

WORDS MATTER

England & Wales · Charity number 1201281

Details

Status Registered

Legal form CIO

Registered 2022-12-09

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

Contact

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Activities

Objects: TO ADVANCE THE EDUCATION OF THE PUBLIC IN ALL ASPECTS OF THE EFFECTS ON THE MENTAL AND PHYSICAL HEALTH OF CHILDREN, YOUNG PERSONS AND ADULTS CAUSED BY THE VERBAL ABUSE OF CHILDREN AND YOUNG PERSONS BY ADULTS, BY PROMOTING RESEARCH AND DISSEMINATING THE USEFUL RESULTS OF THAT RESEARCH TO THE PUBLIC AND TO EDUCATIONAL INSTITUTIONS AND ORGANISATIONS WHO DIRECTLY ASSIST VICTIMS OF CHILDHOOD VERBAL ABUSE AND THOSE IN POSITIONS OF AUTHORITY AMONG CHILDREN AND YOUNG PERSONS.

Activities: Words Matter is a charity on a mission to improve children's mental and physical health and development by helping end verbal abuse of children by the adults around them. Working in partnership with experts, decision makers, non-profit and other organisations, we focus on three areas. These are: research, raising awareness through information and campaigns, and collaboration to find solutions.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£183,238	£160,713	-	-
2024-12-31	£123,402	£80,862	-	-
2023-12-31	£143,167	£126,657	-	-

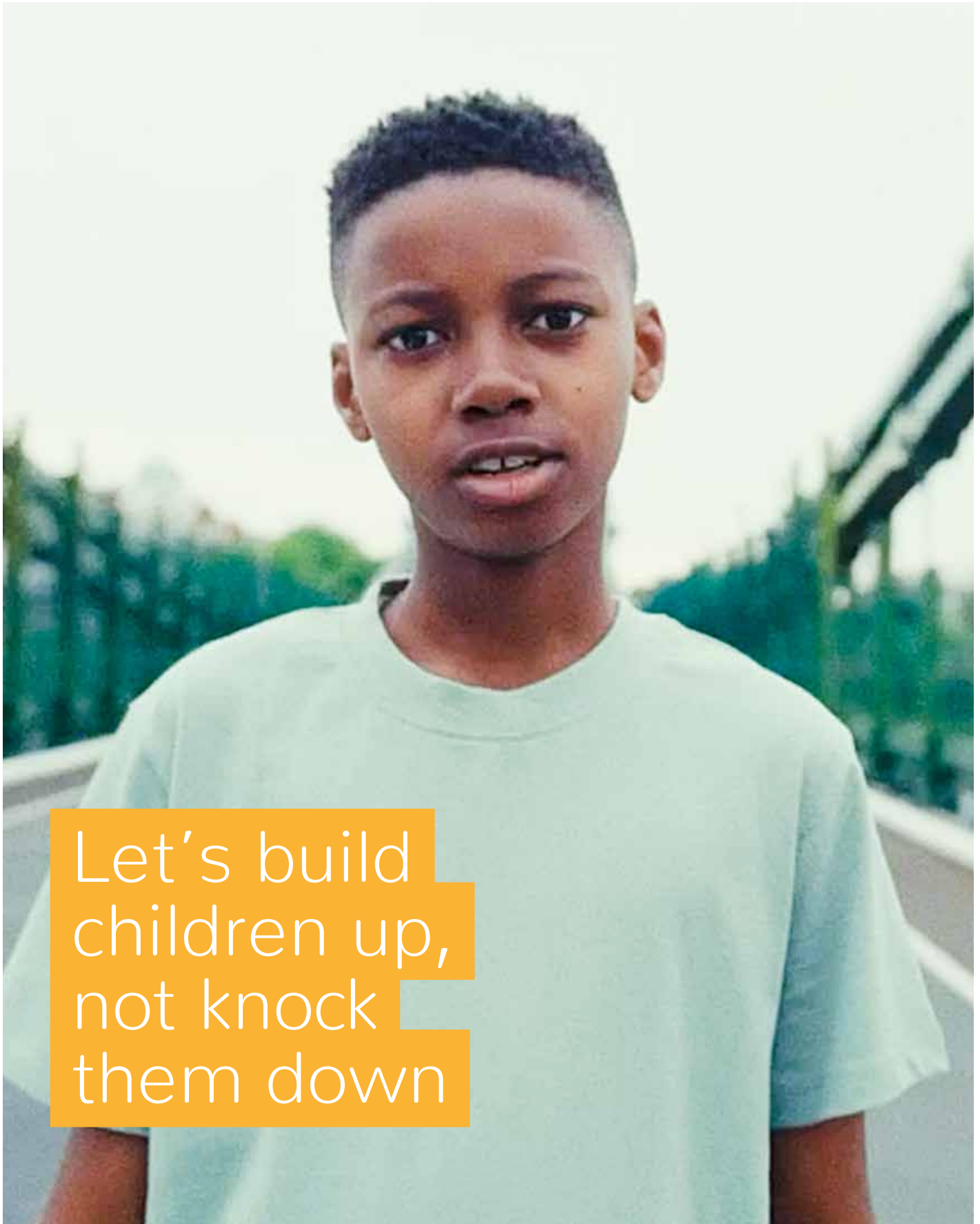
Trustees

Name	Role	Appointed
NEIL ROGER SHERLOCK	Chair	2022-12-09
Aimee Charlotte Luther		2024-08-01
Edmund Kamm		2023-04-24
Jessica Mary Caroline Teresa Bondy		2022-12-09
Judith Rachel Frost-Smith		2026-05-13
Rebecca Felecia Hickman		2023-05-24

WORDS MATTER

England & Wales - Charity number 1201281

Accounts



Let's build
children up,
not knock
them down

Words Matter
Annual report
1 January to 31 December 2025

www.wordsmatter.org
Registered Charity Number 1201281

words
matter 
help us end verbal abuse of children



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Foreword from the Chair

Words Matter was set up by Jessica Bondy, and it is her inspiration and leadership that has ensured increasing impact in the last year. At a time of negativity, noise, and fragmentation, Jessica has shown that change, positive change, can happen.

Momentum to address the long-neglected issue of verbal abuse and its impact on young people is building. The progress in the last year has been underpinned by landmark research, amplifying our message, supporting those on the front line, and having an outlook that spreads beyond our country.

It has been heartening to see how many have come together to support the charity and the cause: international experts across children's mental health, psychology, psychiatry, neuroscience, education and public health; fellow Trustees (Jessica, Ed, Rebecca, and Aimée), our colleagues and volunteers; Parliamentarians in both Houses; financial supporters; and partners across the charitable, academic and policy communities.

This report brings together the work across the year and reflects a shared determination and dedication to drive practical and constructive change. In addition to Jessica's leadership, and the extraordinary coalition supporting the mission to end childhood verbal abuse, it highlights the importance of the BMJ study and our awareness raising and education programmes. Together, they demonstrate that words do matter, when used with care and intention, they can have a positive impact which can build everyone up and in doing so make our families and communities stronger.



Neil Sherlock CBE, Chair

A message from our founder

As we close the 2025 year, I want to thank everyone who has supported Words Matter - our experts, volunteers, Trustees, donors and the wider community. Your belief in our mission makes progress possible and gives hope for meaningful change.

Over the past year, we have continued to build significant momentum and shine a light on childhood verbal abuse - a silent but devastating epidemic. A landmark study published in BMJ Open shows it can be as harmful as physical abuse to adult mental health, yet it often goes unnoticed and unrecognised. At Words Matter, we are breaking the silence: raising awareness, providing practical tools to increase understanding, advocating for change, and helping every adult who interacts with children appreciate the power of their words.

During this year, we have: hosted an expert-led discussion in Parliament; delivered training and webinars to organisations; begun partnerships with schools; launched three new free resources; and released a short film featuring 13-year-old Ethan which has been nominated for a Smiley Charity Film Award. Young people also bravely shared their experiences of verbal abuse with MPs and Peers, demonstrating the lasting impact of harmful words.

Looking ahead, we are building on this progress. We have created a new free e-learning programme for parents, carers, and all adults around children which will be widely available, offering practical guidance and tips from exceptional experts. We are also thrilled to be launching our first international outpost in Australia, extending our reach and impact globally.

Together, we are creating a world where children are supported, strengthened, and uplifted by the words they hear - helping them build confidence, self-belief, and resilience. Thank you for standing with us - your support is rewriting the story for children everywhere.

Let's build children up, not knock them down. Words matter.



Jessica Bondy, Founder

Why Words Matter

2 in 5

(41%) children experience verbal abuse by adults

In the UK today, 2 in 5 (41%) children experience verbal abuse by adults¹. Over half of these children endure this abuse weekly, and 1 in 10 experience it every day. They are criticised, blamed, disrespected, and threatened - often in ways that are dismissed as “normal” or “just words,” yet can be deeply damaging. This harsh language most commonly comes from the adults meant to support and nurture their development - parents, carers, teachers, and activity leaders/coaches. It cuts across all socioeconomic groups and regions. No community is immune.

Childhood verbal abuse by adults (CVA) is recognised as an Adverse Childhood Experience (ACE) but remains a hidden crisis. Its effects can leave lasting scars on both mental and physical health, limiting a child’s potential and casting a long shadow over their future. Research shows the damage caused by CVA is profound. It erodes a child’s self-esteem, disrupts their relationships, and impairs their ability to function in school, work, and social situations. Long-term consequences can be severe and include anxiety, depression, PTSD, substance abuse, and suicide². Economically, the global cost failing to address exceeds \$300 billion annually³.

A new landmark study with 20,000 adults published in *BMJ Open*⁴ revealed that childhood verbal abuse by adults can be as damaging to long-term mental health as physical abuse. The study also highlighted a deeply concerning trend: while physical abuse has halved in recent generations, verbal abuse of children by adults has almost doubled. As awareness of physical harm has grown, it appears that verbal abuse may be replacing it, despite the damage being equally significant.

Despite these alarming facts, CVA remains largely overlooked and poorly understood. Words Matter is the first organisation in the world dedicated solely to addressing childhood verbal abuse by adults. We exist to raise awareness of its scale and impact, and to equip parents, carers, educators, and other adults with the understanding, resources, and training needed to change everyday interactions. It is the absence of all of these that means that many adults unintentionally use harmful language unaware of its lasting effects.

We all get overloaded at times. Pressures such as financial insecurity, employment worries, health challenges, and discrimination can heighten stress and make verbal abuse more likely. Words Matter believes that positive reinforcement, practical tools, and supportive systems are key to unlocking the behaviour change needed to end CVA - and to create safer, more nurturing environments in which children can truly thrive.

1 in 10

For over half (51%) the verbal abuse is weekly, and for one in ten daily (10%)

1. Research among children was undertaken by Family, Kids & Youth (FK&Y), led by Dr Barbie Clarke between 1 June and 20 June 2023. 1,166 responses were received (children aged 11–17 years), with 53% (n=619) boys and 47% (n=543) girls, with good representation across all age groups and UK regions.

2. [Comparing relationships between single types of adverse childhood experiences and health-related outcomes](#): a combined primary data study of eight cross-sectional surveys in England and Wales, Mark A Bellis, Karen Hughes, Katie Cresswell, Kat Ford

3. [Groundbreaking study](#) reveals economic burden of childhood verbal abuse by adults estimated at \$300 billion globally

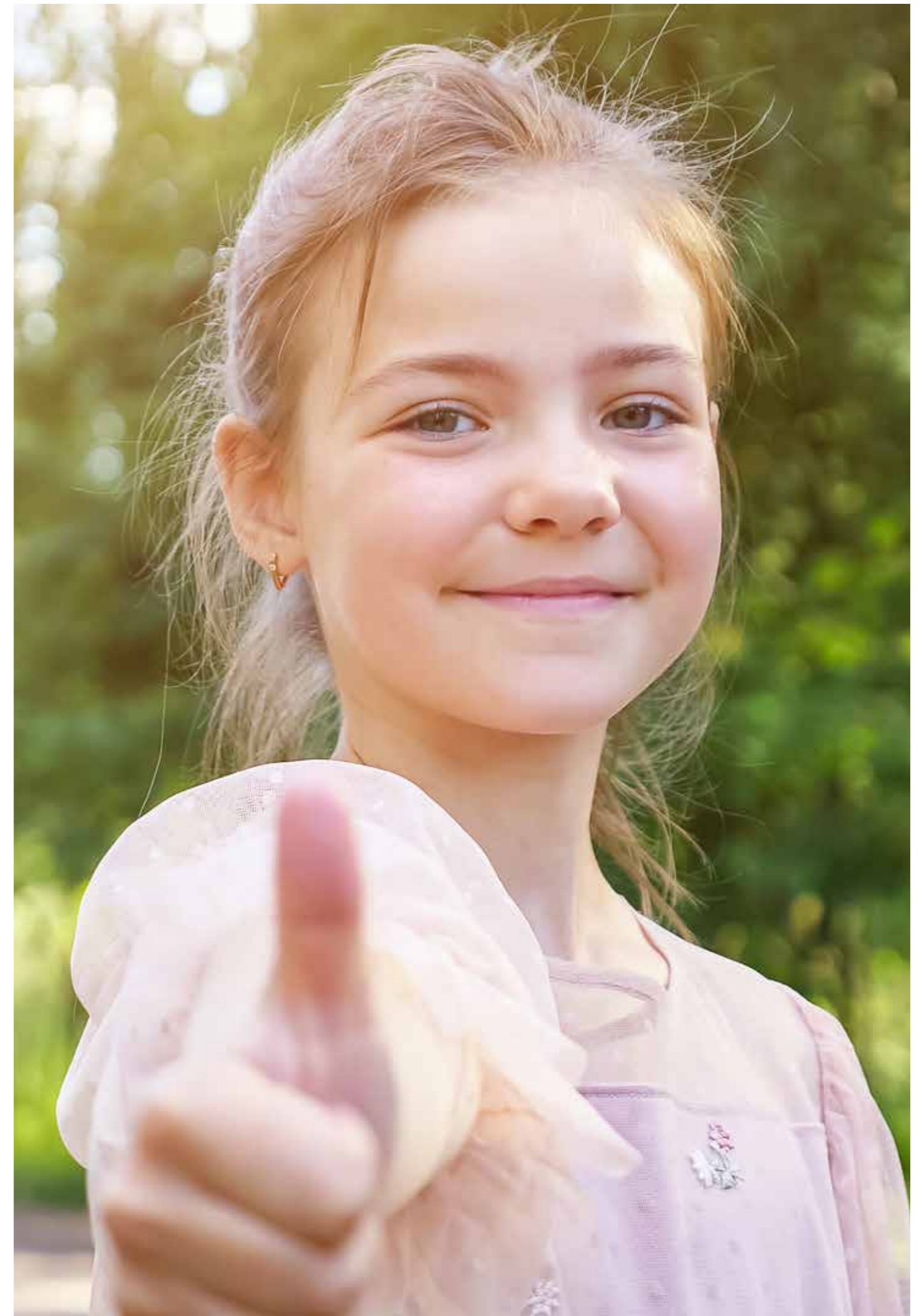
4. Bellis MA, Hughes K, Ford K, et al. [Comparative relationships between physical and verbal abuse of children, life course mental well-being and trends in exposure: a multi-study, secondary analysis of cross-sectional surveys in England and Wales](#), *BMJ Open* 2025; 15: e098412. doi:10.1136/bmjopen-2024-098412



“Verbal abuse of children by adults is all too common but is one of the most significant modifiable causes of lifelong mental health disorders. Tackling it gives us a powerful lever to prevent mental health disorders and its enormous cost to both the UK and global economy.”

Professor Peter Fonagy

Head of the Division of Psychology & Language Sciences at UCL and Words Matter Advisory Board member.





About Words Matter

Our mission

Words Matter is on a mission to improve children's mental and physical health and development by helping to end verbal abuse of children by adults around them. We want every child to have the best start in life.

Our work

Research to better understand the scale and impact of verbal abuse of children. Everything we do is rooted in research.

Awareness through national campaigns, events and providing access to free educational resources and training.

Collaboration with experts, clinicians, charities, policy makers and people with lived experience to create effective solutions that lead to long-term change.

Our values

- **Rigorous:** we root our activity in evidence-based research
- **Pioneering:** we innovate with new ideas and solutions
- **Inclusive:** we are here for parents, carers and all people who work with children, from every walk of life
- **Principled:** we always strive to do the right thing in everything we undertake
- **Kind:** we are thoughtful and helpful in our interactions with others
- **Passionate:** we care deeply about what we do and are committed to making a difference
- **Bold:** we are courageous and fearless in our efforts to drive positive change

Our vision

Our vision is a world free of verbal abuse of children so they can thrive and reach their full potential.

Our impact goals and public benefit

Widespread acknowledgement of the scale and impact of verbal abuse of children, versus positive, encouraging language.

Information and education for parents, caregivers, those in positions of authority, and those with lived experience.

Reduction in verbal abuse of children by parents and caregivers, and other adults in a position of authority around them.

“When you're told over and over that you're useless or not good enough, you start to believe it. Even years later, those words still echo in your mind.”

Paddy, 20

Our 2025 objectives and activities

Research: Strengthening understanding of childhood verbal abuse (CVA)

- Commission new studies with external partners to explore the prevalence, impact, and long-term effects of CVA.
- Establish a Research Working Group, enabling other institutions to contribute insights and collaborate.
- Analyse existing and emerging data to identify trends, gaps, and priorities for action.

Awareness: Bringing verbal abuse out of the shadows

- Create media and social media campaigns to highlight research insights and increase public awareness.
- Develop and roll out our training programmes for practitioners, educators, parents, carers and all adults around children and evaluate their effectiveness.
- Expand our suite of free educational resources.

Collaboration: Developing and scaling solutions

- Grow our network of allies and partner organisations who support our mission.
- Host events to share research and best practice.
- Participate in conferences, seminars and forums to share knowledge and expertise.

Governance: Providing direction and accountability

- Maintain robust governance practices and systems to ensure the charity operates with transparency, accountability and integrity.

Fundraising: Building sustainable impact

- Diversify fundraising activity, including grants, partnerships, and individual giving.
- Review monetisation opportunities for training programmes while maintaining accessibility and alignment with our charitable mission.
- Communicate transparently with donors, partners, and supporters to strengthen engagement and trust.

The Trustees have referred to the Charity Commission's general guidance on public benefit when ethical reviewing our aims and objectives and in planning our activities. These objectives fall under the purposes defined by the Charities Act 2011.

Delivering public benefit is at the core of our mission. Words Matter benefits society by striving to improve children's mental and physical health and development through bringing an end to verbal abuse of children by adults around them.

"I was repeatedly told I was 'ruining everything', that I was an 'embarrassment,' and threatened with 'you're going to get a big telling off tomorrow' - and that's just a fraction of what I heard growing up.

Poppy, 25



Our 2025 achievements and performance

Research

Research underpins everything we do: every programme, campaign, and training is grounded in evidence and rigorous science. This year, we focused not only on commissioning our own studies, but working with leading institutions and experts to stimulate further research in this critical field.

...verbal abuse by adults can be as damaging to long-term mental health as physical abuse.



Landmark study on impact of verbal abuse

A landmark study by Professor Mark Bellis, published in BMJ Open, used data from 20,000 adults to show that childhood verbal abuse by adults can be as damaging to long-term mental health as physical abuse, with verbal abuse alone linked to a 64% greater likelihood of poor adult mental well-being - higher than the 52% increase associated with physical abuse. The study also highlights a striking trend: while rates of physical abuse have halved since the 1950s (from 20% to 10%), verbal abuse has risen from 12% to nearly 20%. As awareness of physical harm has grown, verbal abuse appears to be taking its place - yet its effects can be just as profound.

This evidence reinforces what survivors and professionals have long known: words can wound deeply, leaving lasting scars on a child's mental health and development. Urgent action is needed to prevent harm caused by cruel, critical, or controlling language, and to ensure children are supported and strengthened - not diminished - by the words they hear.

Research Working Group to advance knowledge

We brought together our Research Working Group of global experts to continue to advance knowledge and solutions around childhood verbal abuse and its prevention. By collaborating across psychology, education, public health, and social work, and harnessing their expertise, the group drives research that informs societal change.

Teacher-student relationships

Words Matter is also partnering with the Institute of Education (IOE) at UCL, which is researching teacher-student relationships and communication; findings will be shared next year. Teachers play a pivotal role in children's development, not only in supporting learning but in shaping confidence, resilience, and well-being. This research will provide crucial insights into how adults in educational settings can use language to strengthen, rather than diminish, children - helping to inform practical strategies, training, and guidance that can benefit schools and the wider community.

Awareness

Raising awareness of childhood verbal abuse (CVA) and its profound impact on children's development is a vital focus of our activity, aimed at gaining the recognition and understanding this issue urgently requires. Key initiatives included releasing a powerful short film, launching a national children's poetry competition, creating three new educational resources for adults, delivering our training programmes and amplifying research and lived experiences across traditional and social media, and podcasts.



Words Matter film

We released an impactful short film featuring a poem by Tally Gilbert, compellingly brought to life by 13-year-old Ethan. It vividly illustrates the often-unseen harm caused by adult language, calling on all adults to reflect on the words they speak to children. The response was extraordinary - thousands of views, hundreds of shares, and messages describing it as "profoundly moving" and "a wake-up call."

The film is a finalist in the Smiley Charity Film Awards with results due in 2026.



New educational resources

We launched three new resources for parents, carers, and all adults who interact with children, created with Dr Fiona Pienaar:

- How to talk to children during exam time - dos and don'ts, along with specific phrases to use (and avoid) in key exam scenarios, helping adults provide the right support when it's needed most.
- How to talk to children about starting a new school - guidance for supporting children through school transitions, helping them feel confident and emotionally secure.
- Talking with teenagers - practical advice and tips on communicating effectively with adolescents, recognising heightened emotional sensitivity and ongoing brain development.

To date, over 5,700 of our free resources have been downloaded.



National children's poetry competition

We launched The Power of Words, a national children's poetry competition with First News. Children wrote original poems on how adults' words can either lift them up or knock them down. Over 100 poems were submitted, judged by Hollywood actor Will Poulter, First News Editor-in-Chief Nicky Cox, poet Tally Gilbert, and our Founder, Jessica.

Training to increase understanding

Our training programme, first piloted in 2024, continued to be rolled out with our allies, charity partners, safeguarding organisations, youth services and educational establishment, including: The Association of Safeguarding Partners, The Fostering Network, and The Bolton Lads and Girls Club. Feedback highlighted increased knowledge, confidence, and practical skills in recognising and preventing childhood verbal abuse. Evaluation results have revealed that over 100% said 'The training made me reflect on my own communication style with the children in my life', 100% said 'I actively think about the way I talk to children and how it might affect them' and overall training satisfaction was 4.86 out of 5.

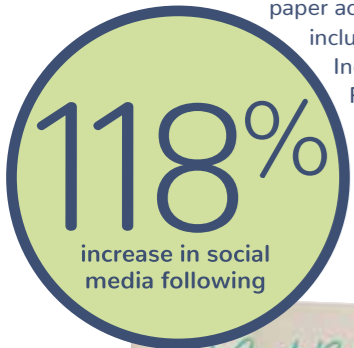
This year we also embarked on an exciting new project to develop a free e-learning programme for parents, carers, teachers and any adults around children for launch in January 2026.

Our 2025 achievements and performance

Promoting Words Matter's mission

Our Founder, Jessica Bondy, participated in a number of events, speaking opportunities and webinars in 2025 to discuss our work and research including with The Association of Safeguarding Practitioners (TASP), Anti-Bullying Alliance, Centre for Young People's Mental Health and with the Girls' Day School Trust.

All our awareness efforts continued to gain momentum. Our social media following has increased by 118%, and over 175 pieces of national and international coverage were generated with an estimated reach of 815 million people. The Bellis paper achieved headlines in major outlets including The Guardian, Telegraph, Independent, Mail, Mirror, Huffington Post, and LBC. Over 1,100 have attended our training sessions, events, speaking opportunities and webinars.



Recognition

Our work has been recognised in 2025, with Jessica named winner of the Amazing Women Awards and 'Children's Cheerleader' by Woman & Home magazine in partnership with NHS Charities Together. She was also a finalist for the Outstanding Commitment to Safeguarding Award by the Safeguarding and Child Protection Association (SACPA).

Collaboration

Collective action is required to prevent childhood verbal abuse - and building meaningful partnerships is central to our mission. We have continued expanding our network of allies throughout the year, increasing from 28 to 44 organisations. These include Action for Children, the Anti-Bullying Alliance, For Baby's Sake, Norland, Thrive at Five, and Whizzkids. Each new ally strengthens our ability to shift hearts, minds and systems.

Working with schools

Schools play a pivotal role in children's development, shaping not only learning but confidence, resilience, and emotional wellbeing. Working closely with schools helps ensure that the language children hear supports their growth rather than leaving lasting scars.

In 2025, key collaborations included:

Wellington College - Recognised as a pioneer in education, we kicked off our first whole-school partnership, delivering a programme across prep and senior schools involving teachers, students, and parents. Special Words Matter bracelets help reinforce the initiative within the school community, embedding our communication strategies to support children's flourishing.

Girls' Day School Trust (GDST) - Working with this family of 23 independent schools and two academies, we delivered training to the GDST SEND team, equipping staff with the knowledge and tools to recognise and prevent childhood verbal abuse, ensuring that every child is supported in a nurturing and safe environment.



Public affairs

In 2025, we continued our work with parliamentarians and decision makers to highlight the urgent need to prevent childhood verbal abuse.

In April, we hosted an expert-led discussion on the impact and prevention of childhood verbal abuse at the House of Commons. Over 70 MPs, peers, policy advisors, educators, clinicians, safeguarding leads, and researchers attended. Speakers, including Professors Peter Fonagy, Eamon McCrory, Karen Hughes, and Andrea Danese, shared their decades of clinical and frontline experience, emphasising the vital role of supportive communication in children's wellbeing and resilience, and urging policymakers to embed prevention into national strategies. The event received strong media coverage, including The Guardian, HuffPost, and The Independent, alongside an opinion piece by our Founder in Politics UK.



In October, a drop-in session for MPs and Peers was held at Portcullis House giving young people the opportunity to share first-hand experiences of verbal abuse, illustrating the lifelong impact of harmful words.

Our message is clear: childhood verbal abuse is a public health issue and must be given the priority it deserves.



Governance

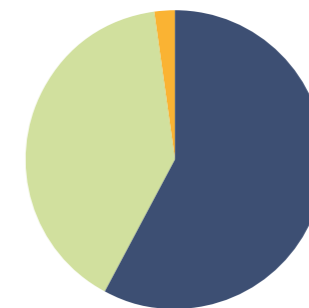
Strong governance is at the core of Words Matter's ability to deliver its mission responsibly and effectively. Throughout the year, the Board of Trustees continued to provide active oversight of the charity's strategy, performance, and risk management, ensuring that decisions were made in the best interests of children and the wider public benefit.

Our Fundraising and Risk subcommittees met regularly to support the Board in maintaining robust systems, reviewing risks, and ensuring policies and procedures remain up to date and fit for purpose. This included ongoing review of safeguarding, financial controls, and organisational risk as the charity continues to grow its profile and activity.

The Board also considered its future governance needs, including the skills, experience, and diversity required to support the next phase of Words Matter's development and will be focusing on expanding the Board with new appointments next financial year.

Fundraising

We raised an income of £183,238 during the year, with 58% from Trusts and Foundations, 40% from Individuals and 2% from Corporates & Other. This compares to income £123,402 in the prior year.



Fundraising by source

- 58% Trusts and Foundations
- 40% Individuals
- 2% Corporates & Other

Our work would not be possible without the huge contributions and encouragement from all our donors including Trusts and Foundations, Corporates and Individuals. We are hugely grateful to all our donors including:

- KPMG Foundation
- The Prudence Trust
- Peter Sowerby Trust
- Sir Halley Stewart Trust
- The Reed Educational Trust Limited
- The Beacon Lodge Charitable Trust
- The Chartered Accountants' Company
- The Builder's Merchants' Company
- The Conundrum Charitable Trust
- The Fowler Smith & Jones Trust
- The Belstead Ganzoni Charitable Settlement



What's ahead in 2026

Research

We will continue to strengthen our research through commissioning new studies with external partners, and expanding research led by other institutions through our Research Working Group. We will also share the findings of the research being undertaken with the IOE with schools and students.

Awareness

We will continue to capitalise on emerging research to highlight the need for preventive action on childhood verbal abuse and extend the delivery of our training programmes to achieve even greater reach.

Collaboration

We will continue to expand our network of allies, host events, and work collaboratively to develop and scale effective interventions.

We will also establish the Words Matter Youth Advisory Board to ensure young people's voices help shape everything we do. The Board will play a vital role in guiding our work and ensuring our mission is grounded in lived experience.

Fundraising

Fundraising remains essential to delivering our programmes and fulfilling our charitable purpose. We will continue to diversify our fundraising activity and grow opportunities for monetisation, particularly in relation to our training.

Governance

We plan to expand our Board of Trustees to support the charity's next phase of growth, with a focus on increasing diversity and broadening the range of skills, expertise, and experience around the table. We will also build our volunteer base to strengthen delivery and organisational capacity.

"...Hearing positive words, like 'you can do this or, I believe in you,' changes everything. It helps you feel more confident and believe in yourself. My message to all adults is please think about what you say to children."

Ethan, 13

Charity structure

Trustees

Jessica Bondy, Founder	(Appointed 9 December 2022)
Neil Sherlock, Chairperson	(Appointed 9 December 2022)
Ed Kamm, Treasurer	(Appointed 24 April 2023)
Rebecca Hickman	(Appointed 24 May 2023)
Aimée Luther	(Appointed 1 August 2024)

Advisory Board

Professor Pat Dolan
Professor Xiangming Fang, PhD
Professor Peter Fonagy, OBE, FMedSci, FAcSS, FBA, PhD
Dr Alice Graham, PhD
Dr Ross W Greene, PhD
Professor Sophie Havighurst, PhD
Dr Gabor Maté
Jessica Narowlansky, BA (Hons), Mont Dip, PG SpLD
Professor Stephen Scott, CBE, FRC, Psych, FMedSci, President of ACAMH
Dr Joshua Sparrow, MD, DFAACAP
Dr Ashley Stewart-Tufescu, PhD, RSW
Dr Martin Teicher, PhD, MD
Professor Li Wei

Independent Advisors

Lord Dennis Stevenson
Dr Fiona Pienaar
Nana Owusu
Jen Hyatt
Delyth Lynch

Charity registered number 1201281

Address 167-169 Great Portland Street,
Fifth Floor, London, W1W 5PF

Bankers Lloyds Bank PLC,
Westminster House Branch, Swansea OSC,
Epona House, Pheonix Way, SA7 9HG

Solicitors Sherrards
1-3 Pemberton Row, London, EC4A 3BG

Independent examiner Brewers Chartered Accountants
3 Birtley Courtyard, Birtley Road, Bramley, GU5 0LA

Charity management

The Board of Trustees governs the business of the Charity and is responsible for overseeing the management of Words Matter. It is currently made up of five members, with business, legal, finance, communications, marketing and non-profit expertise. The Board of Trustees meets at least four times a year and make decisions in accordance with the provisions of the Charities Act 2011. It delegates the day-to-day management of the organisation to the Senior Leadership Team (SLT) which includes the Founder and Treasurer. The SLT is supported by the charity's employees, volunteers, Advisory Board and Research Working Group.

Prospective Trustees are interviewed by at least three Trustees including the Founder and the Chair. Once appointed, new Trustees are provided with: the Words Matter CIO constitution; Words Matter policies; information on the legal expectations and duties of a Trustee; and relevant training. The Board reviews the skill set of each of its members on a regular basis and will seek to fill gaps with individuals with the appropriate level of skills and experience.

The Advisory Board guides the organisation's strategy and research initiatives. It meets formerly twice yearly and is regularly updated on the charity's progress. Individual members of the Advisory Board are contacted on a regular basis in relation to their specific areas of expertise.

The Research Working Group's overarching purpose is to advance research that improves the recognition, prevention, and intervention of childhood verbal abuse by adults. It meets three times annually with additional meetings scheduled as needed.

Charity governance code

Words Matter operates according to the Seven Principles of Charity Governance. The Board of Trustees focuses on the Charity's governance arrangements to ensure it aligns with the code.

1) Organisational purpose: The Board is clear about the Charity's aims and ensures that these are being delivered effectively and sustainably.

2) Leadership: The Board is constantly reviewed to ensure effectiveness of leadership in line with Words Matter's mission and values.

3) Integrity: The Board acts with integrity, in accordance with its values, and aims to create a culture which helps to achieve the organisation's charitable purposes. The Board is aware of the importance of the public's confidence and trust in charities, and Trustees undertake their duties accordingly.

4) Decision making, risk and control: Our risk management processes ensure decision making is informed, rigorous and timely, and that effective delegation, control and risk-assessments are set up and monitored.

5) Board effectiveness: The Board uses an appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.

6) Equality, diversity and inclusion: The Board recognises the importance of equality, diversity and inclusion to support the charity's effectiveness.

7) Openness and accountability: Words Matter is committed to openness and transparency in all their activities.

Safeguarding

Words Matter takes seriously its responsibility towards safeguarding all children and young people.

Words Matter does not directly engage with children, young people or vulnerable people, but instead collaborates with charities, educational bodies, research institutions and other such organisations working with these groups.

As such, Words Matter's Safeguarding Policy relates to its partnerships and the criteria needed in order to work with the charity. The aim of the policy is to ensure that:

- Excellent safeguarding practice is promoted at Words Matter and across all partner organisations.
- All partners have appropriate systems in place to ensure that individuals are able to raise concerns that are dealt with swiftly.
- All children and young people engaging with partners of Words Matter are treated with dignity and respect.
- All partners, Trustees, staff, and volunteers working with Words Matter are aware of their safeguarding responsibilities.

- Everyone interacting with children and young people in relation to Words Matter activities meet high standards of behaviour and professionalism.
- All partners working with Words Matter are required to provide an up-to-date safeguarding policy to Words Matter. All policies are reviewed by at least two Trustees.

Fundraising compliance

The Board of Trustees recognises our legal requirements as a charity to maximise our income in line with our mission, whilst ensuring that our activities and behaviour comply with the law. Words Matter recognises that the generosity of our donors allows us to carry out our charitable activities to enable us to deliver on our purpose. Whilst we aim to maximise our income, we recognise that on very rare occasions we may consider refusing a donation or working with a partner. In such an instance we will act with integrity, we will respect matters of legitimate confidentiality, and will aim to respect the dignity of the prospective donor or partner.

We believe in adhering to the highest standards of fundraising practice. Our fundraising activities are led by our Fundraising committee, which is responsible for ensuring that all fundraising follows the standards in the fundraising code. We monitor the fundraising regulatory environment to ensure that we are aware of any changes in the fundraising code. We did not receive any complaints about our fundraising this year.

Equality, diversity and inclusion

Words Matter is committed to equality, diversity and inclusion in the workplace, and building an organisational culture that is welcoming, open and a safe space for all individuals. This is also integral to our values. We take active steps to ensure the Charity's workforce, including its advisors and volunteers, reflect the communities within which the Charity works.

Financial review

Our income for the year was £183,238, consisting of £128,738 in unrestricted donations and £54,500 in restricted donations. The Charity's principal sources of funds for the year were from donations from trusts and foundations and individuals.

Our total expenses for the year were £160,713, consisting of £117,128 for charitable activities and £43,585 for administrative expenses.

- Our charitable activities expenses: Research £12,300; Awareness raising £67,524; Collaboration £8,146; Staffing £26,609; and Other £2,549.
- Our administrative expenses: Staffing £17,052; Fundraising £16,454; Support costs £5,812; and Other £4,267.

Resulting surplus for the year was £22,525.

Funds balances at year end:

- Unrestricted funds £45,652
- Restricted funds £35,923
- Total £81,575

Unrestricted funds are available to use for the purposes of the Charity as the Trustees see fit.

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose.

Reserves policy

Reserves are needed to bridge the gap between the spending and receiving of resources, and to cover for any unplanned expenditures. The Trustees consider that the ideal level of reserves is a minimum of three months of expected unrestricted spend. The year-end unrestricted reserves target was £28,946. The Board of Trustees is confident that at this level it would be able to continue the current activities of the Charity in the event of a significant drop in funding in the short-term. The present level of unrestricted funds available at the end of the 2025 fiscal year was £45,652.

Risk management

Trustees have overall responsibility for risk management and have a Risk Committee which oversees risk management processes, maintains a risk register and reports to the Board. Risks are considered at both a strategic and operational level, with the register summarising the nature, likelihood, potential impact, and mitigations. The Board reviews the risk register at least twice a year and receives a summary from the Chair of the Risk Committee at each board meeting.

The key risks identified for the Charity include:

- **Fundraising shortfall:** A shortfall in fundraising income could constrain delivery of our charitable objectives. This is managed through a proactive and disciplined approach to income management. Fundraising activity is overseen by the Founder and Treasurer, with regular performance reviews against forecast to enable corrective action. Forecasts are updated routinely, and forward spending commitments are generally limited to a three-month horizon to preserve financial flexibility. A prudent reserves policy is maintained to provide resilience against short-term volatility. The Charity operates both a minimum cash-based budget and an aspirational budget to support strategic growth where funding allows.
- **Data/Security breach:** A cyber or data security breach could result in regulatory exposure, reputational damage, and operational disruption. The Charity mitigates this through strong data governance and cyber security controls. Regular training helps identify phishing and suspicious activity, reinforced by clear expectations on secure data handling. Confidential information is not stored on personal devices, and multi-factor authentication is used where available. Good practice is followed in securing cloud-based systems, with clear incident

response procedures. Any notifiable breaches are reported within the ICO's mandated timeframe.

- **Reputation:** Damage to the Charity's reputation could undermine stakeholder confidence, restrict fundraising and partnerships, and impair delivery of our charitable objectives. This risk is managed by recognising that strong governance and clear oversight are central to protecting the Charity's reputation. All external communications are subject to sign-off controls and alignment with the Charity's values and strategy. Board-approved policies and procedures underpin organisational conduct and decision-making, including safeguarding, conflicts of interest, code of conduct, diversity and inclusion and anti-bribery. Trustees also maintain a register of interests to support transparency.
- **Lack of resources:** Insufficient capacity could constrain delivery and place pressure on governance and operational oversight. This is managed by actively monitoring organisational capacity and aligning delivery with available resources. Roles and priorities are clearly defined and activities phased where necessary. Where appropriate, volunteers, professional advisers, and strategic partnerships supplement core capability.

Going concern

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern. The Charity has minimal on-going commitments and can manage its expenses to be in line with donations received. The Trustees are of the opinion that the Charity is a going concern, and the accounts have been prepared on this basis.

Independent examiner report to the Trustees

I report to the charity trustees on my examination of the accounts of Words Matter (the Charity) for the year ended 31 December 2025.

Responsibilities and basis of report

As the charity trustees 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 Charity's accounts carried out under Section 145 of the 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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.



A M Skilton

Brewers Chartered Accountants

Unit 3

Birtley Courtyard

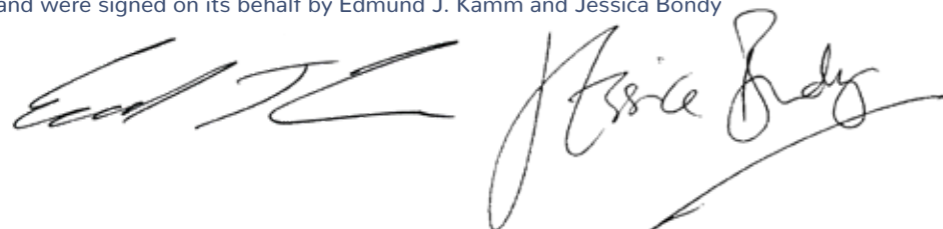
Bramley

Surrey

GU5 0LA

Date: 13 April 2026

The financial statements were approved by the Board of Trustees on 9 April 2026 and were signed on its behalf by Edmund J. Kamm and Jessica Bondy



Statement of financial activities

For the Year Ended 31 December 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		126,780	54,500	181,280	123,144
Investment income	2	1,958	-	1,958	258
Total		128,738	54,500	183,238	123,402
EXPENDITURE ON					
Charitable activities		85,051	32,077	117,128	56,038
Other		27,085	16,500	43,585	24,824
Total		112,136	48,577	160,713	80,862
NET SURPLUS		16,602	5,923	22,525	42,540
RECONCILIATION OF FUNDS					
Total funds brought forward		29,050	30,000	59,050	16,510
TOTAL FUNDS CARRIED FORWARD		45,652	35,923	81,575	59,050

Balance sheet

At 31 December 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
CURRENT ASSETS					
Debtors	6	15,313	-	15,313	4,750
Cash at bank		49,601	35,923	85,524	62,386
		64,914	35,923	100,837	67,136
CREDITORS					
Amounts falling due within one year	7	(19,262)	-	(19,262)	(8,086)
NET CURRENT ASSETS		45,652	35,923	81,575	59,050
TOTAL ASSETS LESS CURRENT LIABILITIES		45,652	35,923	81,575	59,050
NET ASSETS		45,652	35,923	81,575	59,050
FUNDS					
Unrestricted funds	8			45,652	29,050
Restricted funds				35,923	30,000
TOTAL FUNDS				81,575	59,050

The financial statements were approved by the Board of Trustees and authorised for issue on 9 April 2026 and were signed on its behalf by:



Trustee - Edmund J. Kamm

Notes to financial statements

For the year ended 31 December 2025

1. ACCOUNTING POLICIES

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.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Funds 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 particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. INVESTMENT INCOME

	2025	2024
	£	£
Deposit account interest	<u>1,958</u>	<u>258</u>

Notes to financial statements cont'd

For the year ended 31 December 2025

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2025 nor for the year ended 31 December 2024.

Trustees' expenses

One trustee was paid travel expenses £355.38 and reimbursement for a software license £155.88 in the year.

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2025	2024
Staff	<u>1</u>	<u>1</u>

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	82,344	40,800	123,144
Investment income	<u>258</u>	<u>-</u>	<u>258</u>
Total	<u>82,602</u>	<u>40,800</u>	<u>123,402</u>
EXPENDITURE ON			
Charitable activities	37,784	18,254	56,038
Other	<u>24,794</u>	<u>30</u>	<u>24,824</u>
Total	<u>62,578</u>	<u>18,284</u>	<u>80,862</u>
NET SURPLUS	20,024	22,516	42,540
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
TOTAL FUNDS CARRIED FORWARD	<u>29,050</u>	<u>30,000</u>	<u>59,050</u>

Notes to financial statements cont'd

For the year ended 31 December 2025

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade debtors	<u>15,313</u>	<u>4,750</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	7,694	1,878
Taxation and social security	2,865	859
Other creditors	<u>8,703</u>	<u>5,349</u>
	<u>19,262</u>	<u>8,086</u>

8. MOVEMENT IN FUNDS

	At 1.1.25	Net movement in funds	At 31.12.25
	£	£	£
Unrestricted funds			
General funds	29,050	16,602	45,652
Restricted funds			
Restricted funds	30,000	5,923	35,923
	<u>59,050</u>	<u>22,525</u>	<u>81,575</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General funds	128,738	(112,136)	16,602
Restricted funds			
Restricted funds	54,500	(48,577)	5,923
	<u>183,238</u>	<u>(160,713)</u>	<u>22,525</u>

Notes to financial statements cont'd

For the year ended 31 December 2025

8. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Unrestricted funds			
General funds	9,026	20,024	29,050
Restricted funds			
Restricted funds	7,484	22,516	30,000
	<u>16,510</u>	<u>42,540</u>	<u>59,050</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General funds	82,602	(62,578)	20,024
Restricted funds			
Restricted funds	40,800	(18,284)	22,516
	<u>123,402</u>	<u>(80,862)</u>	<u>42,540</u>

9. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2025.

Detailed statement of financial activities

For the year ended 31 December 2025

INCOME AND ENDOWMENTS

Donations and legacies		
Donations	181,280	123,144
Investment income		
Deposit account interest	<u>1,958</u>	<u>258</u>
Total incoming resources	183,238	123,402

EXPENDITURE

Charitable activities		
Wages	25,834	23,674
Pensions	775	741
Research	12,300	-
Awareness	67,524	24,963
Collaboration and distribution	8,146	6,660
Other	<u>2,549</u>	<u>-</u>
	117,128	56,038
Other		
Wages	16,555	-
Pensions	497	-
Fundraising	16,454	11,473
Membership of relevant bodies	1,508	805
General expenses	520	5,776
Insurance	402	267
IT software and consumables	1,837	1,544
Telephone & Internet	<u>-</u>	<u>84</u>
	37,773	19,949
Support costs		
Finance		
Bank charges	192	77
Governance costs		
Accountancy and legal fees	<u>5,620</u>	<u>4,798</u>
Total resources expended	<u>160,713</u>	<u>80,862</u>
Net surplus	<u>22,525</u>	<u>42,540</u>

Declaration

This report was approved by the Charity's current Trustees on 09 April 2026

Jessica Bondy
 Neil Sherlock CBE
 Edmund Kamm
 Rebecca Hickman
 Aimee Luther



Let's build
children up,
not knock
them down

Please support our mission to end verbal abuse of children by adults.

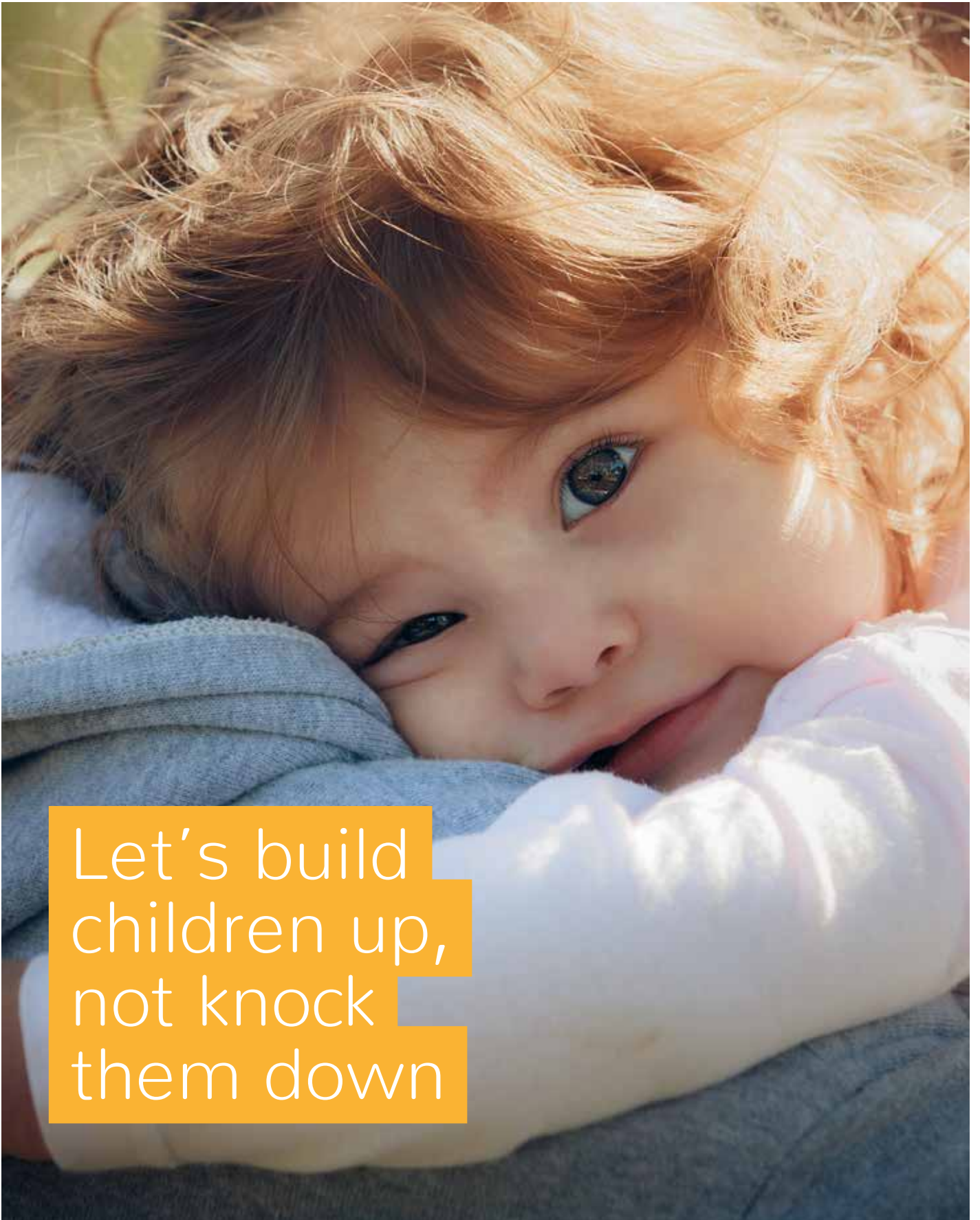
www.wordsmatter.org

words
matter 
help us end verbal abuse of children

WORDS MATTER

England & Wales - Charity number 1201281

Accounts



Let's build
children up,
not knock
them down

Words Matter
Annual report
1 January to 31 December 2024

www.wordsmatter.org
Registered Charity Number 1201281

words
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help us end verbal abuse of children



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Foreword from the Chair

2024 has been a tough year across the world for so many as we see every day across the media and social media.

Words Matter has continued to play a part in helping to respond to one of the growing challenges, mental health issues for children and young people. This has involved our three core areas of research, raising awareness, and collaborating with others to better support parents, carers, teachers and any adults around children.

In this our inspirational founder, Jessica Bondy, has led and has been excellently supported by our Trustees, Ed Kamm, Rebecca Hickman, Aimee Luther and Maguelonne de Brugiere, our expert Advisory Board and many more.

For me, three examples stand out across the year to underline the progress of the charity, as well as the continuing challenges.

First, our international conference - Words Matter: Impact and Prevention of Childhood Verbal Abuse. This was the first international conference about childhood verbal abuse by adults. Hosted by Words Matter, with UCL and the World Health Organisation, it brought together global specialists and a world-wide audience. The conference highlighted the latest research on verbal abuse and its significant impact on the development of children and young people, which has a further negative economic impact on society.

Second, the speech by Lord Hunt in a debate in the House of Lords. Philip Hunt praised the work of Words Matter and the inspiring leadership of Jessica Bondy and argued that verbal abuse played an important part in the emotional abuse of children, creating a range of negative lasting impacts. Continuing conversations and outreach to politicians, not least with a new Government, is crucial to the voice of the charity.

Third, the launch of our new training programme. This is designed to increase the understanding of childhood verbal abuse for the adults in children's lives and give practical guidance on how best to communicate with children to support their health and wellbeing. It is a collaborative effort, and we were delighted that it could be piloted with three of our allies, Place2Be, The Fostering Network and MIND, with evaluation by University College London (UCL). This is another step on the road towards ending this childhood verbal abuse.

2025 will be a year to build further support, awareness and collaboration in order to deliver on the purpose of the charity so childhood verbal abuse can be prevented, and children have the best possible chance to thrive.



Neil Sherlock CBE, Chair

A message from our founder

As we close the second year of Words Matter, I want to express my heartfelt gratitude to everyone who has championed our mission to end the verbal abuse of children by adults. Your belief in this cause has been the foundation of our progress - and the hope for our future.

Over the past 12 months, we have made significant strides, but the scale of the challenge remains immense. Two in five children experience verbal abuse by adults, and of these, more than half endure it weekly. One in ten lives with it every single day. These heartbreaking statistics demand urgent action.

Childhood verbal abuse is a silent epidemic. Unlike other forms of abuse, it has long gone unnoticed and unaddressed - despite leaving profound scars. Its impacts on children's mental health, physical well-being, and lifelong development are far-reaching and often invisible.

At Words Matter, we are breaking the silence. We are shining a spotlight on this pervasive issue, raising awareness of its devastating effects, and providing the tools and support necessary to prevent it. At the heart of our work is the belief that when people know better, they can do better. Many adults unintentionally use harmful language, unaware of its lasting effects.

Our mission is to equip parents, carers, teachers, and every adult who interacts with children with the understanding of how powerful their words can be. Through practical communication tools, positive reinforcement strategies, and systemic advocacy, we are building a future where children are uplifted, not harmed, by the words of those who shape their world.

Together, we can rewrite the story. We can create a world where every child is nurtured with kindness and respect - because their future depends on it.

Thank you for standing with us, for your dedication to this cause, and for believing in the power of change.

Together, we can change lives.



Jessica Bondy, Founder

Why Words Matter

In the UK today, 2 in 5 children¹ - equating to 5.7 million² - experience verbal abuse by adults. These children are criticised, blamed, disrespected, and threatened, which can have a devastating impact on their lives. Over half of these children endure this abuse weekly, and 1 in 10 experience it daily.

Research shows the damage caused by childhood verbal abuse (CVA) is profound. It erodes a child's self-esteem, disrupts their relationships, and impairs their ability to function in school, work, and social situations. The long-term effects can be severe, ranging from anxiety and depression to PTSD, substance abuse, and suicide³. Economically, the global cost of not addressing CVA exceeds \$300 billion annually⁴. Despite these staggering numbers, CVA remains largely overlooked and flies under the radar.

Words Matter is the first organisation in the world to focus solely on addressing childhood verbal abuse by adults. It exists to increase society's awareness and understanding of its scale and impact, and introduce resources and training for parents, carers, educators and other adults around children. It is the absence of all of these that means that many adults unintentionally use harmful language unaware of its lasting effects.

We believe that positive reinforcement and practical tools are key to unlocking the behaviour and systems changes needed to end CVA.



¹ Words Matter research undertaken by Family, Kids & Youth.

² <https://data.unicef.org/how-many/how-many-children-under-18-are-there-in-the-uk/>

³ Comparing relationships between single types of adverse childhood experiences and health-related outcomes: a combined primary data study of eight cross-sectional surveys in England and Wales. Mark A Bellis, Karen Hughes, Katie Cresswell, Kat Ford

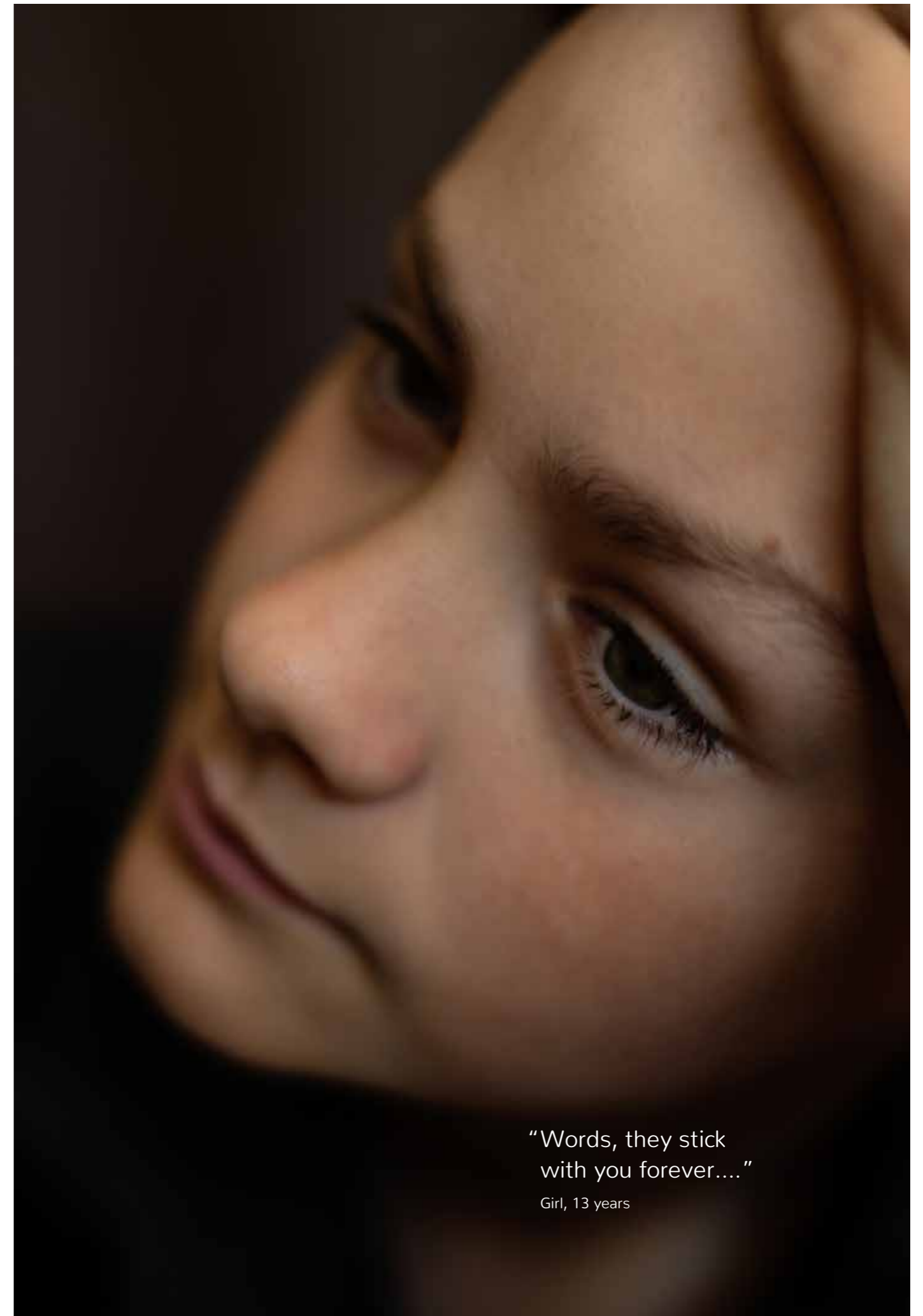
⁴ Groundbreaking study reveals economic burden of childhood verbal abuse by adults estimated at \$300 billion globally



“Verbal abuse of children by adults is all too common but is one of the most significant modifiable causes of lifelong mental health disorders. Tackling it gives us a powerful lever to prevent mental health disorders and its enormous cost to both the UK and global economy.”

Professor Peter Fonagy

Head of the Division of Psychology & Language Sciences at UCL and Words Matter Advisory Board member.



“Words, they stick with you forever....”

Girl, 13 years

About Words Matter

Our mission

Words Matter is on a mission to improve children's mental and physical health and development by helping to end verbal abuse of children by adults around them. We want every child to have the best start in life.

Our work

Research to better understand the scale and impact of verbal abuse of children. Everything we do is rooted in research.

Awareness through national campaigns, events and providing access to free educational resources and training.

Collaboration with experts, clinicians, charities, policy makers and people with lived experience to create effective solutions that lead to long-term change.

Our vision

Our vision is a world free of verbal abuse of children so they can thrive and reach their full potential.

Our impact goals and public benefit

Widespread acknowledgement of the scale and impact of verbal abuse of children, versus positive, encouraging language.

Information and education for parents, caregivers, those in positions of authority, and those with lived experience.

Reduction in verbal abuse of children by parents and caregivers, and other adults in a position of authority around them.

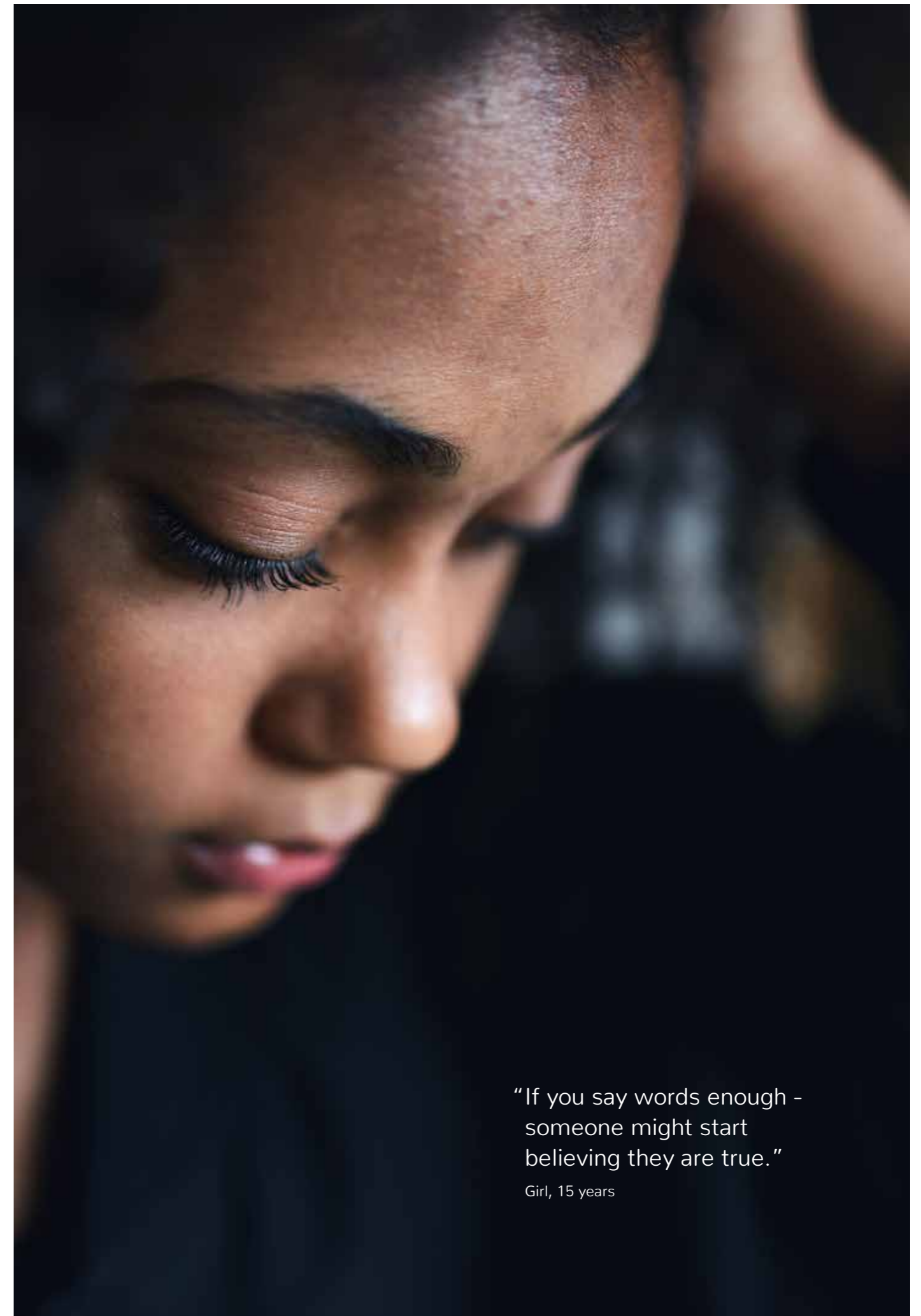
Our values

- **Rigorous:** we root our activity in evidence-based research
- **Pioneering:** we innovate with new ideas and solutions
- **Inclusive:** we are here for parents, carers and all people who work with children, from every walk of life
- **Principled:** we always strive to do the right thing in everything we undertake
- **Kind:** we are thoughtful and helpful in our interactions with others
- **Passionate:** we care deeply about what we do and are committed to making a difference
- **Bold:** we are courageous and fearless in our efforts to drive positive change



“As we strive to cultivate mental health-friendly societies, the recognition that words matter takes on even greater significance. Together, let us embark on a journey of healing and empowerment, where words are wielded not as weapons of harm, but as tools of compassion and resilience.”

Dr Manasi Kumar Research Professor at the Institute for Excellence in Health Equity, NYU Grossman School of Medicine and Affiliate Associate Professor at the Department of Psychiatry, University of Nairobi, Kenya



“If you say words enough - someone might start believing they are true.”

Girl, 15 years

Our 2024 objectives and activities

Research:

To identify new ways of understanding the scale and impact of childhood verbal abuse (CVA)

- Analyse new and existing data linked to CVA
- Calculate the economic impact of CVA to society
- Create a forum to stimulate more research

Awareness:

To increase awareness of childhood verbal abuse

- Drive media and social media coverage capitalising on research and initiatives
- Develop and distribute free educational resources
- Create, pilot and evaluate the first CVA training programme

Collaboration:

To build partnerships to develop, deliver and scale interventions

- Host the first ever international conference on childhood verbal abuse by adults
- Engage allies supportive of our mission
- Participate in events and network to share knowledge and expertise about CVA

Governance:

To set direction and ensure control

- Create systems to ensure the charity operates with transparency, accountability and integrity
- Maintain robust governance practices

Fundraising:

To ensure a diverse and sustainable income stream

- Develop broad fundraising initiatives that align with our mission
- Engage donors, partners and the community through transparent communications

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our activities. These objectives fall under the purposes defined by the Charities Act 2011.

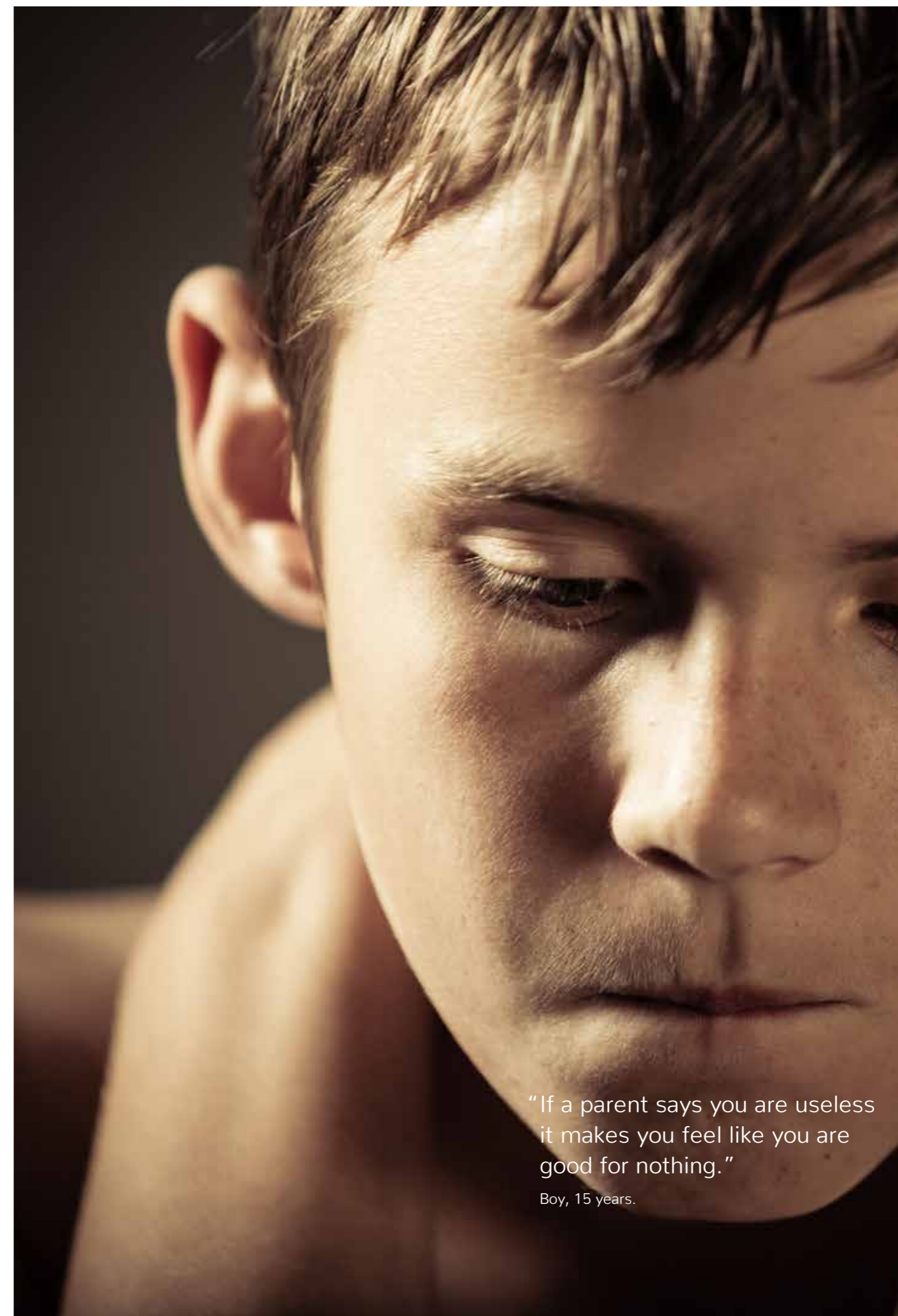
Delivering public benefit is at the core of our mission. Words Matter benefits society by striving to improve children's mental and physical health and development through bringing an end to verbal abuse of children by adults around them.



“The economic burden of childhood verbal abuse by adults clearly highlights the shocking hidden cost of the damage it causes to children throughout their lifetime. There is clearly a significant opportunity for economic growth by ending childhood verbal abuse.”

Professor Xiangming Fang

Professor and Director of the Center for Health Economics and Policy at China Agricultural University and the School of Public Health at Georgia State University, and Words Matter Advisory Board member.



“If a parent says you are useless it makes you feel like you are good for nothing.”

Boy, 15 years.

Our 2024 achievements and performance

Research

At Words Matter, all our work is grounded in evidence. After a successful launch year in 2023, during which we commissioned four major studies, we aimed to inspire further research led by academics and institutions worldwide.

A landmark study was conducted by Professor Xiangming Fang - Director of the Center for Health Economics and Policy at China Agricultural University and the School of Public Health at Georgia State University - focused on the economic impact of childhood verbal abuse (CVA). The study's findings highlighted the staggering cost to society of this form of maltreatment. The economic burden of CVA was estimated at 0.34% of GDP, which, when applied to global GDP, equates to approximately \$300 billion (£239 billion) every year.

Another notable study, presented at our conference, was led by Professor Mark Bellis, Director of Research and Innovation at Liverpool John Moores University and founder of the WHO Collaborating Centre in Violence Prevention, in collaboration with Professor Karen Hughes of Bangor University. Set to be published in early 2025, the findings highlight that verbal abuse consistently emerges as a significant and widespread issue, affecting individuals from all backgrounds and walks of life.

Research Working Group for CVA

This year we established a dedicated team, comprising 11 members from across the globe, that will play a pivotal role in broadening research opportunities, fostering collaboration among experts, and bringing greater attention to the urgent issue of CVA.

Awareness

Raising awareness and deepening understanding of childhood verbal abuse (CVA) and its far-reaching impact remain at the heart of our mission to drive meaningful change.

Our efforts to spotlight CVA included promoting new research, amplifying expert opinions and lived experiences across traditional and social media, and leveraging every opportunity to showcase Words Matter and our work on podcasts and other influential platforms.

A major milestone this year was the launch of our first training programme on CVA, developed in collaboration with Dr Fiona Pienaar, Senior Clinical Advisor at MHI/Shout 85258 and formerly Clinical Director at Place2Be. This addresses five critical areas: what is childhood verbal abuse, recognising its impact, communicating effectively with children, identifying the signs, and taking actionable steps to prevent it.



The pilot programme, conducted with Place2Be, The Fostering Network, and MIND, has been evaluated by UCL and received excellent feedback. Demand for the training is high, and the programme is poised to scale rapidly through existing and new partnerships.

In parallel, we expanded our suite of free educational resources, which are accessible to everyone via our website. Among the new additions is a resource on Talking to Neurodivergent Children and Young People, developed in collaboration with specialists in this field. These materials have proven invaluable, with over 3,200 downloads to date, empowering individuals and organisations to take informed action.

Our awareness efforts have continued to gain momentum, amplifying our reach and engagement. In 2024, we generated 29 news items with an estimated reach of 55 million people. Since our launch in September 2023, this brings our total to 176 news items, reaching an estimated 1.6 billion people. Our social media grew by 145% this year, and website visits had an 80% increase over the previous year.

Through these efforts, we are building a powerful movement to ensure that childhood verbal abuse is understood, addressed, and ultimately eradicated.



Collaboration

Ending childhood verbal abuse (CVA) requires the collective efforts of many different stakeholders including experts, decision makers, other organisations, and those with lived experience.

A defining moment of the year was hosting the first international conference on childhood verbal abuse with WHO and UCL which drew over 1,300 registrations from across the globe. Feedback from attendees, collected through UCL, underscored the conference's impact: 98% reported an enhanced understanding of CVA, 96% gained actionable knowledge to apply in their work, and 90% reflected on their own communication styles with children.



Other highlights include our Founder's keynote speech at The British Psychological Society's annual conference, as well as webinars for The Fostering Network and TooledUp Education.

We also worked closely with the Association for Child and Adolescent Mental Health (ACAMH), which organised a dedicated Words Matter seminar for clinicians, practitioners, and world-leading child mental health researchers. The event was met with overwhelmingly positive feedback: 97% of attendees strongly agreed or agreed that they gained new skills or knowledge applicable to their work, and 100% felt motivated to pursue further learning about CVA.

Our public affairs activity has included actively engaging with the new Government, the Shadow Cabinet, and key decision-makers to deepen their understanding of childhood verbal abuse and its lifelong impact. Notably, Words Matter, and our Founder were highlighted by Lord Philip Hunt in a discussion in the House of Lords, bringing this critical issue to the attention of policymakers and leaders responsible for safeguarding children.

Governance

This year we welcomed Aimée Luther to the Board of Trustees in August. Aimée brings exceptional expertise as Managing Director of The Liberty Guild, an innovative, on-demand advertising agency that delivers cutting-edge solutions to Fortune 500 companies. She also serves as a founding Trustee at CALM (suicide prevention) and with the Langa Township Pre-School Trust in South Africa, where she supports mothers striving to break the cycle of poverty.

In December, we thanked Maguelonne de Brugiere who stepped down as Trustee to embrace an exciting new role at Herbert Smith Freehills.

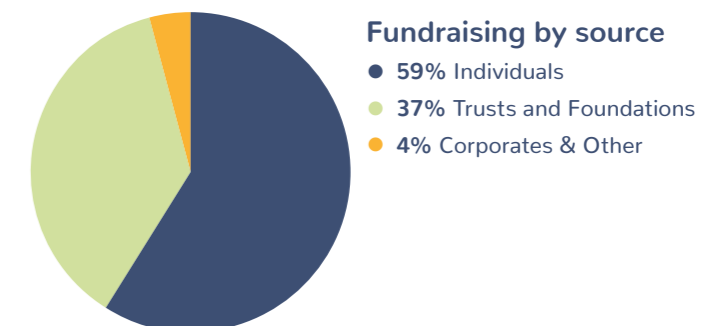
During the year, the Board established two subcommittees: one for Fundraising and another for Risk. These committees ensure that these critical areas receive focused oversight and support, positioning us to deliver on our mission even more effectively.

Fundraising

We raised a total of £123,402 during the year, compared to £143,167 in the prior year.

59% was from Individuals, 37% from Trusts and Foundations, and 4% from Corporates & other.

This compares to the previous year when the principal source of funding was from the founder.



Our work would not be possible without the huge contributions and encouragement from all our donors.



What's ahead in 2025

Research

We plan to grow our research base through two separate routes. Firstly, by commissioning our own studies with external partners and secondly, through other institutions driven through our new Research Working Group for CVA.

Awareness

We will roll out our training and continue to undertake media campaigns and increase the free factual information and resources to increase understanding of CVA.

Collaboration

We will expand our network of allies and key stakeholders, host events and help identify and develop interventions and tools.

Fundraising

We will continue to diversify our fundraising activity and review monetisation opportunities for our training.

"Volunteering at Words Matter was an incredibly eye-opening and beneficial experience that I'm very grateful for. Words Matter also encouraged personal reflection and helped me understand how childhood verbal abuse can impact confidence, and I learned a great deal about its lasting effects on individuals, including myself."

Libby Pearson.
Words Matter volunteer

"I love working at the forefront of prevention, child protection and mental health efforts as part of this collaborative, focused and highly professional team of eminent experts. We each bring our diverse expertise and perspectives around a clear mission. I admire the leadership approach of our Founder building such a dynamic global team."

Jen Hyatt. Words
Matter volunteer

"I have been able to combine my passion for research and communication with my desire to support an organisation making a tangible impact in the lives of children and families. This has resonated deeply with me as a mother who witnessed verbal abuse toward children."

Rebecca Longworth.
Words Matter employee



"The words our carers and authority figures say to us shape the stories we tell ourselves about who we are and what we are worth. They impact how we expect to be valued and determine if we believe we can be loved by others. As significant as actions, words create the foundation upon which we stand in life - they craft the very essence of our emotional DNA."

Jessica Narowlansky, Psychotherapist

Specialist educator and founder of the Child and Adolescent Development Centre, and Words Matter Advisory Board member

Charity structure

Trustees

Jessica Bondy, Founder	(Appointed 9 December 2022)
Neil Sherlock, Chairperson	(Appointed 9 December 2022)
Ed Kamm, Treasurer	(Appointed 24 April 2023)
Rebecca Hickman	(Appointed 24 May 2023)
Maguelonne de Brugiere	(Appointed 19 June 2023, resigned 12 December 2024)
Aimée Luther	(Appointed 1 August 2024)

Advisory board

Professor Pat Dolan
Professor Shanta R Dube, PhD, MPH
Professor Xiangming Fang, PhD
Professor Peter Fonagy, OBE, FMedSci, FAcSS, FBA, PhD
Dr Alice Graham, PhD
Dr Ross W Greene, PhD
Professor Sophie Havighurst, PhD
Dr Gabor Maté
Jessica Narowlansky, BA (Hons), Mont Dip, PG SpLD
Professor Stephen Scott, CBE, FRC, Psych, FMedSci, President of ACAMH
Dr Joshua Sparrow, MD, DFAACAP
Dr Ashley Stewart-Tufescu, PhD, RSW
Dr Martin Teicher, PhD, MD
Professor Li Wei

Independent advisors

Lord Dennis Stevenson
Dr Fiona Pienaar
Nana Owusu
Jen Hyatt

Charity registered number 1201281

Address 10 Henning Street, London SW11 3DR

Bankers Lloyds Bank PLC,
Westminster House Branch, Swansea OSC,
Epona House, Pheonix Way, SA7 9HG

Solicitors Sherrards
1-3 Pemberton Row, London, EC4A 3BG

Independent examiner Brewers Chartered Accountants
Bourne House, Queen Street, Gomshall GU5 9LY

Charity management

The Board of Trustees governs the business of the Charity and is responsible for overseeing the management of Words Matter. It is currently made up of five members, with business, legal, finance, communications, marketing and non-profit expertise. The Board of Trustees meets at least four times a year and make decisions in accordance with the provisions of the Charities Act 2011. It delegates the day-to-day management of the organisation to the Senior Leadership Team (SLT) which includes the Founder and Treasurer. The SLT is supported by the charity's employees and volunteers.

Prospective Trustees are interviewed by the Founder, Chair and Treasurer. Once appointed, the new Trustees are provided information on the legal expectations and duties of a Trustee. The Board reviews the skill set of each of its members on a regular basis and will seek to fill gaps with individuals with the appropriate level of skills and experience.

The Advisory Board guides the organisation's strategy and research initiatives. It meets formerly twice yearly and is regularly updated on the charity's progress. Individual members of the Advisory Board are contacted on a regular basis in relation to their specific areas of expertise.

Charity governance code

Words Matter operates according to the Seven Principles of Charity Governance. The Board of Trustees focuses on the Charity's governance arrangements to ensure it aligns with the code.

- 1) Organisational purpose: The Board is clear about the Charity's aims and ensures that these are being delivered effectively and sustainably.
- 2) Leadership: The Board is constantly reviewed to ensure effectiveness of leadership in line with Words Matter's mission and values.
- 3) Integrity: The Board acts with integrity, in accordance with its values, and aims to create a culture which helps to achieve the organisation's charitable purposes. The Board is aware of the importance of the public's confidence and trust in charities, and Trustees undertake their duties accordingly.

4) Decision making, risk and control: Our risk management processes ensure decision making is informed, rigorous and timely, and that effective delegation, control and risk-assessments are set up and monitored.

5) Board effectiveness: The Board uses an appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.

6) Equality, diversity and inclusion: The Board recognises the importance of equality, diversity and inclusion to support the charity's effectiveness.

7) Openness and accountability: Words Matter is committed to openness and transparency in all their activities.

Safeguarding

Words Matter takes seriously its responsibility towards safeguarding all children and young people.

Words Matter does not directly engage with children, young people or vulnerable adults, but instead collaborates with charities, educational bodies, research institutions and other such organisations working with these groups.

As such, Words Matter's Safeguarding Policy relates to its partnerships and the criteria needed in order to work with the charity. The aim of the policy is to ensure that:

Excellent safeguarding practice is promoted at Words Matter and across all partner organisations

All partners have appropriate systems in place to ensure that individuals are able to raise concerns that are dealt with swiftly

All children and young people engaging with partners of Words Matter are treated with dignity and respect

All partners, Trustees, staff, and volunteers working with Words Matter are aware of their safeguarding responsibilities

Everyone interacting with children and young people in relation to Words Matter activities meet high standards of behaviour and professionalism

All partners working with Words Matter are required to provide an up-to-date

safeguarding policy to Words Matter. All partner Safeguarding policies are reviewed by at least two Trustees.

Fundraising compliance

The Board of Trustees recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. Words Matter recognises that the generosity of our donors allows us to carry out our charitable activities to enable us to deliver on our purpose. Whilst we aim to maximise our income, we recognise that on very rare occasions we may consider refusing a donation or working with a partner. In such an instance we will act with integrity, we will respect matters of legitimate confidentiality, and will aim to respect the dignity of the prospective donor or partner.

We believe in adhering to the highest standards of fundraising practice. Our fundraising activities are led by our Fundraising committee, which is responsible for ensuring that all fundraising follows the standards in the fundraising code. We monitor the fundraising regulatory environment to ensure that we are aware of any changes in the fundraising code. We did not receive any complaints about our fundraising this year.

Equality, diversity and inclusion

Words Matter is committed to equality, diversity and inclusion in the workplace, and building an organisational culture that is welcoming, open and a safe space for all individuals. This is also integral to our values. We take active steps to ensure the Charity's workforce, including its advisors and volunteers, reflect the communities within which the Charity works.

Financial review

Our turnover for the year was £123,402, consisting of £40,800 in restricted donations, and £82,602 in unrestricted donations. The Charity's principal sources of funds for the year were from donations from individuals and Trust and Foundations.

We spent £80,862 delivering our services, consisting of £19,741 on awareness, £11,882 on collaboration, and £24,415 on staffing. In addition, £24,824 was spent on administrative costs.

Resulting income for the year was £42,540.

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose. The Charity had restricted funds of £30,000 at the end of the year.

In addition, there were unrestricted reserves at the end of the year of £29,050, which are available to use for the purposes of the Charity as the Trustees see fit.

Reserves policy

Reserves are needed to bridge the gap between the spending and receiving of resources, and to cover for any unplanned expenditures. The Trustees consider that the ideal level of reserves is a minimum of three months of expected unrestricted spend. Therefore, the current target is £16,666 in reserves from unrestricted funds. The Board of Trustees are confident that at this level they would be able to continue the current activities of the Charity in the event of a significant drop in funding in the short-term. The present level of unrestricted cash available to the Charity at the end of the 2023 year was £29,050.

Risk management

Trustees have overall responsibility for risk management and have setup a Risk committee which oversees the Charity's risk management processes, and reports back to the Board. The Charity maintains a risk register in line with its risk policy. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The Board of Trustees reviews the risk register at least twice a year and is provided a summary from the Chair of the Risk committee at each board meeting.

The key risks identified for the charity include:

- **Fundraising:** Securing sufficient funding to deliver on projects to achieve our mission. The Charity manages this risk through establishment of its Fundraising committee; regular reviews and adjustments of forecasts; minimising spending commitments beyond three months; adopting a suitable reserves policy; and diversifying our fundraising across a wide range of sources.
- **Quality of service:** We work with suppliers and partners to deliver our services which could fail to meet their commitments. We manage this risk through a rigorous evaluation of potential partners including a proven track record; contractual commitments to our policies, standards and schedule of work; and regular review meetings. Any supplier with a contract value of over £5,000 is reviewed and approved by the Board of Trustees.
- **Reputation:** As a new charity, our reputation is fundamental to build trust with our core stakeholders. Reputational risk could occur as a result of but not limited to: breach of duty; conflict of interest; financial mismanagement or a

security breach. We manage these risks through our Board approved policies and procedures covering: safeguarding; conflict of interest; code of conduct; internal financial controls; health and safety; data protection; equality, diversity and inclusion; antibribery; and keeping a register of interests.

Going concern

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern. The Charity has minimal on-going commitments and can manage its expenses to be in line with donations received. The Trustees are of the opinion that the Charity is a going concern, and the accounts have been prepared on this basis.

The financial statements were approved by the Board of Trustees on 5 March 2025 and were signed on its behalf by Edmund J. Kamm



Independent examiner report to the Trustees

I report on the accounts for the year ended 31 December 2024, which are set out on pages eighteen to twenty four.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 130 of the Act; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of the Act; or
4. that there is further information needed for a proper understanding of the accounts.

Independent examiner's statement

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.



A M Skilton
ACA
Brewers Chartered Accountants
Bourne House
Queen Street
Gomshall
Surrey
GU5 9LY

Statement of financial activities

For the Year Ended 31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	Year Ended 31.12.24 Total funds £	Period 9.12.22 to 31.12.23 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		82,344	40,800	123,144	143,167
Investment income	2	258	-	258	-
Total		82,602	40,800	123,402	143,167
EXPENDITURE ON					
Charitable activities		37,784	18,254	56,038	114,585
Other		24,794	30	24,824	12,072
Total		62,578	18,284	80,862	126,657
NET INCOME		20,024	22,516	42,540	16,510
RECONCILIATION OF FUNDS					
Total funds brought forward		9,026	7,484	16,510	-
TOTAL FUNDS CARRIED FORWARD		29,050	30,000	59,050	16,510

The notes form part of these financial statements

Balance sheet

At 31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	2024 Total funds £	2023 Total funds £
CURRENT ASSETS					
Debtors	6	4,750		4,750	6,307
Cash at bank		32,386	30,000	62,386	16,043
		37,136	30,000	67,136	22,350
CREDITORS					
Amounts falling due within one year	7	(8,086)	-	(8,086)	(5,840)
NET CURRENT ASSETS		29,050	30,000	59,050	16,510
TOTAL ASSETS LESS CURRENT LIABILITIES		29,050	30,000	59,050	16,510
NET ASSETS	8				
FUNDS				29,050	9,026
Unrestricted funds				30,000	7,484
Restricted funds				59,050	16,510
TOTAL FUNDS				59,050	16,510

The financial statements were approved by the Board of Trustees and authorised for issue on 5 March 2025 and were signed on its behalf by: Edmund J. Kamm:



Trustee

The notes form part of these financial statements

Notes to financial statements

For the year ended 31 December 2024

1. ACCOUNTING POLICIES

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.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably. **Expenditure** Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

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 particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. INVESTMENT INCOME

	Year Ended 31.12.24 £	Period 9.12.22 to 31.12.23 £
Deposit account interest	<u>258</u>	<u>-</u>

Notes to financial statements cont'd

For the year ended 31 December 2024

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the period ended 31 December 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the period ended 31 December 2023.

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	Year Ended 31.12.24	Period 9.12.22 to 31.12.23
Administrator	<u>1</u>	<u>1</u>

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>132,367</u>	<u>10,800</u>	<u>143,167</u>
EXPENDITURE ON Charitable activities			
Charitable activities	111,269	3,316	114,585
Other	<u>12,072</u>	-	<u>12,072</u>
Total	<u>123,341</u>	<u>3,316</u>	<u>126,657</u>
NET INCOME	<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
TOTAL FUNDS CARRIED FORWARD	<u>9,026</u>	<u>7,484</u>	<u>16,510</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	4,750	-
Prepayments and accrued income	-	<u>6,307</u>
	<u>4,750</u>	<u>6,307</u>

Notes to financial statements cont'd

For the year ended 31 December 2024

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	1,878	910
Taxation and social security	859	138
Other creditors	5,349	4,792
	<u>8,086</u>	<u>5,840</u>

8. MOVEMENT IN FUNDS

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Unrestricted funds			
General fund	9,026	20,024	29,050
Restricted funds			
Restricted Fund	7,484	22,516	30,000
	<u>16,510</u>	<u>42,540</u>	<u>59,050</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	82,602	(62,578)	20,024
Restricted funds			
Restricted Funds	40,800	(18,284)	22,516
	<u>123,402</u>	<u>(80,862)</u>	<u>42,540</u>

Comparatives for movement in funds

	Net movement in funds	At 31.12.23
	£	£
Unrestricted funds		
General fund	9,026	9,026
Restricted funds		
Restricted Funds	7,484	7,484
	<u>16,510</u>	<u>16,510</u>

Notes to financial statements cont'd

For the year ended 31 December 2024

8. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	132,367	(123,341)	9,026
Restricted funds			
Restricted Fund	10,800	(3,316)	7,484
	<u>143,167</u>	<u>(126,657)</u>	<u>16,510</u>

TOTAL FUNDS

9. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.

Detailed statement of financial activities

For the year ended 31 December 2024

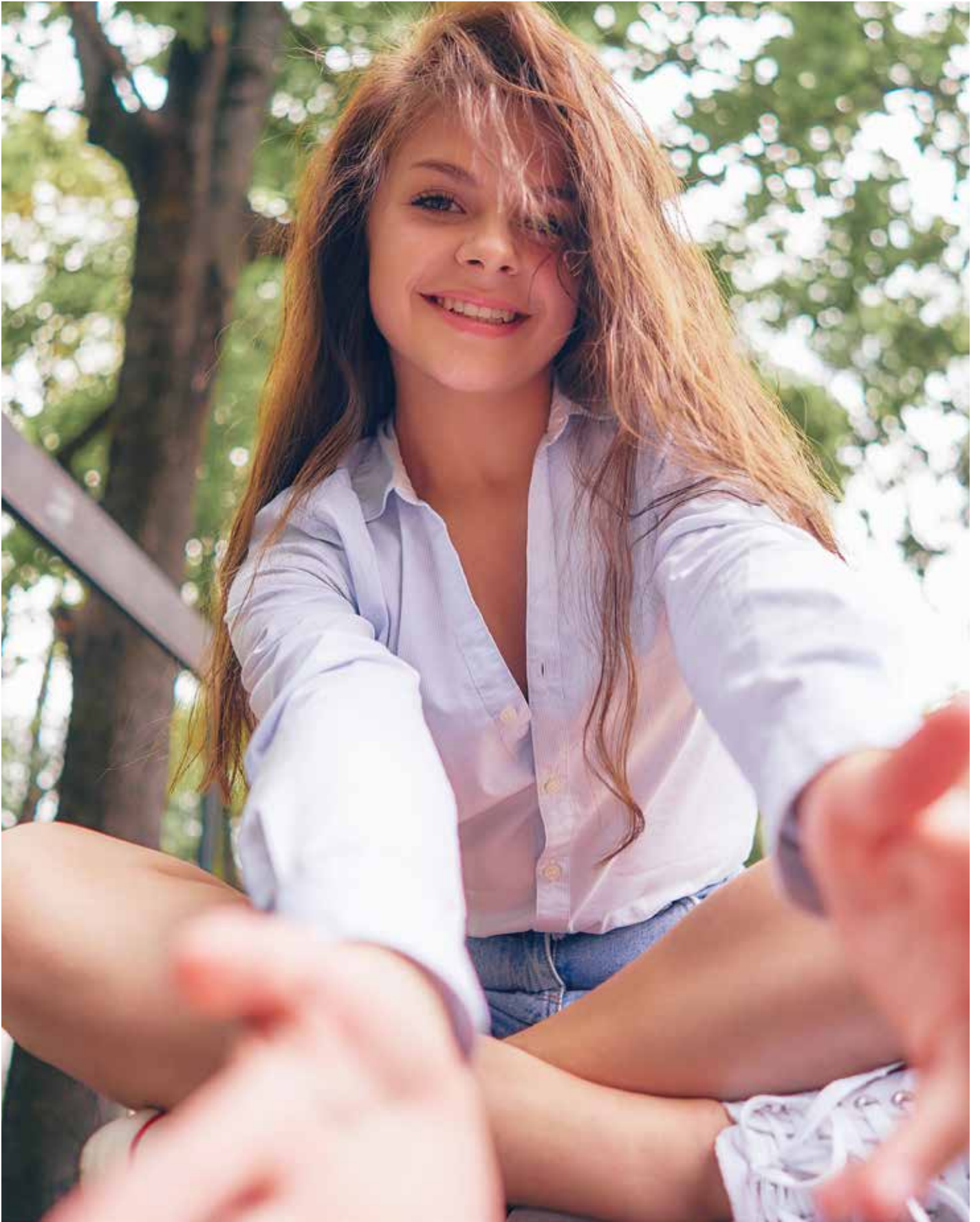
	Year Ended 31.12.24 £	Period 9.12.22 to 31.12.23 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	123,144	143,167
Investment income		
Deposit account interest	258	-
Total incoming resources	123,402	143,167
EXPENDITURE		
Charitable activities		
Wages	23,674	3,250
Pensions	741	66
Research	-	70,448
Awareness	24,963	38,831
Collaboration and Distribution	6,660	1,990
	56,038	114,585
Other		
Fundraising	11,473	6,900
Membership of relevant bodies	805	190
General expenses	5,776	50
Insurance	267	267
IT Software and Consumables	1,544	560
Telephone & Internet	84	501
	19,949	8,468
Support costs		
Finance		
Bank charges	77	-
Governance costs		
Accountancy and legal fees	4,798	3,604
Total resources expended	80,862	126,657
Net income	42,540	16,510

Declaration

This report was approved and issued by the Charity's current Trustees on 5 March 2025

Jessica Bondy
Neil Sherlock CBE
Edmund Kamm
Rebecca Hickman
Aimee Luther

The page does not form part of the statutory financial statements



Please support our mission to end verbal abuse of children by adults.

www.wordsmatter.org

words
matter 
help us end verbal abuse of children

WORDS MATTER

England & Wales - Charity number 1201281

Accounts



Let's build
children up,
not knock
them down

Words Matter
Annual report
22 December 2022 to 31 December 2023

www.wordsmatter.org
Registered Charity Number 1201281

words
matter 
help us end verbal abuse of children

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Foreword from the Chair

Jessica Bondy's vision, inspiration and leadership has created and built a new charity, Words Matter. As Chair, I'm delighted to introduce our first annual report. In doing so I want to pay tribute to our founder, Advisory Board, independent advisors, volunteers, Trustees and our first employee.

Words Matter breaks new ground in addressing the harmful impact that words used by adults can have on the lives of children. This impact is to the detriment of children's mental and physical health and development which can last a lifetime. This issue has long needed a champion, and Words Matter is proud to be that champion with a clear mission to end the verbal abuse of children. Remarkably, it is the first organisation in the world to do so.

Today, in the UK and across the world, we see both the growing challenge of supporting our children and young people through mental health issues and supporting those around them. The pandemic brought much focus on this issue and yet NHS figures show that the number of school-age children being referred to mental health services has soared by seventy-six per cent since 2019. Words Matter is focussed on supporting the adults in children's lives including the parents, carers and people that work with children from every walk of life. Through research, raising awareness, and collaboration with others, we hope to inspire action and deliver significant change for children.

Every journey, however long, starts with a single step. Words Matter has taken big steps forward. Please support us in 2024 and help the children of today, who will become the parents, carers, teachers and future leaders of tomorrow.

Why Words Matter?

I founded Words Matter based on my own experience and that of the hundreds of young people and clients I coached and mentored, who like me had been affected by the hurtful words they had heard from adults when they were growing up. The words had stuck and shaped who they believed they were and what they were capable of.

Looking at the scientific research, the conclusions were compelling. Verbal abuse of children by adults can impact their mental and physical health and development for a lifetime. Beyond low self-esteem and feelings of worthlessness and hopelessness, verbal abuse can lead to anxiety, depression, eating disorders, PTSD, substance abuse, self-harm and even suicidal tendencies. Despite the hard evidence, no single organisation around the globe was addressing this critical issue. I felt compelled to change this.

Words Matter is the FIRST organisation worldwide with a mission to end verbal abuse of children by adults. The Charity was registered with the Charity Commission in December 2022, and I have been delighted by the extent of interest and support we have garnered already – from eminent academics and researchers, clinicians, children's and mental health charities and organisations, decision makers and importantly, those with lived experience. They have expressed their gratitude for shining a light on something that has for so long been hidden away.

Change is only possible if we all work together to help children and all the people around them.

Neil Sherlock CBE, Chair



Jessica Bondy, Founder





About Words Matter

Today, 2 in 5 (41%)¹ children experience verbal abuse by the adults around them. Childhood verbal abuse in the form of criticising, blaming, insulting, belittling and humiliating, is a serious issue that can have long lasting consequences, damaging a child's sense of self, their future relationships and ability to function later in life. Harsh words and language can cause harm for a lifetime. According to leading academics, childhood verbal abuse weakens the foundations of the brain², resulting in emotional scarring, and leading to anxiety, depression, eating disorders, PTSD, substance abuse, self-harm and even suicide.

Despite these alarming statistics, until now there has not been one single organisation focussed solely on addressing this issue. As a society, we have a lack of awareness and knowledge of the scale and impact of the problem, and a lack of tools, resources and training to support parents, carers, teachers, and any other adults in a position of authority around children. Other forms of childhood abuse such as physical and sexual have received substantial attention and investment in interventions, leading to declines in their prevalence. Now is the time to focus on childhood verbal abuse.

1. Quantitative research among 1,166 children (aged 11–17 years) by Family, Kids & Youth (FK&Y) in June 2023.

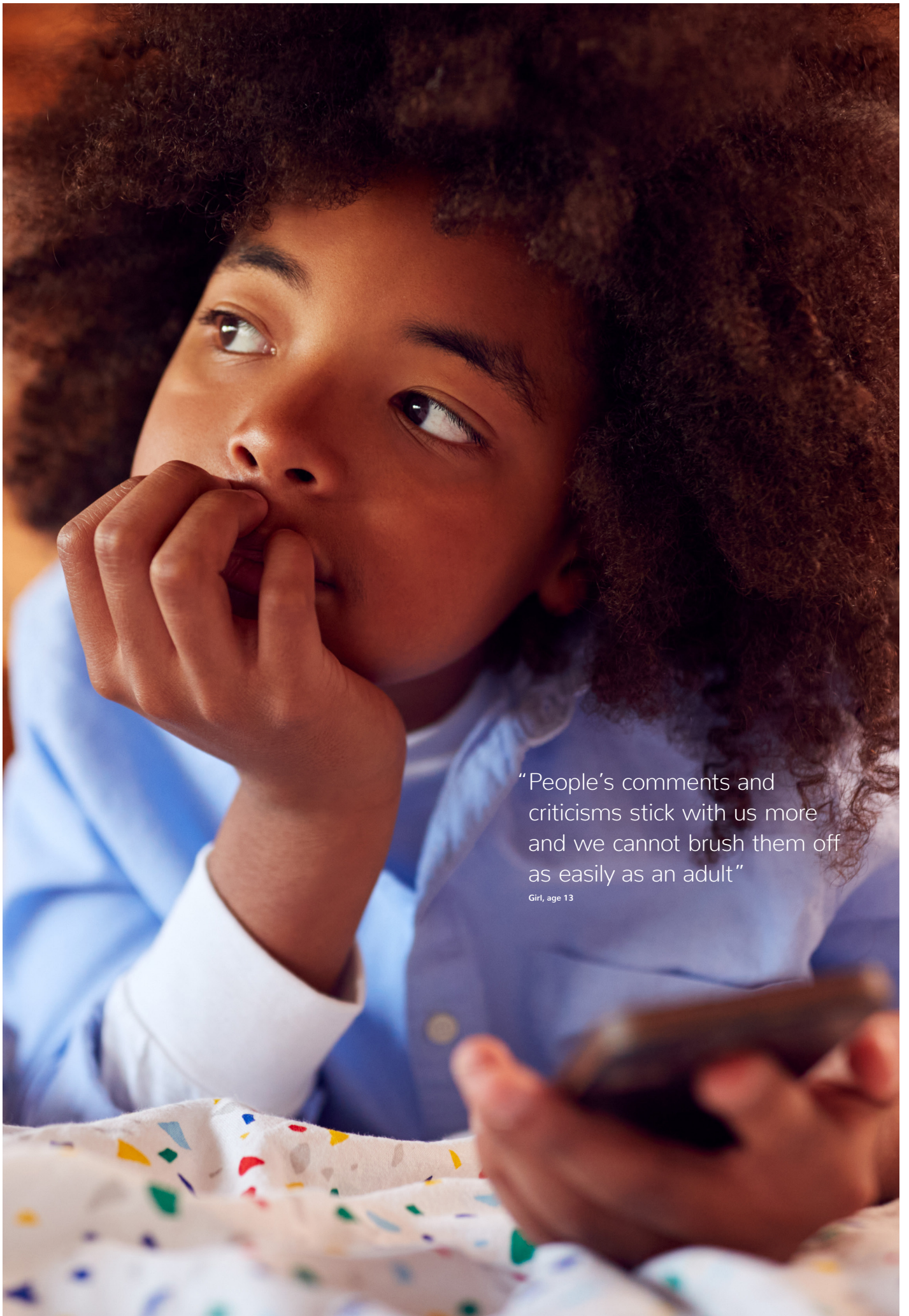
2. <https://news.harvard.edu/gazette/story/2007/04/verbal-beatings-hurt-as-much-as-sexual-abuse/>



“Words create images in our minds, for good or ill, which shape our experience of reality. Bad words create oppressive and destructive images, which we may spend a lifetime struggling to free ourselves from. Would it not be better if language that was disrespectful, punitive, shaming and destructive to the person would simply not be used in the first place?”

Professor Peter Fonagy

Advisory Board member Words Matter



“People’s comments and criticisms stick with us more and we cannot brush them off as easily as an adult”

Girl, age 13

Our mission

Words Matter is on a mission to improve children's mental and physical health and development by helping to end verbal abuse of children by adults around them. We want every child to have the best start in life.

Our vision

Our vision is a world free of verbal abuse of children so they can thrive and reach their full potential.

Our work

Research to better understand the scale and impact of verbal abuse of children. Everything we do is rooted in research.

Awareness through national campaigns, events and providing access to free educational resources and training.

Collaboration with experts, clinicians, charities, policy makers and people with lived experience to create effective solutions that lead to long-term change.

Our impact goals and public benefit

Widespread acknowledgement of the scale and impact of verbal abuse of children, versus positive, encouraging language.

Information and education for parents, caregivers, those in positions of authority, and those with lived experience.

Reduction in verbal abuse of children by parents and caregivers, and other adults in a position of authority around them.



“Everyday exchanges that children participate in and witness between others shape their developing brains. As a researcher, clinician and parent, I see how children form narratives about themselves and the world based on how they are spoken to and spoken about. There is a great opportunity to support the development of healthy brains and positive narratives by creating a culture which values how we communicate with and around our babies and children. Simply put, words matter.”

Dr Alice Graham

Advisory Board member Words Matter



“If a parent says you are
useless it makes you
feel very sad.”

Boy, Age 8

Our 2023 objectives

Research: commission new research

- Define childhood verbal abuse
- Identify the scale, frequency and impact
- Develop lasting solutions for adults

Awareness: launch the charity and build awareness of childhood verbal abuse

- Share research findings
- Drive media coverage
- Establish social media presence and following

Collaboration: work with partners to develop, deliver and scale solutions

- Engage allies supportive of our mission
- Develop and distribute free educational resources
- Define and implement our public affairs strategy

Governance: set direction and ensure control

- Build our Board of Trustees
- Create an Advisory Board of leading global experts
- Appoint independent advisors
- Recruit volunteers to help deliver our mission

Fundraising: establish our fundraising strategy and begin outreach

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our activities. These objectives fall under the purposes defined by the Charities Act 2011.

Delivering public benefit is at the core of our mission. Words Matter benefits society by striving to improve children's mental and physical health and development through bringing an end to verbal abuse of children by adults around them.



"It is not just the words, but the tone in which they are said that is just as important. But the good news is that evidence-based parenting programmes improve both the content and tone of how parents relate to their children and lead to happier, better adjusted young people who grow into more contented adults."

Professor Stephen Scott

Advisory Board member Words Matter



"I wish they didn't shout at me"

Boy, Age 7

Our 2023 achievements and performance

Research

Words Matter commissioned four major pieces of new research into childhood verbal abuse by adults in the last year.

Systematic review of childhood verbal abuse by University College London (UCL) and Wingate University (USA)

A crucial element of our work is understanding how childhood verbal abuse is currently defined and measured, as well as understanding its impact on children. We commissioned the first systematic review on childhood verbal abuse by adults, in conjunction with UCL and Wingate University (USA). This review was published in the leading, peer reviewed journal *Childhood Abuse & Neglect: The International Journal* in the October 2023 issue. The review examined 7,893 records, assessed 564 full articles, and analysed 166 studies in detail, offering an unprecedented analysis on the topic. An important conclusion is that childhood verbal abuse by adults needs to be recognised as its own maltreatment subtype¹. This is a vital step to ensuring that targeted prevention measures can be developed.

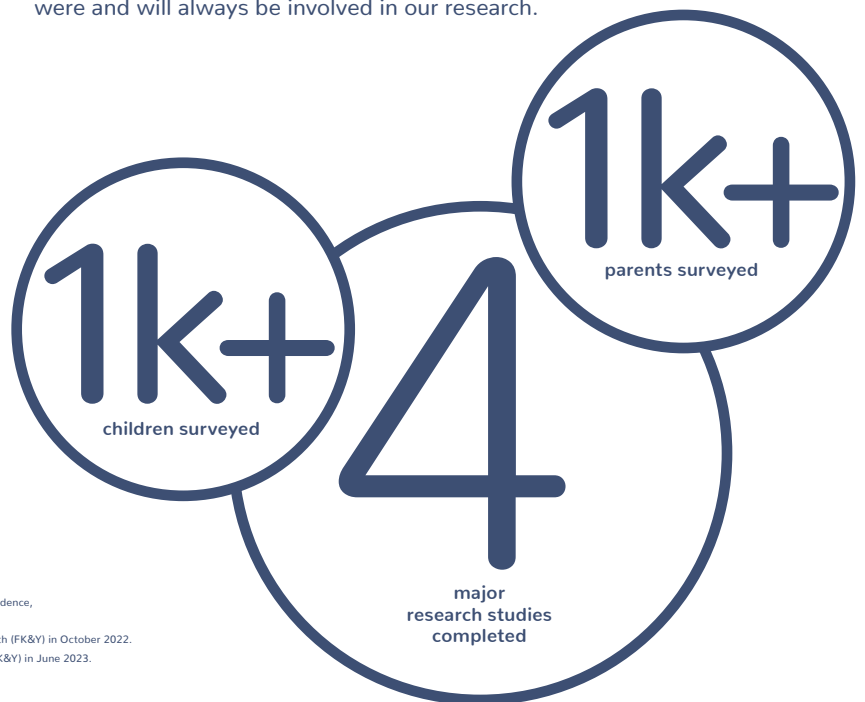
Delphi study by University College London (UCL)

We commissioned UCL to undertake the first Delphi study on childhood verbal abuse to gain consensus of opinion from experts including specialists, clinicians, teachers, parents and those with lived experience. Consensus was sought on the definition of childhood verbal abuse, who should be involved in addressing this issue and priority actions. A paper is in production for a peer reviewed journal.

Qualitative and quantitative research with children and parents by Family Kids & Youth (FK&Y)

To gain a comprehensive understanding of the scale and impact of childhood verbal abuse, we commissioned qualitative and quantitative research with children and parents. Our qualitative research included multiple focus groups with children aged 11-17, and separately with parents of children aged 6-17 years.² Our quantitative research surveyed over 1,000 children and 1,000 parents.

Our ground-breaking quantitative study³ revealed that 2 in 5 (41%) children experience verbal abuse by adults. Most concerning is that over half experience it weekly (51%) and 1 in 10 daily. The research also identified what were their most hurtful and helpful words for children so these can provide practical guidance for all adults. Children's voices are critical in our work, and that is why they were and will always be involved in our research.



1. S.R.Dube et al, Childhood verbal abuse as child maltreatment subtype: a systematic review of the current evidence, *Child Abuse & Neglect: The International Journal* Volume 144, October 2023, 106394.

2. Qualitative research among four groups with children, and two with parents and carers by Family Kids & Youth (FK&Y) in October 2022.

3. Quantitative research among 1,166 children (aged 11-17 years) and 1,159 parents by Family, Kids & Youth (FK&Y) in June 2023.



“What we say to our children, whether good or bad, affects them. If you choose words that communicate empathy and show you care, even when their behaviour might be difficult, it will provide them with the foundations for developing as compassionate, caring human beings who know what it means to be seen and accepted by those close to them.”

Professor Sophie Havighurst

Advisory Board member Words Matter

Awareness

Putting childhood verbal abuse by adults on the map and increasing understanding of its impact on children is fundamental to driving change.

Words Matter kicked off its awareness campaign when it officially launched to the public on 13 September 2023. Our website went live, our video was released, and our children's and parents' quantitative research was published. Worldwide coverage was achieved across approximately 16 media outlets, including a globally trending story on HuffPost and a feature on the cover of First News, which is the UK's only children's weekly newspaper with 2.6 million readers and distributed to 50% of schools in the UK.

The launch was closely followed by the publication of the systematic review in *Childhood Abuse & Neglect* on 2 October 2023. We strategically utilised the findings to drive PR and social media coverage, and appeared in over 130 media outlets.

Since Words Matter's September launch we have appeared in over 160 news items with an estimated reach of 1.5 billion. The website has had over 9,500 visitors, and we have steadily built our social media following, reaching a total of 2,234. Our video has had over 50,000 impressions on social media, including 1,700 views on YouTube.

Collaboration

We need to collaborate with others to bring about change. We cannot end childhood verbal abuse alone.

We held over 300 meetings this year with experts and organisations around the world including UNICEF, the World Health Organization, End Violence Against Children, NSPCC, Place2Be, Save the Children, Barnardo's, MHI/Shout 85258, The Mix, Anna Freud, Essential Parent, the Centre for Mental Health and the Institute of Education. All see the importance of our work and many have agreed to be our allies supporting our mission and helping to raise awareness of verbal abuse of children by adults.

Working with our advisors and partners, we created and produced a series of educational resources for adults including tips on talking with children for adults, parents/carers, and teachers, and a resource for those with lived experience. We also released a resource covering the most helpful and hurtful words for children. Our resources are available for free to all visitors on our website and have been downloaded 1,200 times to date.

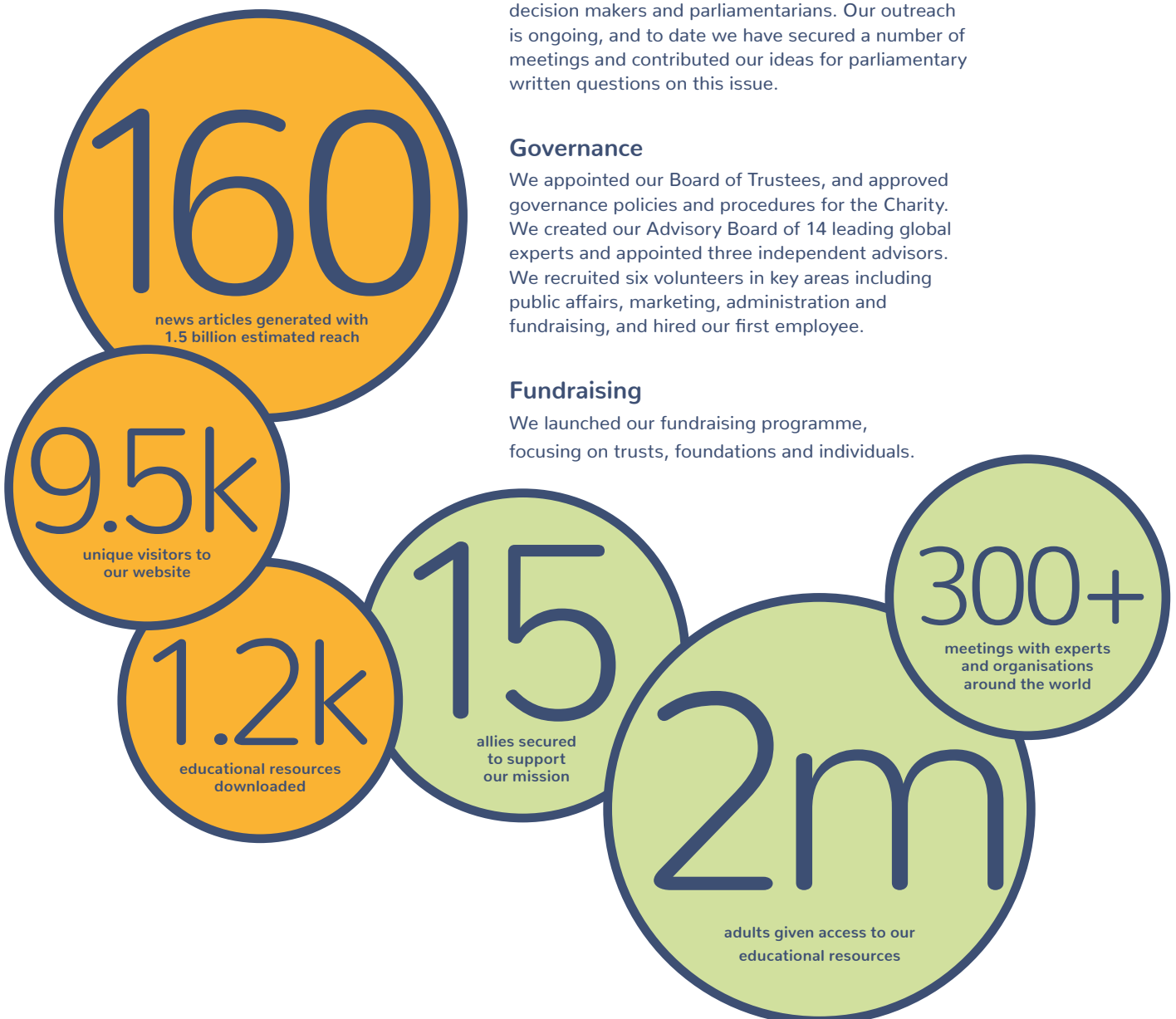
Through our public affairs activity, we aim to increase the awareness and understanding of childhood verbal abuse, and advocate for support for children and adults. Ahead of our formal launch in September 2023, we implemented a targeted public affairs strategy to engender support from prominent decision makers and parliamentarians. Our outreach is ongoing, and to date we have secured a number of meetings and contributed our ideas for parliamentary written questions on this issue.

Governance

We appointed our Board of Trustees, and approved governance policies and procedures for the Charity. We created our Advisory Board of 14 leading global experts and appointed three independent advisors. We recruited six volunteers in key areas including public affairs, marketing, administration and fundraising, and hired our first employee.

Fundraising

We launched our fundraising programme, focusing on trusts, foundations and individuals.





What's ahead in 2024

Research

We look forward to the publication of our Delphi Study which we commissioned UCL to undertake.

In addition, we are in active conversations with a number of leading institutions about undertaking research projects to support our mission which we hope to confirm shortly.

Awareness

Our founder Jessica Bondy is presenting the work of Words Matter at several high-profile events.

In January, she will give a keynote speech at the British Psychology Society's Division of Educational Psychology Annual Conference in Brighton.

In February, the Association of Child and Adolescent Mental Health (ACAMH), is hosting an online seminar for all its members called Words Matter: Childhood Verbal Abuse. The seminar will feature presentations about the charity's work, research and solutions, led by Jessica, an Advisory Board member and one of our independent advisors.

In April, we will be hosting the first international conference on childhood verbal abuse, with the World Health Organization and UCL. This online global event will bring together presentations from experts in the study of adverse childhood experiences (ACEs), neuroscience, developmental psychology, and public health to elucidate and promote discussions on unifying definitions, impact, society cost burden and prevention.

The conference will be supported by a media campaign and social media activity to continue to raise awareness on this critical issue.

Throughout the year, we will be using our research to support media campaigns in addition to capitalising on the news agenda, and calendar events as opportunities to talk about childhood verbal abuse, its impact, how to prevent it and Words Matter.

Collaboration

We will continue to enhance our network of allies and like-minded experts, decision makers, organisations and those with lived experience. This will include building relationships with MPs, Peers and officials as well as new Ministers and advisors.

Working in partnership is vital if we are to bring an end to childhood verbal abuse by adults.

A critical aspect of this work, which has been highlighted through our extensive research, is developing training for parents, carers, teachers and all adults to step change understanding and provide helpful tips and advice.

This is a priority for 2024, together with extending our suite of resources for specific ages, stages, and audience needs.

Fundraising

Fundraising is critical to deliver our programmes and our charitable purpose. We plan to extend our fundraising programme through direct and digital means as well as offering the ability for individuals to raise funds on our behalf.



"The time has come to recognise verbal abuse as a form of violence against children that is not only detrimental to their health and wellbeing but also a violation of their fundamental human rights. The work of Words Matter is instrumental in raising awareness of this critical issue and developing interventions and strategies to prevent it so that children may thrive in childhood, free from verbal abuse."

Dr Ashley Stewart-Tufescu

Advisory Board member Words Matter

Charity structure

Trustees

Jessica Bondy, Founder	(Appointed 9 December 2022)
Neil Sherwood, Chairperson	(Appointed 9 December 2022)
Ed Kamm, Treasurer	(Appointed 24 April 2023)
Rebecca Hickman	(Appointed 24 May 2023)
Maguelonne de Brugiere	(Appointed 19 June 2023)
Fiona Paré	(Appointed 9 December 2022, resigned 5 June 2023)

Advisory board

Professor Pat Dolan
Professor Shanta R Dube, PhD, MPH
Professor Xiangming Fang, PhD
Professor Peter Fonagy, OBE, FMedSci, FAcSS, FBA, PhD
Dr Alice Graham, PhD
Dr Ross W Greene, PhD
Professor Sophie Havighurst, PhD
Dr Gabor Maté
Jessica Narowlansky, BA (Hons), Mont Dip, PG SpLD
Professor Stephen Scott, CBE, FRC, Psych, FMedSci, President of ACAMH
Dr Joshua Sparrow, MD, DFAACAP
Dr Ashley Stewart-Tufescu, PhD, RSW
Dr Martin Teicher, PhD, MD
Professor Li Wei

Independent advisors

Aimée Luther
Dr Fiona Pienaar
Lord Dennis Stevenson

Charity registered number 1201281

Address 10 Henning Street, London SW11 3DR

Bankers Lloyds Bank PLC,
Westminster House Branch, Swansea OSC,
Epona House, Pheonix Way, SA7 9HG

Solicitors Sherrards
1-3 Pemberton Row, London, EC4A 3BG

Independent examiner Brewers Chartered Accountants
Bourne House, Queen Street, Gomshall GU5 9LY

Charity management

The Board of Trustees governs the business of the charity and is responsible for overseeing the management of Words Matter. It is made up of five members, with business, legal, finance, communications, marketing and non-profit expertise. The Board of Trustees meets at least four times a year and make decisions in accordance with the provisions of the Charities Act 2011. It delegates the day-to-day management of the organisation to the Senior Leadership Team (SLT) which includes the Founder and Treasurer. The SLT is supported by the charity's volunteers and employee.

Prospective Trustees are interviewed by the Founder, Chair and Treasurer. Once appointed, the new Trustees are provided information on the legal expectations and duties of a Trustee. The Board reviews the skill set of each of its members on a regular basis and will seek to fill gaps with individuals with the appropriate level of skills and experience.

The Advisory Board guides the organisation's strategy and research initiatives. It meets formerly twice yearly and is regularly updated on the charity's progress. Individual members of the Advisory Board are contacted on a regular basis in relation to their specific areas of expertise.

The independent advisors provide operational and leadership expertise on an ad hoc basis.

Charity governance code

Words Matter operates according to the Seven Principles of Charity Governance. The Board of Trustees will continue to focus on the charity's governance arrangements to ensure it aligns well with the code.

1. **Organisational purpose:** The Board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
2. **Leadership:** The Board is constantly reviewed to ensure effectiveness of leadership in line with Words Matter's mission and values.
3. **Integrity:** The Board acts with integrity, in accordance with its values, and aims to create a culture which helps to achieve the organisation's charitable purposes. The

Board is aware of the importance of the public's confidence and trust in charities, and Trustees undertake their duties accordingly.

4. **Decision making, risk and control:** Our risk management processes ensure decision making is informed, rigorous and timely, and that effective delegation, control and risk-assessments are set up and monitored.
5. **Board effectiveness:** The Board uses an appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.
6. **Equality, diversity and inclusion:** The Board recognises the importance of equality, diversity and inclusion to support the charity's effectiveness.
7. **Openness and accountability:** Words Matter is committed to openness and transparency in all their activities.

Safeguarding

Words Matter takes seriously its responsibility towards safeguarding all children and young people.

Words Matter does not directly engage with children, young people or vulnerable people, but instead collaborates with charities, educational bodies, research institutions and other such organisations working with these groups.

As such, Words Matter's Safeguarding Policy relates to its partnerships and the criteria needed in order to work with the charity. The aim of the policy is to ensure that:

- Excellent safeguarding practice is promoted at Words Matter and across all partner organisations
- All partners have appropriate systems in place to ensure that individuals are able to raise concerns that are dealt with swiftly
- All children and young people engaging with partners of Words Matter are treated with dignity and respect
- All partners, Trustees, staff, and volunteers working with Words Matter are aware of their safeguarding responsibilities
- Everyone interacting with children and young people in relation to Words Matter activities meet high standards of behaviour and professionalism

All partners working with Words Matter (including those receiving funding for research projects) will be required to provide an up-to-date safeguarding policy to Words Matter. All policies will be reviewed by the Board of Trustees.

Fundraising compliance

The Board of Trustees recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. Words Matter recognises that the generosity of our donors allows us to carry out our charitable activities to enable us to deliver on our purpose. Whilst we aim to maximise our income, we recognise that on very rare occasions we may consider refusing a donation or working with a partner. In such an instance we will act with integrity, we will respect matters of legitimate confidentiality, and will aim to respect the dignity of the prospective donor or partner.

We believe in adhering to the highest standards of fundraising practice. Our fundraising activities are led by our SLT, which is responsible for ensuring that all fundraising follows the standards in the fundraising code. We monitor the fundraising regulatory environment to ensure that we are aware of any changes in the fundraising code. We did not receive any complaints about our fundraising this year.

Equality, diversity and inclusion

Words Matter is committed to equality, diversity and inclusion in the workplace, and building an organisational culture that is welcoming, open and a safe space for all individuals. This is also integral to our values. We take active steps to ensure the Charity's workforce, including its advisors and volunteers, reflect the communities within which the Charity works.

Financial review

Our total incoming resources for the year was £143,167, consisting of £10,800 in restricted donations, and £132,367 in unrestricted donations. The Charity's principal sources of funds for the year were from donations from the Founder, The Peter Sowerby Foundation, and individuals.

We spent £114,519 in delivering our services, consisting of £70,448 on research; £38,831 on awareness, £1,990 on collaboration and distribution and £3,250 on wages. In addition, £12,138 was spent on administrative costs.

Resulting income for the year was £16,510.

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose. The Charity had restricted funds of £7,484 at the end of the year.

In addition, there were unrestricted reserves at the end of the year of £9,026 which are available to use for the purposes of the Charity as the Trustees see fit.

Reserves policy

Reserves are needed to bridge the gap between the spending and receiving of resources, and to cover for any unplanned expenditures. The Trustees consider that the ideal level of reserves is a minimum of three months of expected unrestricted spend. Therefore, the current target is £5,560 in reserves from unrestricted funds. The Board of Trustees are confident that at this level they would be able to continue the current activities of the Charity in the event of a significant drop in funding in the short-term. The present level of unrestricted funds available to the Charity at the end of the 2023 year was £9,026.

Risk management

Trustees have overall responsibility for risk management and maintain a risk register in line with its risk policy. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The Board of Trustees reviews the risk register at least twice a year.

The key risks identified for the charity include:

- **Fundraising:** Securing sufficient funding to deliver on projects to achieve our mission. The Charity manages this risk through regular reviews and adjustments of forecasts; minimising spending commitments beyond three months; adopting a suitable reserves policy; and diversifying our fundraising across a wide range of sources.
- **Quality of service:** We work with suppliers and partners to deliver our services which could fail to meet their commitments. We manage this risk through a rigorous evaluation of potential partners including a proven track record; contractual commitments to our policies, standards and schedule of work; and regular review meetings. Any supplier with a contract value of over £5,000 is reviewed and approved by the Board of Trustees.
- **Reputation:** As a new charity, our reputation is fundamental to build trust with our core stakeholders. Reputational risk could occur as a result of but not limited to: breach of duty; conflict of interest, financial mismanagement or a security breach. We manage these risks through our Board approved policies and procedures covering: safeguarding; conflict of interest; code of conduct; internal financial controls; health and safety; data protection; equality, diversity and inclusion, antibribery; and keeping a register of interests.

Going concern

The Trustees consider that there are no material uncertainties about the Charity's ability to continue as a going concern. The Charity has minimal on-going commitments and can manage its expenses to be in line with donations received. The Trustees are of the opinion that the Charity is a going concern and the accounts have been prepared on this basis.

The financial statements were approved by the Board of Trustees on 26 January, 2024 and were signed on its behalf by Edmund J. Kamm



.....
Trustee

Independent examiner report to the Trustees

I report on the accounts for the period 9 December 2022 to 31 December 2023, which are set out on pages eighteen to twenty one.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I have examined your charity's accounts as required under section 145 of the Charities Act 2011 ('the Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving me cause to believe:

1. that accounting records were not kept as required by section 130 of the Act; or
2. that the accounts do not accord with those records; or
3. that the accounts do not comply with the accounting requirements of the Act; or
4. that there is further information needed for a proper understanding of the accounts.

Independent examiner's statement

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.



A M Skilton
ACA
Brewers Chartered Accountants
Bourne House
Queen Street
Gomshall
Surrey
GU5 9LY

Date: 26 January 2024

Statement of financial activities

For the period 9 December 2022 to 31 December 2023

	Notes	Unrestricted funds £	Restricted funds £	Total funds £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income		132,367	10,800	143,167
RESOURCES EXPENDED				
Charitable activities				
Cost of sales		111,269	3,250	114,519
Other resources expended		<u>12,072</u>	<u>66</u>	<u>12,138</u>
Total resources expended		<u>123,341</u>	<u>3,316</u>	<u>126,657</u>
NET INCOMING RESOURCES				
		<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
TOTAL FUNDS CARRIED FORWARD				
		<u><u>9,026</u></u>	<u><u>7,484</u></u>	<u><u>16,510</u></u>

The notes form part of these financial statements

Balance sheet

At 31 December 2023

	Notes	Unrestricted funds £	Restricted funds £	Total funds £
CURRENT ASSETS				
Debtors	4	6,307	-	6,307
Cash at bank		<u>8,559</u>	<u>7,484</u>	<u>16,043</u>
		14,866	7,484	22,350
CREDITORS				
Amounts falling due within one year	5	(5,840)	-	(5,840)
		<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
NET CURRENT ASSETS				
		9,026	7,484	16,510
TOTAL ASSETS LESS CURRENT LIABILITIES				
		<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
NET ASSETS				
		<u>9,026</u>	<u>7,484</u>	<u>16,510</u>
FUNDS	6			
Unrestricted funds				9,026
Restricted funds				<u>7,484</u>
TOTAL FUNDS				<u>16,510</u>

The financial statements were approved by the Board of Trustees on 26 January, 2024 and were signed on its behalf by Edmund J. Kamm



.....
Trustee

The notes form part of these financial statements

Notes to financial statements

For the period 9 December 2022 to 31 December 2023

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Charities Act 2011 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

Incoming resources

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

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 particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 December 2023.

Trustees' expenses

There were no trustees' expenses paid for the period ended 31 December 2023.

3. STAFF COSTS

Wages and salaries	£ 3,250
Other pension costs	<u>66</u>
	<u><u>3,316</u></u>

The average monthly number of employees during the period was as follows:

1

No employees received emoluments in excess of £60,000.

Notes to financial statements cont'd

For the period 9 December 2022 to 31 December 2023

4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Other debtors	£ <u>6,307</u>
---------------	-------------------

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Trade creditors	£ 911
Taxation and social security	138
Other creditors	<u>4,791</u>
	<u>5,840</u>

6. MOVEMENT IN FUNDS

	Net movement in funds £	At 31.12.23 £
Unrestricted funds		
General funds	9,026	9,026
Restricted funds		
Restricted funds	7,484	7,484
	<hr/>	<hr/>
TOTAL FUNDS	<u>16,510</u>	<u>16,510</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General funds	132,367	(123,341)	9,026
Restricted funds			
Restricted funds	10,800	(3,316)	7,484
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>143,167</u>	<u>(126,657)</u>	<u>16,510</u>

Detailed statement of financial activities

For the period 9 December 2022 to 31 December 2023

	£
INCOMING RESOURCES	
Voluntary income	
Donations	<u>143,167</u>
Total incoming resources	143,167
RESOURCES EXPENDED	
Charitable activities	
Wages	3,250
Research	70,448
Awareness	38,831
Collaboration and distribution	<u>1,990</u>
	114,519
Other resources expended	
Pensions	66
Fundraising	6,900
Membership of relevant bodies	190
General expenses	50
Insurance	267
IT software and consumables	560
Telephone and internet	<u>501</u>
	8,534
Support costs	
Accountancy and legal fees	<u>3,604</u>
Total resources expended	126,657
	<hr/>
Net income	<u><u>16,510</u></u>

This page does not form part of the statutory financial statements

Declaration

This report was approved and issued by the Charity's current Trustees on 26 January 2024:

Jessica Bondy

Neil Sherlock CBE

Edmund Kamm

Rebecca Hickman

Maguelonne de Brugiere



Let's build
children up,
not knock
them down

Please support our mission to end verbal abuse of children by adults.

www.wordsmatter.org

words
matter 
help us end verbal abuse of children