



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

Contents

Foreword from the Chair	3
Why Words Matter?	3
About Words Matter	4
Our work	6
Our 2023 objectives	8
Our 2023 achievements and performance	10
What's ahead in 2024	13
Charity structure and management	14
Financial review	16
Independent examiner's report to the Trustees	17
Statement of financial activities	18
Balance sheet	19
Notes to the financial statements	20
Detailed statement of financial activities	22
Declaration	23

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.

Neil Sherlock CBE, Chair



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.

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.

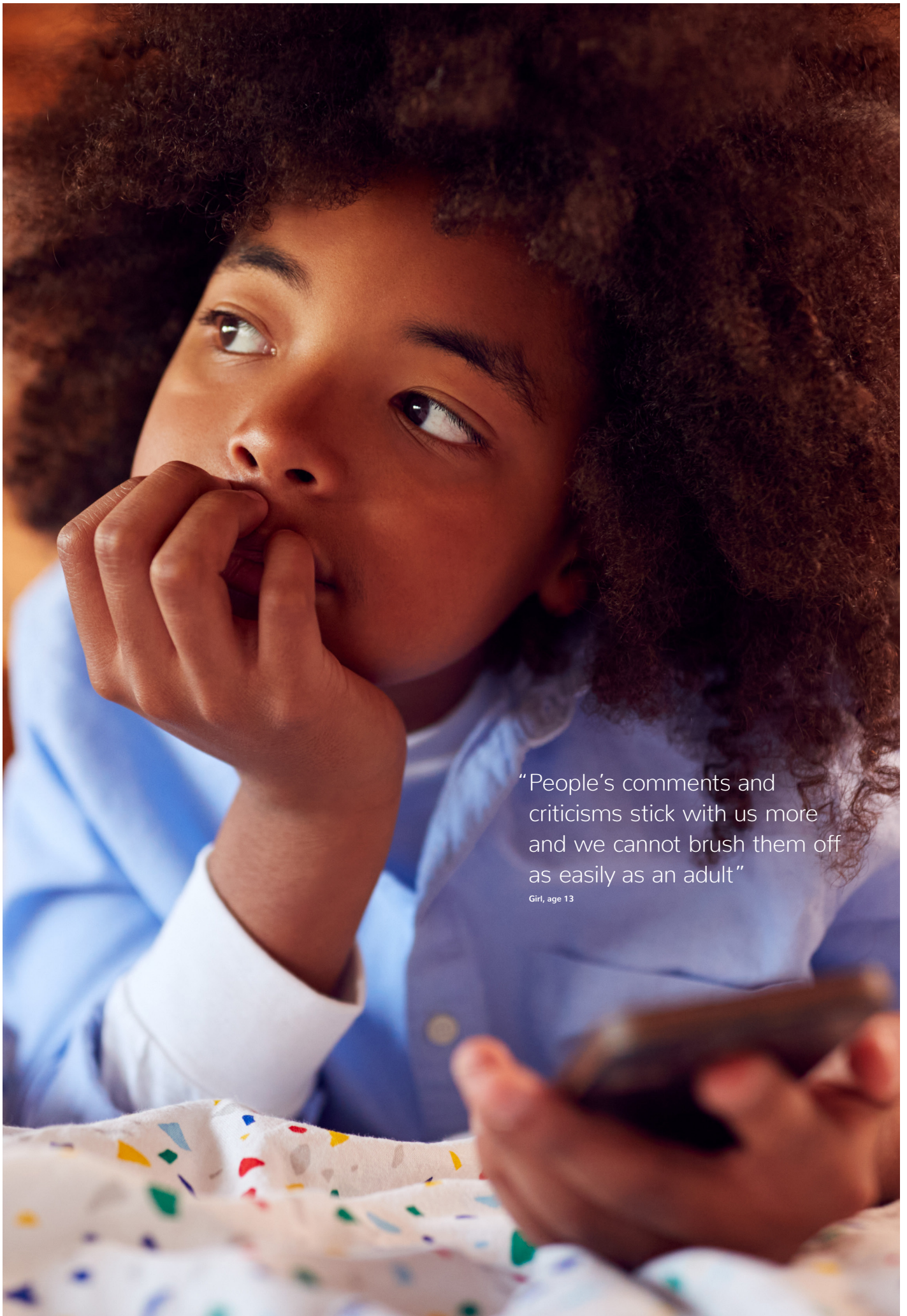
2. <https://news.harvard.edu/gazette/story/2007/04/verbal-beatings-hurt-as-much-as-sexual-abuse/>



“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.

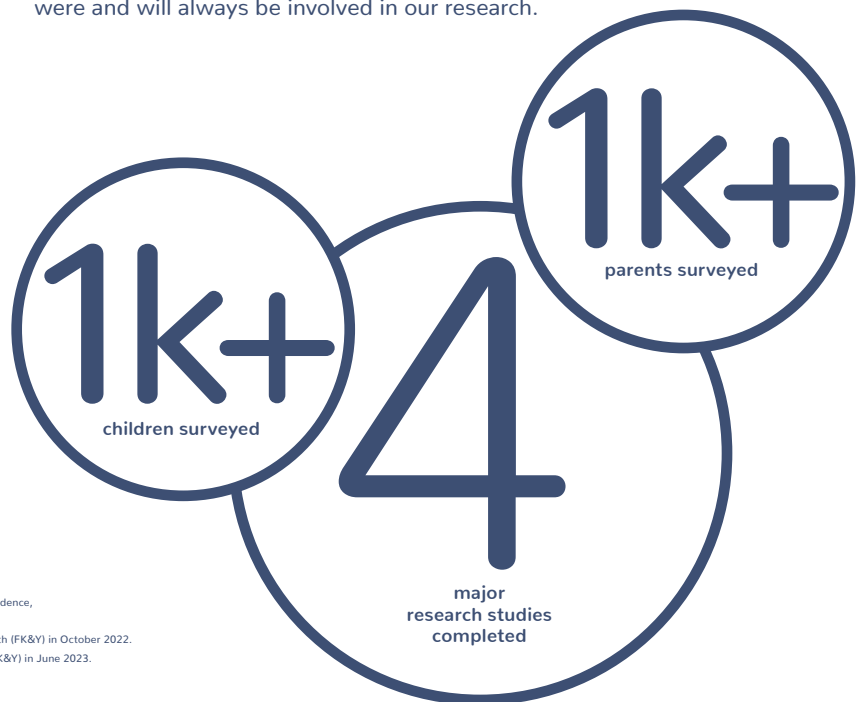
Delphi study by University College London (UCL)

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.

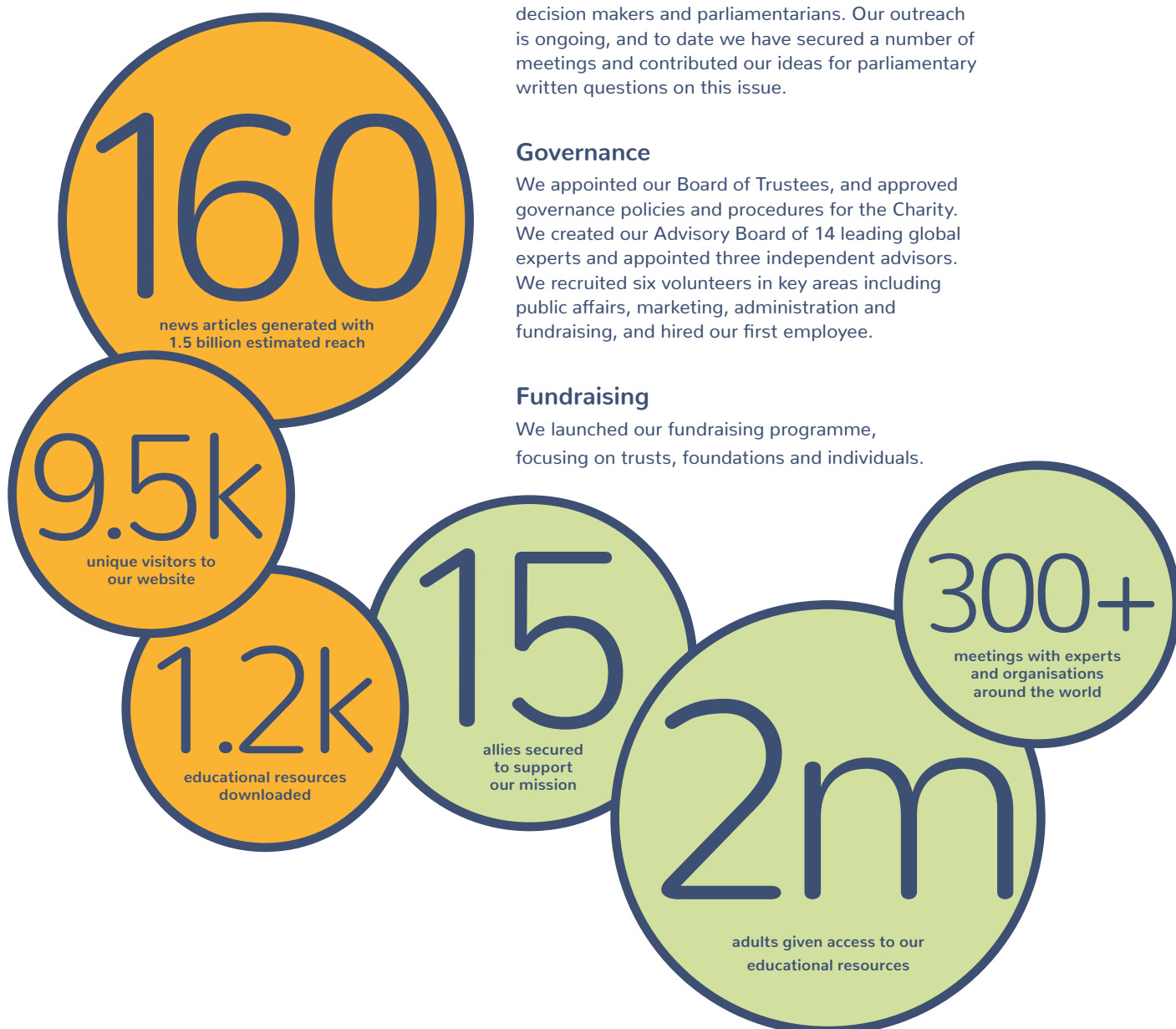
Through our public affairs activity, we aim to increase the awareness and understanding of childhood verbal abuse, and advocate for support for children and adults. Ahead of our formal launch in September 2023, we implemented a targeted public affairs strategy to engender support from prominent decision 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	143,167
-----------	---------

Total incoming resources	143,167
--------------------------	---------

RESOURCES EXPENDED

Charitable activities

Wages	3,250
-------	-------

Research	70,448
----------	--------

Awareness	38,831
-----------	--------

Collaboration and distribution	1,990
--------------------------------	-------

	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	501
------------------------	-----

	8,534
--	-------

Support costs

Accountancy and legal fees	3,604
----------------------------	-------

Total resources expended	126,657
--------------------------	---------

Net income	16,510
------------	--------

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