

Let's build  
children up,  
not knock  
them down

**Words Matter**  
**Annual report**  
**1 January to 31 December 2024**

[www.wordsmatter.org](http://www.wordsmatter.org)  
Registered Charity Number 1201281

words  
matter   
help us end verbal abuse of children





## Contents

Foreword from the Chair	3
A message from our founder	3
Why Words Matter	4
About Words Matter	6
Our 2024 objectives	8
Our 2024 achievements and performance	10
What's ahead in 2025	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	24
Declaration	25

### 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 children<sup>1</sup> - equating to 5.7 million<sup>2</sup> - 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 suicide<sup>3</sup>. Economically, the global cost of not addressing CVA exceeds \$300 billion annually<sup>4</sup>. 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

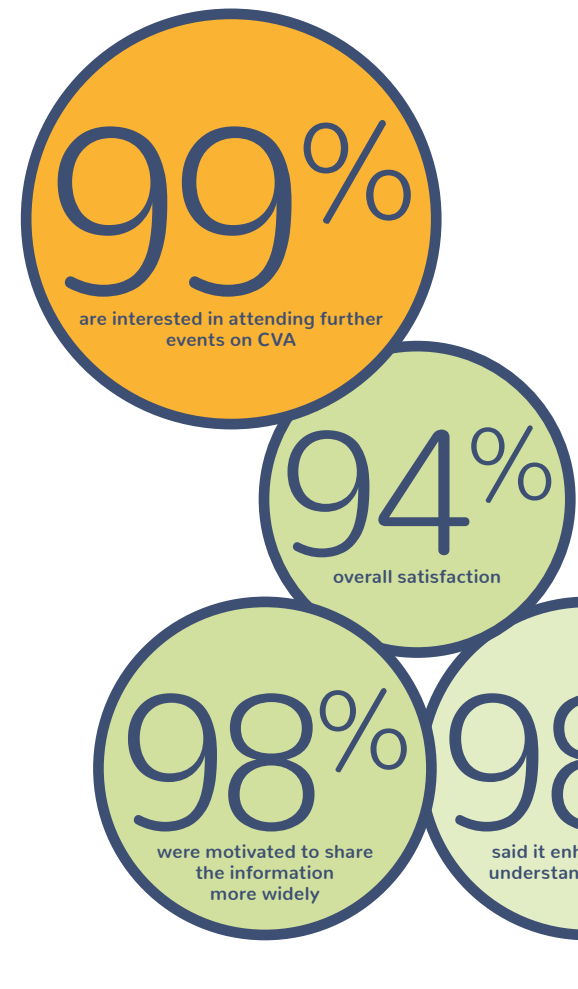
At Words Matter, all our work is grounded in evidence. After a successful launch year in 2023, during which we commissioned four major studies, we aimed to inspire further research led by academics and institutions worldwide.

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 Brugiére who stepped down as Trustee to embrace an exciting new role at Herbert Smith Freehills.

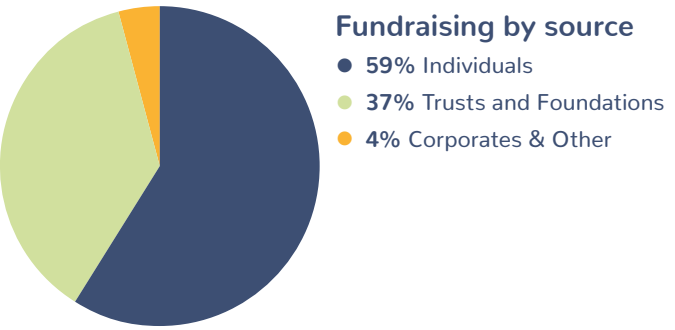
During the year, the Board established two subcommittees: one for Fundraising and another for Risk. These committees ensure that these critical areas receive focused oversight and support, positioning us to deliver on our mission even more effectively.

## 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 Brugiére	(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.

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



## 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; bribery; 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.

# 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

			Year Ended 31.12.24 Total funds £	Period 9.12.22 to 31.12.23 Total funds £
	Notes	Unrestricted fund £	Restricted fund £	
<b>INCOME AND ENDOWMENTS FROM</b>				
Donations and legacies		82,344	40,800	123,144
Investment income	2	258	-	258
Total		82,602	40,800	123,402
<b>EXPENDITURE ON</b>				
Charitable activities		37,784	18,254	56,038
Charitable activities				114,585
Other		24,794	30	24,824
Total		62,578	18,284	80,862
				126,657
NET INCOME		20,024	22,516	42,540
				16,510
<b>RECONCILIATION OF FUNDS</b>				
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

		Unrestricted fund £	Restricted fund £	2024 Total funds £	2023 Total funds £
<b>CURRENT ASSETS</b>					
	Notes				
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
<b>CREDITORS</b>					
Amounts falling due within one year	7	(8,086)	-	(8,086)	(5,840)
<b>NET CURRENT ASSETS</b>					
		29,050	30,000	59,050	16,510
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		29,050	30,000	59,050	16,510
<b>NET ASSETS</b>					
	8				
<b>FUNDS</b>					
Unrestricted funds				29,050	9,026
Restricted funds				30,000	7,484
<b>TOTAL FUNDS</b>					
				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 <u>1</u>	Period 9.12.22 to 31.12.23 <u>1</u>
Administrator		

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

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

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

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	<u>4,750</u>	<u>-</u>
Prepayments and accrued income	<u>-</u>	<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](http://www.wordsmatter.org)

words  
matter   
help us end verbal abuse of children