

Trustees' Annual Report (Impact Summary)

My Body Is My Body Foundation | Charity No. 1199901

Reporting period: 1st January 2005 - 31st December 2025

Reference and administrative details

Charity name: My Body Is My Body Foundation

Charity registration number: 1199901

Registered address: 105 Redbrook Rd, Gawber, Barnsley S75 2RG

Trustees: Chrissy Sykes, Dee Russell-Thomas, Caroline Flynn. Antonia Noble, Nick Askew, Nick Gazzard OBE.

Key management personnel: Chrissy Sykes

Bank: Co-Operative Bank

Website: <https://mbimb.org>

Structure, governance and management

My Body Is My Body Foundation is a charitable organisation established to protect and empower children through early prevention education. The charity operates through a Board of Trustees supported by volunteers, specialist advisors and an international network of trained Ambassadors.

Leadership and governance developments during 2025

- Children's safety remained central to all decisions and growth activity.
- Governance and strategic oversight were strengthened through the addition of specialist safeguarding and wellbeing expertise.
- New role added: Social Media and Community Engagement Officer (volunteer-based community engagement).

Advisory and specialist contributions in 2025 (examples)

- Nick Gazzard OBE – Strategic Advisor and Trustee (safeguarding, advocacy and systems change).
- Deborah J. Crozier – Head of Mental Health (trauma-informed, person-centred emotional wellbeing support; co-creator of the River Room Songbook). Advisory Board.

Objectives and activities

The charity's purpose is to help protect children by delivering free, accessible, age-appropriate safeguarding and wellbeing education. The My Body Is My Body (MBIMB) Programme is designed for children aged 3–12 and is taught through music, simple actions and short animated videos, supported by downloadable resources and free online courses.

In delivering its objectives, the charity focuses on early, child-safe prevention education that helps children:

- develop body empowerment and respectful boundaries,
- recognise uncomfortable feelings,
- understand “no uncomfortable touches”,
- say no to secrets – only surprises,
- know who to tell and how to ask for help.

How we deliver the work

- Free online courses and resources via the MBIMB website and Learning Management System (LMS).
- Music-led learning via MBIMB’s YouTube channel and programme videos.
- Delivery through trained Ambassadors working with schools, NGOs, parent groups and community settings.
- Partnership work with organisations committed to child safety and prevention.

Public benefit statement

The Trustees have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission’s guidance on public benefit. The Trustees believe the charity’s activities provide clear public benefit by supporting children’s safety, wellbeing and early help-seeking skills through free, accessible prevention education and by equipping adults (teachers, carers, youth leaders and community practitioners) with safe, consistent materials and training.

Achievements and performance in 2025

Reach and impact – year highlights

Measure	2025 position / update
Countries reached (lifetime)	63+ countries
Languages available	35+ languages
Children reached (lifetime)	3 million+ children reached through schools, NGOs, community groups and media
Online learning (courses)	1,100 new learners completed free online courses in 2025 (6,400 learners total)
Ambassador network	50 new Ambassadors joined in 2025 (370 Ambassadors total)
YouTube views (lifetime)	2 million+ views; audiences reached in 132 countries
Website engagement	3,000+ visits per day; registered users from 113 countries accessing free courses and resources

Source: MBIMB Annual Impact Overview 2025 (December 2025).

Digital reach and infrastructure

Digital platforms continued to play a key role in spreading body safety messages worldwide, enabling safe, engaging access to songs and lessons for children, families and educators. The charity's online infrastructure is supported by Askew AI, who fund and manage the running costs of the website and Learning Management System, helping to remove financial barriers and keep resources free and child-safe.

Partnerships and collaboration

During 2025, the charity built and strengthened partnerships to extend reach while maintaining safeguarding integrity. Examples include:

- A Positive Start (CIC) (UK)
- Askew AI (USA)
- Safeguarding Fundamentals (UK)
- Rotary Coimbatore Gaalaxy (India)
- Dr NGP Arts and Science College (India)
- Kumaraguru College of Liberal Arts (India)
- Positive You Botswana (Botswana)

- Connect For Freedom (USA)
- Rotary Inter Country Committees (Worldwide)
- One Decision (UK)
- Rotary Girls' Empowerment (Worldwide)
- PikaDo (USA and Egypt)
- Kebene (Kenya)
- Doninu International (Malta)
- Life Foundation Aid (Kenya)
- Homabay County Peace Network (Kenya)

Recognition and credibility

- Featured in the Spring Impact Report.
- Featured in the ISPCAN 2025 Report.
- Awarded Yorkshire Children's Safeguarding NPO of the Year.

Key programmes and resources developed or launched

Key developments during the year included:

- MBIMB Safe Spaces, Safe Futures Safeguarding Conference (25 March 2025) with 60+ attendees and a multi-disciplinary speaker line-up; feedback highlighted feeling "inspired".
- River Room Songbook (new) – emotional wellbeing through music; gentle songs and a course supporting emotional literacy and self-soothing skills.
- Standing Strong (new) – a course for young teens on navigating peer pressure with confidence and safe decision-making.
- Staying Safe, Strong and Happy (new) – child-friendly safeguarding booklet (ages 5–8) developed with Safeguarding Fundamentals.

International visibility and prevention in action

MBIMB continued to strengthen international visibility, including features on Espresso TV in South Africa through international Board member Annemarie Mostert, and securing MBIMB videos for South African television broadcast for the next two years. Rotary partnerships also supported growth across countries and languages, including delivery in more than 150 schools in South Africa through a Girls' Empowerment Team and outreach to vulnerable children.

Language access and inclusion

The charity continued to remove barriers by expanding language access and cultural relevance, including:

- New translations supported by Compassion International: Bahasa, Portuguese, Thai and Spanish.
- Additional language development with Rotary ICCs including Hungarian (with named translators acknowledged in the impact overview).
- Ongoing collaboration to complete European Portuguese, Hungarian and Romanian versions.

Local impact in the UK – Barnsley and surrounding areas

The charity remained committed to local delivery and capacity-building, including:

- Training delivered at Barnsley College for students preparing for early years work; books and lesson plans sponsored by the Co-op.
- 18 Barnsley schools adopting the MBIMB Programme following engagement with Designated Safeguarding Lead (DSL) meetings.
- Partnership with Barnardo's supporting staff, parents and children; resources sponsored by the Co-op and the Shawlands Trust.
- Delivery and training with YMCA Barnsley, embedding resources into youth work curricula and supporting delivery into local schools.
- Early intervention delivery with Birth, Bump and Beyond (Rotherham) and Station House (Thurnscoe).

Accessibility improvements

To strengthen accessibility and inclusion, British Sign Language (BSL) versions of MBIMB songs were produced, supported by Barnsley volunteers and contributors.

Volunteers and supporters

The charity's work is powered by volunteers, translators and Ambassadors who share the programme in schools, NGOs and community settings with safeguarding and integrity at the centre. The Trustees thank all volunteers, partners and supporters who helped keep resources free, accessible and child-safe.

Risk management and safeguarding

Safeguarding is fundamental to all MBIMB activity. The charity works to ensure delivery sits within normal safeguarding practice for schools, early years settings and community organisations. Key risks are reviewed by Trustees, with a focus on safeguarding, data protection, reputation, quality control of materials, and safe delivery standards across global partners.

Safeguarding Policy,
MBIMB Equality, Diversity and Inclusion Policy
MBIMB Privacy Policy

Can be found on our website at: <https://mbimb.org/mbimb-policies/>

Plans for 2026

In 2026, the charity plans to deepen impact through continued capacity building, local and international partnerships, and global awareness initiatives, including MBIMB Global Week (1–7 June 2026) designed to “start the conversation” with children through safe, consistent prevention education and practical resources for schools and communities.

Trustee approval

Approved by the Trustees on: 13th January 2026

Signed on behalf of the Trustees by: *Chrissy Sykes*

Chrissy Sykes

Founder and CEO My body is My Body Foundation



CHARITY COMMISSION
FOR ENGLAND AND WALES

MY BODY IS MY BODY FOUNDATION

1199901

Receipts and payments accounts

CC16a

For the period
from

01/08/2024

To

31/07/2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	5,987	-	-	5,987	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	5,987	-	-	5,987	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	5,987	-	-	5,987	-
A3 Payments					
Expenses	4,068	-	-	4,068	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	4,068	-	-	4,068	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	4,068	-	-	4,068	-
Net of receipts/(payments)	1,919	-	-	1,919	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	1,790	-	-	1,790	-
Cash funds this year end	3,709	-	-	3,709	-

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	Bank	3,709	-	-
		-	-	-
		-	-	-
	Total cash funds	3,709	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		Christine Sykes	22/12/2025	