimes (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.