

Women in Tri UK

England & Wales · Charity number 1203093

Details

Other names WOMEN IN TRI, FUND HER TRI UK

Status Registered

Legal form CIO

Registered 2023-05-16

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

Contact

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Website <https://www.womenintriuk.org/>

Activities

Objects: TO PROMOTE EQUALITY AND DIVERSITY IN TRIATHLON FOR THE PUBLIC BENEFIT IN THE UNITED KINGDOM BY:A) INCREASING THE NUMBER OF WOMEN PARTICIPATING IN TRIATHLON EVENTS;B) PROMOTING AND PROVIDING OPPORTUNITIES TO PARTICIPATE IN TRIATHLONS, TRAINING AND EDUCATIONAL ACTIVITIES TO ELIMINATE DISCRIMINATION AND BARRIERS TO PARTICIPATION IN TRIATHLON.

Activities: Women in Tri UK works to remove barriers to participation in swimming, cycling, running and triathlon for adult women across the UK, particularly those from underrepresented and marginalised backgrounds. We deliver inclusive, women-only swim, bike and run activities, coaching, mentoring, research and advocacy to improve physical health, mental wellbeing and confidence.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** General Charitable Purposes, Education/training, Amateur Sport, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Other Defined Groups

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£49,678	£23,539	-	-
2024-12-31	£23,757	£6,881	-	-
2023-12-31	£4,603	£2,042	-	-

Trustees

Name	Role	Appointed
Bianca Fernandez	Chair	2023-05-16
Bisila Noha		2025-06-30
Louiza Chekhar		2026-01-02
Rute Robalo		2025-02-13
Virginia Kennedy		2024-04-16

Women in Tri UK

England & Wales - Charity number 1203093

Accounts



**WOMEN
INTRUK**



ANNUAL REPORT 2025



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FOREWORD

FROM THE CHAIR



2025: what a year.

Sitting down to reflect and put this report together makes it almost unbelievable what has been achieved. I came across the *forming, storming, norming, performing* framework,

which I had never heard of before. Developed by psychologist Bruce Tuckman, the model describes the natural stages teams and organisations move through as they grow.

In simple terms, *forming* is the early stage where a group comes together around a shared idea or purpose. *Storming* is the difficult but necessary phase where pressure, challenge, and growing pains emerge as ambition increases. *Norming* follows, as roles, structures, and ways of working become clearer and more stable. Finally, *performing* is the stage where an organisation can operate with confidence, clarity, and impact, delivering consistently while staying true to its values.

The more I reflected on it, the more clearly I could see how perfectly it describes where we have been, and where we are now.

THE START OF THE YEAR PLACED US FIRMLY IN THE STORMING PHASE

We faced significant challenges and pressure, rapid growth, and expanding ambition. At times, the road to our goals was not always clear. But throughout it all, a deep sense of purpose and clarity of direction remained. Even when the path was uncertain, we knew where we needed to get to.

As I sit here now to write this foreword, I am proud to say that we are firmly entering a **norming and performing** phase. We have come to the end of the year with clear governance, strong leadership, highly successful programmes, and a defined strategy for the future. Our mission remains unchanged, but we now have the foundations, systems, and capacity to perform at our best, and beyond.

Our rapid growth is not accidental. It reflects a very real need for something like Women in Tri UK to exist.

In 2025 alone, we supported more than 100 women to complete their first triathlon, delivered mentoring to over 80 women, grew our community to nearly 700 members nationwide, expanded women-only coaching and skills sessions, and reached thousands more through advocacy, media, and industry work. Behind every number is a woman who felt more confident, more capable, and more welcome in sport.

I want to thank every volunteer, past and present, for dedicating their valuable time, energy, and care to our mission. Our donors, new and longstanding, for supporting us not only financially but in countless non-financial ways. Our trustees, partners, and collaborators for their trust, challenge, and belief in what we are building. And most importantly, every woman in our community and beyond, because without you, there would be no Women in Tri UK.

As we look ahead to 2026, our focus is clear. We will reinforce what we do, strengthen it, and do it better. With confidence in our foundations, clarity in our purpose, and belief in the power of community, we move forward ready to perform.

Bianca Fernandez-Clark
Chair and Co-Founder, Women in Tri UK

Thank you from the Vice-Chair



We have been overwhelmed by our achievements in the past year, none of which would have been possible without the support of our regular donors, volunteers, sponsors and community members who have joined us in striving for gender parity in swim, bike, run and triathlons and entrusted us with their donations, support, time and talents throughout 2025 to further this aim.

Rute Robalo
Vice-Chair, Women in Tri UK



EXECUTIVE SUMMARY

Overview of achievements

During the year, Women in Tri UK significantly expanded its reach and delivery as a national charity. We supported more women than ever before to complete their first triathlon, strengthened mentoring and coaching pathways, grew a nationally connected community, and increased our influence within the sport through evidence-based advocacy and industry engagement.

Alongside programme growth, the organisation matured. Governance structures were strengthened, leadership capacity increased, and the charity formally transitioned from Fund Her Tri UK to Women in Tri UK, reflecting the full breadth of our work and ambition. Both names are now registered as trademarks, reinforcing our long-term commitment to protecting the charity's identity and values.

At every level, the focus remained the same: removing barriers, increasing confidence, and ensuring women feel welcome, supported, and represented in sport.

Key numbers at a glance

107 women supported to complete their first triathlon



£8,002 in fully funded race entries provided through donated places

56 mentors



87 mentees

supported through the Mentoring Programme

684 members nearly doubling year-on-year
83% in the sport <3 years

32.2% of community members nationally identifying as from low-income backgrounds



members identify as from ethnic minority backgrounds



32.7%
Nationally

45%
London



300+ in-person women-only training sessions
registrations

650+ registrations to educational webinars



92

women supported through open water swimming sessions*

*60% ethnic minority



British Triathlon

Strategic priorities for 2026

Looking ahead, Women in Tri UK's priorities are focused on deepening impact while ensuring long-term sustainability:



Scaling the First Triathlon Programme to support up to **200 women**



Expanding coached and community-led sessions beyond London



Training **30 Swim, Bike, Run Leaders** to support regional delivery



Strengthening advocacy to influence policy, equity, and access in the sport



Continuing to diversify income and build unrestricted funding



WHO WE ARE

Our vision, mission, and values

Our vision

Women in Tri UK (registered charity 1203093) envisions a world where swim, bike, run, and triathlon are accessible, inclusive, and empowering for all women, regardless of background, ability, or circumstances. We strive to break down barriers to participation by creating safe and supportive environments where women feel confident to swim, bike, and run as part of a welcoming community.



Our mission

Our mission is to remove the financial, cultural, and confidence barriers that prevent women from accessing endurance sport, through inclusive programmes, community support, advocacy, and partnership working.

We:

- **Empower** women to complete their first triathlon through financial and community support
- **Mentor** beginner triathletes through connection with experienced athletes
- **Support** women in our community through safe and inclusive spaces
- **Educate** through learning, coaching, and skills development
- **Advocate** for gender equality and positive systemic change in sport
- **Remove** barriers through a wide range of practical and structural support

Our values guide everything we do:

- Inclusion and equity
- Community-led delivery
- Evidence-informed advocacy
- Respect, safety, and belonging
- Sustainability and long-term impact

Governance and structure

Women in Tri UK is a registered charity governed by a Board of Trustees responsible for strategic oversight, financial stewardship, and regulatory compliance.

The Board works at arm's length from day-to-day delivery, providing independent oversight while supporting the leadership team to operate effectively and sustainably. During the year, governance arrangements were further strengthened in response to organisational growth, ensuring clarity between trustee responsibilities and operational management.

The charity operates with a lean structure. Delivery remains largely volunteer-led, supported by a small number of freelance roles. This approach allows the charity to maximise resources directed toward charitable programmes while maintaining strong governance and accountability.

Risk management and governance statement

The Board of Trustees regularly reviews organisational risks, including financial sustainability, safeguarding, data protection, reputational risk, volunteer capacity, and delivery risk.

Key risk mitigation measures include:

- Clear policies and procedures across safeguarding, data protection, equality, and health and safety
- Financial oversight through regular reporting
- Phased growth aligned with funding and organisational capacity

The Board is confident that appropriate systems and controls are in place to manage risk effectively while enabling the charity to continue delivering meaningful impact.





Our teams

Women in Tri UK is powered by a dedicated working group and supported by community leaders, coaches, mentors, and trustees who collectively bring lived experience, professional expertise, and deep commitment to the charity's mission.

During the year, the organisation strengthened its governance capacity through the recruitment of two additional trustees, following changes to the Board.

MENTORING Ginnie	FINANCE Sahar B	FINANCE Ginnie	SECRETARY Jess	COACHING Laura L	COACHING Jo	FIRST TRIATHLON PROGRAMME Sophie
MENTORING Laura	MENTORING Proma	CHAIR Bianca	FUNDRAISING & GRANTS Bianca	COACHING Becca	FUNDRAISING & GRANTS Bianca	PARTNERSHIPS & ADVOCACY Bianca
TRUSTEE Bianca	TRUSTEE Rute	TRUSTEE Sid	VICE-CHAIR Rute	FUNDRAISING & GRANTS Bisila	PARTNERSHIPS Steph	PARTNERSHIPS Helen
TRUSTEE Ginnie	TRUSTEE Bisila	TRUSTEE Louiza	COMMUNITY SUPPORT Jamita	COMMUNITY SUPPORT Emma	WEBINARS Jen	TECH & AUTOMATIONS Bianca
COMMUNITY SUPPORT Steph	COMMUNITY SUPPORT Steph	SOCIAL MEDIA Nana	SOCIAL MEDIA Bianca	SOCIAL MEDIA Verity	SOCIAL MEDIA Sahar A	WEBINARS Chelley
						DESIGN & BRANDING Rute

CHARITABLE PROGRAMMES



First triathlon programme

The First Triathlon Programme is Women in Tri UK's longest-running programme and the initiative from which the charity was originally founded, first operating as Fund Her Tri UK. It was created in direct response to the financial and confidence barriers that prevent many women from taking part in triathlon, particularly at entry level.

What began as a small sponsorship scheme has grown into a flagship programme that continues to define our purpose: ensuring women feel able, supported, and welcome to take part in their first triathlon.

What we delivered this year

This year, the First Triathlon Programme supported **107 women** to complete their first triathlon, representing a **132% increase** compared to the previous year. This is the highest number of first-time triathletes supported by Women in Tri UK to date.

The vast majority of places supported through the programme this year were **fully funded race entries**, made possible through donated entries from event partners. The total value of race entries funded through the programme this year was **£8,002**.

- Women supported through the programme benefited from:
- A free race entry (for races up to Olympic distance)
- Access to the Women in Tri UK community and peer support
- The opportunity to join our mentoring programme and access training resources and beginner-friendly sessions
- Practical guidance around preparation, kit, and race-day confidence



Races and participation

Participation data continues to highlight the importance of accessible, well-supported events for first-time triathletes. The **London T100 Triathlon** was the most popular race this year, accounting for nearly half of all First Triathlon Programme entries, followed by **Blenheim Palace Triathlon** and **Dorney Lake**.

Distance choice has remained stable year-on-year, demonstrating that women are selecting entry points that feel achievable while still offering challenge and progression. Sprint distance accounted for just over half of all races, while super sprint and Olympic distance events continued to attract strong participation. A small number of women chose longer formats for their first triathlon.

This consistency reinforces the programme's role as a confidence-building gateway into triathlon, rather than a one-off intervention.

Impact beyond the finish line

While the programme focuses on enabling women to reach a start and finish line, its impact extends far beyond race day. For many participants, completing a first triathlon represents a shift in confidence, self-belief, and how they see themselves in sport.

One participant reflected:

“ Beyond the obvious physical health benefits, my true motivation lies in the mental and emotional rewards. I want to build a stronger sense of confidence and self-belief, and enjoy the mental clarity that comes from consistent training and being outdoors.”

Another shared what inspired her to begin:

“ What inspired me to take on a triathlon was witnessing other women push their limits, proving that despite any obstacle, they too can show up, compete, and thrive.”

The programme also attracts women at different life stages. One participant, aged 50 and navigating menopause, described triathlon as a new and empowering challenge:

“ I regularly take part in parkrun and enjoy cycling. I taught myself front crawl and live by the sea, so I've been testing that new skill. I'd love to give myself a new challenge and I love the variety of training across all three disciplines.”

These stories consistently highlight that the programme is not just about sport, but about confidence, agency, and belonging.

The First Triathlon Programme exists because of the generosity and commitment of event partners who donate race entries to remove financial barriers for first-time triathletes. We would like to thank all partners who supported the programme this year, with particular recognition to our Gold Event Partners: **ATW Events**, **RunThrough**, **Blenheim Palace Triathlon**, and **London T100**. Our partnership approach is explored further later in this report.





Looking ahead

We are grateful to the new event partners supporting the programme in **2026**, helping to expand access for first-time triathletes. At the time of writing, **26 women** are already signed up to complete their first triathlon in 2026 through the programme. Our ambition is to support **200 women in 2026**.

For next year, we will also introduce a **kit loan scheme**, enabling new triathletes to rent a triathlon suit for their event, further removing financial barriers and reducing the upfront cost of participation.

Mentorship programme

The Mentoring programme is one of Women in Tri UK's core programmes, fully volunteer-led, and a key pillar of our approach to supporting women beyond their first steps into triathlon. The programme exists to provide guidance, reassurance, and connection, pairing women who are new to triathlon with more experienced athletes who can offer practical insight and encouragement.

Mentoring plays a crucial role in helping women navigate the sport with confidence, particularly at moments where self-doubt, lack of representation, or fear of not belonging might otherwise lead to disengagement.

What we delivered this year

This year, **56 mentors and 87 mentees** took part in the Mentoring Programme, forming **55 mentoring groups**. The number of mentors increased from 43 in the previous year, reflecting growing confidence and leadership within the community.

While the number of mentees was slightly lower than the previous year, this reflects a change in delivery rather than reduced demand. In 2024, two programmes were delivered (in-season and off-season), whereas this year a single programme ran with rolling matching, allowing mentees to join at different points while maintaining programme quality and mentor capacity.

The majority of mentors brought prior experience to the role, with 91% having mentored before, while 84% of mentees were beginners, with zero to one year of triathlon experience. Mentors were more evenly spread across age groups, with the largest cohort aged 35–44, while mentees were predominantly aged 25–39.

Programme experience and impact

To better understand the impact of mentoring, a new **Mentorship Impact Form** was introduced this year. Feedback from both mentors and mentees was overwhelmingly positive and highlighted strong outcomes across confidence, connection, and wellbeing. These outcomes closely reflect findings from our wider 2025 impact survey, which identified confidence, connection, and belonging as the most significant benefits of engagement with Women in Tri UK.

Among mentees, around 90% rated their experience as positive, and 88% reported feeling more connected to other women in triathlon as a result of the programme. Average confidence levels rose significantly, from 2.53 to 4.59 out of 5, demonstrating a strong boost in self-belief and engagement. Over 80% of mentees expressed interest in taking part again in the future, either as a mentee or as a mentor.

Mentors also reported meaningful benefits. Average confidence in supporting others increased from 4.3 to 4.8 out of 5, and 92% described their experience as positive. Every mentor who responded said they would mentor again, and 100% reported feeling more connected to other women in triathlon, highlighting the reciprocal value of the programme.

One mentor reflected:

“ Being a mentor was a great experience. Seeing my mentee grow, flourish, and achieve her goals was incredible.”



Learning and programme development

While feedback was strongly positive, it also highlighted areas for improvement.

In particular, mentors and mentees noted the need for clearer timelines, expectations, and communication at the start of the programme. Some mentors also experienced pressure when mentees were unsure where to direct questions or seek reassurance.

These insights have directly informed changes to the programme for 2026. In response, we have introduced for 2026:

- Enhanced and new mentor and mentee training packs, providing clear guidance from the point of application
- A Mentee-Only WhatsApp group, offering an additional point of contact and reducing pressure on mentors
- Clearer onboarding and communication around programme structure and expectations

These changes are designed to strengthen the experience for both mentors and mentees, while maintaining appropriate boundaries and ensuring the programme remains sustainable and volunteer-led.

Community programme

The Women in Tri UK community sits at the heart of everything we do. While our programmes provide structured routes into triathlon, it is the community that sustains engagement, reduces isolation, and creates a lasting sense of belonging for women who may never have felt represented or welcomed in traditional sporting spaces.

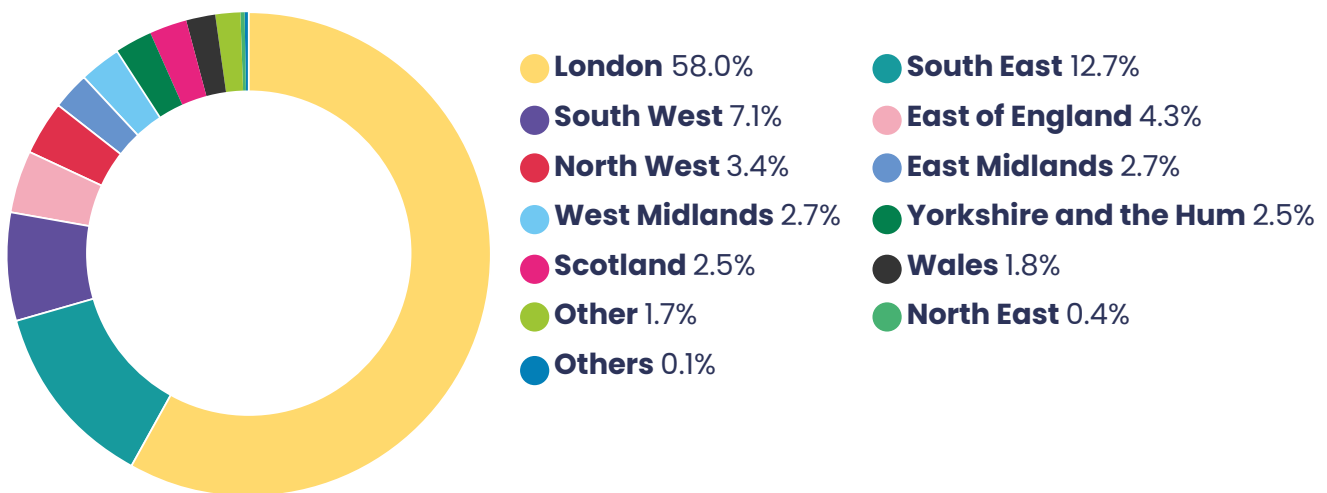
This year marked a period of exceptional growth for the community, alongside a continued focus on inclusion, accessibility, and intentional community building.



Community growth and national reach

At the end of the reporting period, the Women in Tri UK community had grown to **684 members**, representing a significant increase from **347 members at the end of 2024**. Nearly doubling the size of the community in a single year reflects growing demand for women-only, inclusive spaces within triathlon and endurance sport.

While London remains our largest hub, the community is increasingly national in reach. **58.4% of members are based in London**, with the remaining **41.6% spread across the rest of the UK**, including the South East, South West, East of England, North West, Midlands, Scotland, and Yorkshire and the Humber. This reflects Women in Tri UK's transition from a London-centric initiative to a nationally connected community.



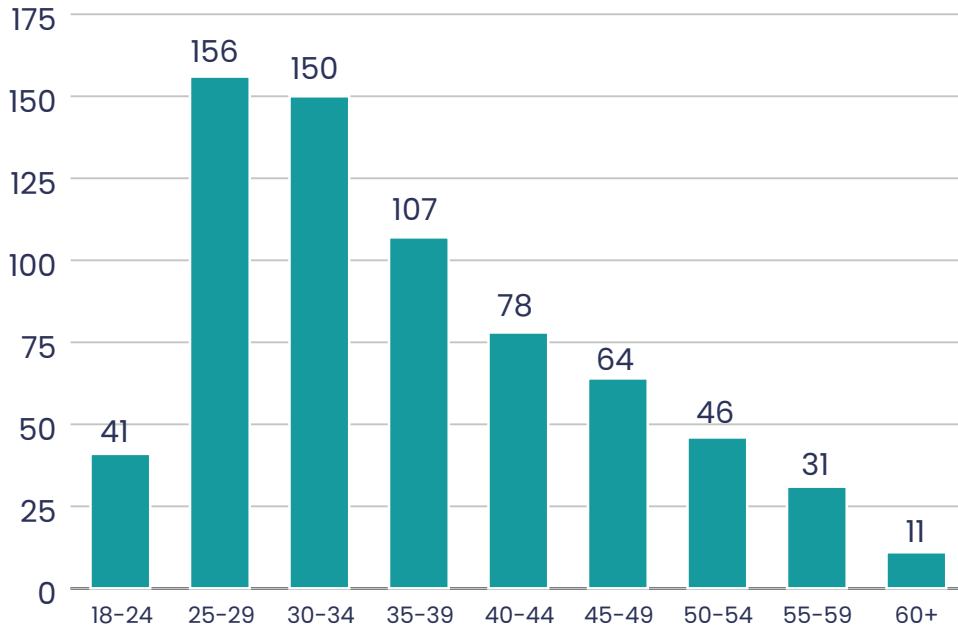
Who our community reaches

The demographic profile of the Women in Tri UK community strongly aligns with our charitable mission to reach women who are underrepresented in triathlon.

Data from community applications shows that **83% of community members have been involved in the sport for three years or less**, confirming that the community primarily supports women

who are new or relatively new to triathlon and endurance sport.

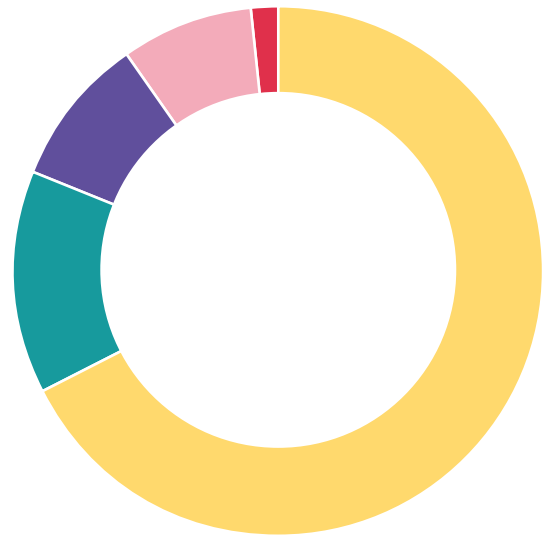
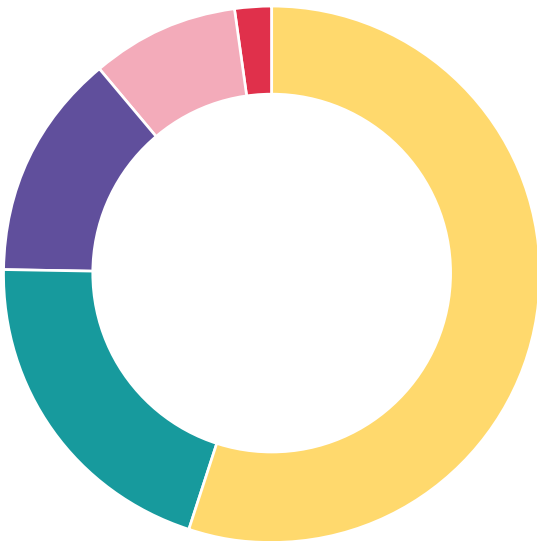
Age distribution spans a wide range, with the largest groups aged **25–29 and 30–34**, alongside strong representation across older age groups. This reinforces that triathlon can be accessible and appealing at multiple life stages.



Ethnic diversity remains a key strength of the community, particularly in London. Among London-based members, **45.2% identify as being from ethnic minority backgrounds**, compared with **32.7% nationally**, a level of representation that remains significantly higher than typically seen in triathlon spaces.

London

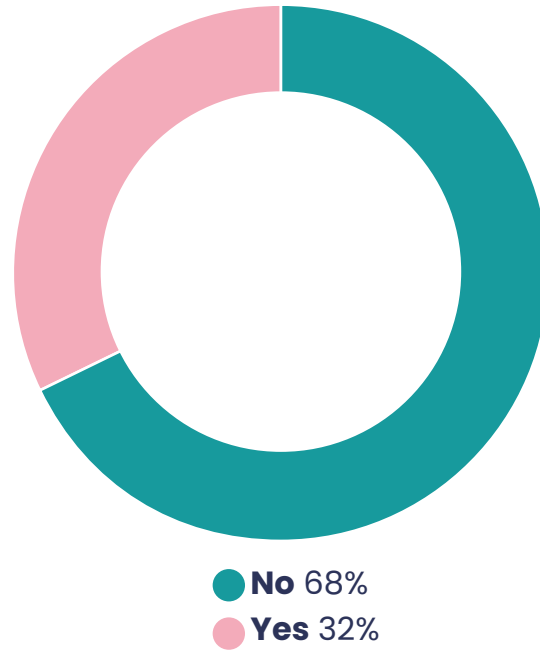
National



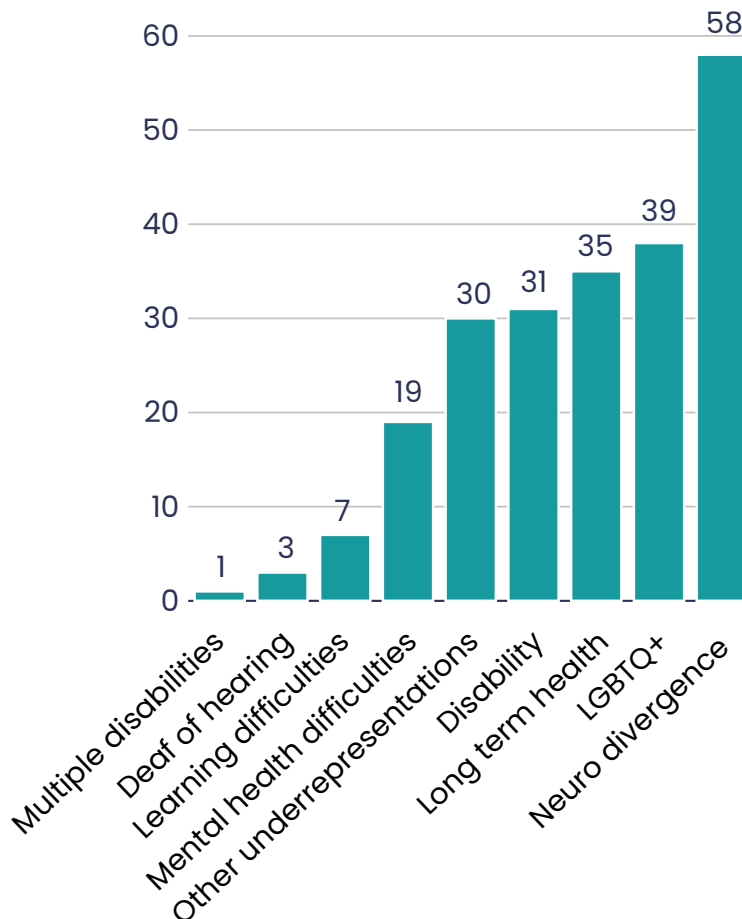
- **White / White British** 55.1%
- **Asian / Asian British** 20.2%
- **Black / African / Caribbean / Black British** 13.7%
- **Mixed / Multiple ethnic groups** 9.0%
- **Other** 2.0%

- **White / White British** 67.5%
- **Asian / Asian British** 13.7%
- **Black / African / Caribbean / Black British** 9.3%
- **Mixed / Multiple ethnic groups** 8.1%
- **Other** 1.4%

Socio-economic data further highlights the inclusive reach of the community. **32.2% of members nationally identify as coming from a low-income background**, rising to **35.5% among London-based members**, reinforcing the importance of affordability, peer support, and free or low-cost access points.



The community also includes women from other underrepresented groups, with **neurodivergent women and LGBTQ+ women** particularly well represented. This underlines the importance of creating spaces where women feel safe, understood, and able to participate authentically.



Community connection and peer support

Community connection is primarily facilitated through WhatsApp, which remains the preferred and most effective platform for our members. It enables accessible, real-time peer support in a way that works for women balancing training alongside work, caring responsibilities, and daily life. Our approach focuses on keeping community spaces welcoming, purposeful, and supportive, reinforcing that all questions are welcome while maintaining clarity and manageability as the community continues to grow.

For many women, the Women in Tri UK community is more than a place to ask practical questions about training or events. It is a space where confidence is rebuilt, isolation is reduced, and a sense of belonging is strengthened.

The power of our community, and the strength of peer support and sisterhood within it, are clearly reflected in the scale and breadth of participation across events throughout the year. Many women joined the community as complete beginners, uncertain of their abilities. By the end of the year, they described themselves as athletes, believing in their capacity to set goals and achieve them, with community members collectively achieving **thousands of finishes** across swim, bike, run, and triathlon events.

In 2025, more than 25 community members completed the London Marathon, over 20 women took on the Etape Caledonia cycling sportive, and more than 40 participated in the

Blenheim Palace Triathlon, where women represented 46% of all participants. More than 30 women completed the Cotswold Classic middle-distance triathlon, contributing to 32% female participation across the event. More than 100 women took part in the London T100 Triathlon, and over 30 completed Swim Serpentine.

Community engagement extended beyond race day. To close the year, 60 women took part in a virtual swim challenge, swimming 10km over the course of a month, many of whom had only learned to swim earlier in the year. During December, 96 women participated in a festive movement challenge, each logging 500 minutes of activity between Christmas Eve and New Year's Day. In addition, from January to December nearly 100 community members took part in a virtual swim, bike, run challenge, raising funds for Women in Tri UK alongside two partner charities.

These initiatives supported mental wellbeing during a busy and often stressful time, particularly for women, mothers, and carers, while reinforcing a shared sense of purpose and connection. Participants described feeling motivated to move in ways that worked for them, whether through walking, running, swimming, or cycling, and valued the inclusive nature of challenges that rewarded time spent moving rather than pace or performance.

One participant reflected, *"I'm really happy I joined the festive challenge. It pushed me out of my comfort zone, but I had so much fun with it. Seeing everyone's movement, whether walking, running, or swimming, was incredibly motivating. It even brought out a competitive streak I didn't know I had."*

Others highlighted the broader lifestyle and wellbeing impact. *“I’ve really enjoyed walking more and skipping the bus. I don’t know what I’d do without Women in Tri UK. The inspiration, joy, and solidarity in the community have made me feel fitter and happier.”* Another shared, *“The challenge helped me slow down and breathe, while staying active at the same time. The gentle walks and swims were incredibly calming.”*

For many, the festive challenge helped counter the typical drop in activity at the end of the year. *“The 500 Minutes Festive Challenge was fun, inclusive, and perfectly timed. I’m usually inactive over the festive period, but the camaraderie, and a little competitiveness, encouraged me to move every day. I entered the New Year with more energy, new connections, and even saved money by walking instead of taking public transport.”*

Together, these moments illustrate the collective impact of the community. Through movement, encouragement, and shared experience, women showed up for themselves and for each other, demonstrating the power of belonging as a catalyst for confidence, resilience, and long-term participation in sport.

Coaching and training resources

Women in Tri UK delivers women-only coaching and training resources designed to build confidence, skills, and enjoyment across swim, bike, and run. Our approach prioritises accessibility, progression, and supportive learning environments, particularly for women who are new to the sport or returning after time away. Our bike, run and webinars are free and our swimming sessions are heavily subsidised.

Across all coaching and education activity, feedback from our 2025 impact survey highlighted increased confidence, reduced anxiety, and a strong sense of belonging as the most significant outcomes. The survey also reinforced the need for **more accessible activity outside of London**, which has directly informed our plans for 2026.





Coaching and training delivery at a glance

Discipline / format	Sessions delivered	Total registrations / participants	Notes
Open water swimming	4 coached sessions + 1 webinar	92 participants (plus webinar attendees)	Beginner-friendly, women-only
Pool-based swim sessions	Multiple blocks across the year	158 registrations	Learn to Swim, Improvers, Fitness
Coached bike/run session with Q&A	1 session	25 participants	Combined bike-run skills
Bike mechanics workshops	2 sessions	24 participants	Practical, hands-on bike mechanic skills
Coached cycling	3 sessions	45 sign-ups	Skills-focused, not group rides
Confidence-building group rides	Weekly sessions	2-15 participants per session	Skills-focused, group riding skills
Track running sessions	6 sessions	More than 120 sign-ups	All abilities, technique-led
Community-led running sessions	Fortnightly sessions	3-15 participants per session	All abilities, varying distances
Webinars and online training	9 sessions	650+ registrations across the year	National reach

Registration figures reflect sign-ups across the year and may include repeat participants.



Swimming: pool swimming & open water delivery

Swimming remains a key barrier to participation for many women, and our swim provision is intentionally designed to address this. Our women-only pool-based swimming programme, funded by London Marathon Events and Sport England, continued to grow in demand this year and will continue into 2026.

Providing women-only pool sessions has delivered significant benefits, particularly for women with cultural or religious requirements and for those who had previously not felt able to access mixed-gender swimming environments. For many participants, this was their first opportunity to learn or return to swimming in a space where they felt safe, comfortable, and supported.

The programme now offers three swim squads per week, with capacity for 55 swimmers, spanning Learn to Swim, Improvers, and Advanced levels. Progression has been a key outcome, with many women who were initially unable to swim a single length of the pool now moving into intermediate and advanced blocks. This progression reflects sustained engagement, growing confidence, and improved technical ability over time.

Alongside pool-based delivery, the Open Water Swimming programme supported 92 women through four coached sessions and an online webinar, offering an affordable and beginner-friendly introduction to open water. The programme reached women from groups underrepresented in multisport, with around 60% ethnic minority

representation, 42% from low-income households, and 19 women reporting disabilities. More than 30 participants went on to complete their first triathlon or open-water event, demonstrating clear progression beyond the programme.

Across both pool and open-water delivery, women reported increased confidence, technical skill development, and a stronger sense of safety in the water. Sessions also reduced social isolation and encouraged peer-led meet-ups that continued beyond the formal programme. All sessions were delivered by women, providing visible role models in a space where women remain underrepresented.



Road cycling

Our cycling activity focused on building confidence, safety, and practical skills in supportive, women-only environments. Alongside coached sessions and skills-based road cycling on open roads, Women in Tri UK community leaders continued to lead regular bike sessions for women of all abilities, providing consistent opportunities for participation beyond formal coaching blocks.

In addition to riding skills, two highly popular **bike mechanics workshops** supported women to develop independence and confidence in maintaining their own bikes. Participants reported feeling more empowered, better informed, and less reliant on others for basic maintenance, addressing a commonly cited barrier to cycling participation.

Coached cycling sessions focused on braking, cornering, bike handling, and group riding skills. These were not group rides, but structured learning spaces designed to prepare women for triathlons and sportives in a calm, inclusive environment.

Thanks to grant funding, we were able to support our volunteer community leaders with transport costs and small refreshments, helping to remove financial barriers to volunteering and enabling continued delivery of regular sessions.



Running: technique and enjoyment

Running activity was delivered through both coached sessions and **weekly community-led runs**, offering women of all abilities, including those previously inactive, a supportive and flexible way to engage with movement.

Sessions varied in distance and pace and focused on technique, pacing, breathing, and injury prevention. This approach supported beginners using run-walk strategies alongside more experienced runners training for longer-distance events.

Participants consistently highlighted increased confidence, improved efficiency, and enjoyment, particularly valuing the inclusive, non-judgemental atmosphere created through women-led delivery.

"After only one session, running felt easier and I felt faster. It was also great to be there with other Women in Tri UK women."

Looking ahead to 2026, all community leaders and new volunteers will receive additional training through the Swim, Bike, Run Leaders Award, strengthening regional capacity, ensuring consistent standards, and supporting the continued expansion of community-led sessions across the UK.

Webinars and training resources

Alongside in-person delivery, Women in Tri UK delivered a strong programme of online webinars, covering topics such as introduction to triathlon, mindset and confidence, strength training, open water swimming, menstrual health, motivation, and nutrition.

With over 650 registrations across nine webinars, these sessions provided national reach and flexibility for women unable to attend in-person activity. Feedback echoed themes from our impact survey, with women valuing reassurance, practical guidance, and the opportunity to learn in women-centred spaces.

Accessibility and funding

All bike and run sessions and webinars are free to attend, ensuring no financial barrier to participation. Swimming sessions are heavily subsidised, reflecting higher delivery and venue costs while remaining accessible to women from low-income backgrounds.

Delivery of these sessions has been made possible through a combination of grant funding and donations, allowing Women in Tri UK to prioritise access, inclusion, and quality of coaching.

Looking ahead

In 2026, Women in Tri UK will invest in building regional delivery capacity through a Swim, Bike, Run Leaders programme, initially training 30 leaders, with scope to increase subject to funding. These leaders will support the expansion of community-led sessions in their own regions, helping to reduce reliance on London-based delivery and respond directly to feedback from our impact survey calling for more opportunities outside the capital.

As part of this expansion, we will pilot our first coached sessions outside of London in Bristol, marking an important step in widening access and testing scalable regional delivery models.

By combining leader development, subsidised access, and community-led delivery, we aim to create a sustainable pathway for women across the UK to access supportive, women-only coaching, regardless of location.



INDUSTRY AND ADVOCACY WORK

Alongside direct programme delivery, Women in Tri UK plays an active role in advocating for greater equity, safety, and inclusion within swim, bike, run and triathlon. Our advocacy work is grounded in lived experience, community insight, and evidence, and aims to influence the systems and decisions that shape women's participation, from entry-level access through to age group competition.

While our community programmes primarily focus on supporting women at the start of their journey, as a charity advocating for women in triathlon we also believe it is essential to champion equity at every level of the sport, including for the most competitive women.

IRONMAN performance and equity work

In 2025, Women in Tri UK undertook significant advocacy work with **IRONMAN** following the announcement of a return to one-day racing at the IRONMAN World Championship in Kona. For the previous three years, women and men had competed on separate days with

equal numbers of championship places, a structure widely viewed as a positive step towards gender equity.

Early discussions around a return to a participation-based, proportional allocation of championship places raised serious equity concerns. Women remain significantly underrepresented in long-distance triathlon, and linking qualification opportunities directly to participation numbers risked penalising the most competitive women, despite strong relative performance.

In response, Women in Tri UK produced a data-led [Performance vs Participation Report](#), demonstrating how participation-based models disproportionately disadvantage women and fail to reflect performance realities. The analysis showed that competitive women consistently perform at a higher relative level than men and that proportional allocation models risk reinforcing structural inequities rather than rewarding excellence.

The report was shared directly with IRONMAN and circulated widely across triathlon media and industry stakeholders globally. This evidence-based approach contributed to constructive dialogue with IRONMAN and supported a shift towards

a performance-based model, ensuring that high-performing women are not penalised due to lower participation rates.

This work exemplifies Women in Tri UK's commitment to advocating for women not only at the entry level, but also at the highest levels of competition, ensuring fairness, recognition, and opportunity across the full triathlon pathway.

Greater London Authority: clean, safe, and inclusive waterways

In 2025, Women in Tri UK was invited to contribute to a major initiative led by the Mayor of London, Sir Sadiq Khan and the Greater London Authority, focused on improving the health, safety, and accessibility of London's waterways. This work forms part of a long-term programme bringing together government bodies, regulators, water companies, charities, and community organisations to transform access to rivers and open water across the capital.

Women in Tri UK's involvement has focused on the Inclusion Working Group, where we have provided specialist expertise on the barriers faced by women, particularly those from underrepresented communities, in accessing swimming and open water activity. These barriers include safety concerns, water quality, lack of trusted information, cultural and religious requirements, confidence, and historic exclusion from aquatic spaces.

Our contribution is grounded in direct delivery experience. Through women-only pool and open-water programmes, we have supported women who had never previously accessed swimming, including women from ethnic minority and low-income backgrounds. This practical insight has enabled us to contribute evidence-informed recommendations on how waterways can be made genuinely accessible and welcoming for all women.

Importantly, Women in Tri UK's role extends beyond consultation. We will be involved in delivery and action-focused work, helping translate policy ambition into real-world access and participation. This aligns with the Mayor's commitment to ensuring waterways are open to all communities, regardless of race or socio-economic background, and reflects evidence showing that women from lower-income and Black and Asian communities are significantly less likely to access natural and blue spaces.

Alongside these two major projects, Women in Tri UK has continued to support governing bodies, industry partners, event organisers, and key decision makers with guidance and insight on systemic change to better attract, retain, and support women across swim, bike, run, and triathlon.

By combining grassroots delivery with trusted advocacy, Women in Tri UK continues to act as a bridge between women's lived experiences and the institutions that shape endurance sport, helping to drive meaningful, long-term change across the sector.

Our advocacy demonstrates Women in Tri UK's ability to operate credibly at both grassroots and policy levels.



EVENT PARTNERSHIP SCHEME



Women in Tri UK's Event Partnerships Scheme is a core part of our strategy to address structural barriers within triathlon and endurance sport. It brings together research, lived experience, and practical action to support events in becoming more inclusive, welcoming, and accessible to women.

The scheme is rooted in insight. In 2024, Women in Tri UK collaborated with **She Races** on research exploring the barriers women face when entering triathlon events. This [research](#), combined with extensive community-led insight and our own delivery experience, highlighted recurring challenges including safety concerns, lack of representation, inflexible policies, confidence barriers, and event environments that were not designed with women in mind.

In response, Women in Tri UK developed a set of women-focused event guidelines, supported by consultancy and ongoing dialogue with organisers. These guidelines are practical, achievable, and grounded in real participant experience, enabling events to implement meaningful change rather than surface-level adjustments.

Partnership model

In 2025, the Event Partnerships Scheme was **formalised into tiered partnerships**, reflecting a more mature, bilateral approach. These tiers recognise both the commitment of event organisers to implementing inclusive practice and the direct support provided back to Women in Tri UK and its community.

This shift has strengthened accountability and clarity on both sides. For Women in Tri UK, it ensures partnerships align with our values and mission. For organisers, it provides structured guidance, visibility, and access to community insight, as well as endorsement from a trusted women-led charity.

Importantly, the scheme has expanded beyond triathlon. As many of our existing partners deliver events across multiple disciplines, the partnership model now also includes **swimming, cycling, running, and multisport events**, better reflecting our mission across swim, bike, and run.

Impact and shared value

Event partners play a critical role in enabling Women in Tri UK's First Triathlon Programme, through the donation of race entries that remove financial barriers for women taking part in their first event. Without this generosity, the programme would not be possible at its current scale.

Over time, partners have also seen the value of this collaboration reflected in their own events. Organisers have reported improved engagement,

increased trust from women participants, and more inclusive event environments as a result of implementing Women in Tri UK's guidelines and working closely with the community.

One of our **Gold Event Partners, ATW Events**, has reported an increase in women's participation since beginning its partnership with Women in Tri UK, reinforcing the link between intentional inclusion and measurable change.

More than endorsement

The Event Partnerships Scheme is not a badge or endorsement in isolation. It is an ongoing relationship built on listening, learning, and shared responsibility. Women in Tri UK continues to support partners with insight, feedback, and consultancy, while partners commit to evolving their practices in response to women's needs.

Through this scheme, Women in Tri UK is helping reshape the event landscape, ensuring that when women take the step to enter an event, they encounter environments that support confidence, safety, and belonging from registration through to the finish line.



AWARDS AND RECOGNITION

Women in Tri UK's work has been recognised nationally across sport, media, and the wider endurance community. These acknowledgements reflect both the impact of our programmes and the growing recognition of the importance of inclusive, women-led approaches to triathlon and endurance sport.

National recognition

During the year, Women in Tri UK received the **National Outstanding Contribution to Triathlon** award from **British Triathlon**, recognising the charity's leadership in increasing participation, removing barriers for women, and contributing to positive change across the sport.

This award reflects sustained impact across multiple areas of our work, including community-led delivery, support for first-time triathletes, mentoring, and evidence-based advocacy.

Media and industry recognition

Alongside formal awards, Women in Tri UK has continued to gain recognition

through **extensive participation in triathlon and endurance sport media**, including features, interviews, and guest appearances across podcasts and industry platforms. These opportunities have allowed us to amplify women's voices, share lived experiences, and highlight systemic barriers that continue to affect participation.

As part of this wider recognition, Women in Tri UK was featured in a [documentary](#) produced by **Supertri** as part of its **NextGen campaign**, which showcased initiatives shaping the future of triathlon. The documentary highlighted Women in Tri UK's community-led model, advocacy work, and commitment to creating pathways for women at all levels of the sport.

Media and industry engagement is not an end in itself, but a tool to influence culture, practice, and perception within triathlon. By increasing visibility of diverse women and inclusive approaches, Women in Tri UK aims to challenge traditional narratives around who triathlon is for and help normalise women's participation across all backgrounds and abilities.

Together, these recognitions reinforce Women in Tri UK's role as both a delivery organisation and a trusted voice within the sport, contributing to meaningful change beyond our immediate programmes.

OUR BRAND AND COMMUNICATIONS



This year marked an important moment in the charity's evolution, with the formal transition from **Fund Her Tri UK** to **Women in Tri UK**.

The name change reflects how the organisation has grown since its founding. What began as a sponsorship initiative focused on funding race entries has developed into a multi-programme charity delivering community, coaching, mentoring, advocacy, and industry partnership work across swim, bike, run, and triathlon.

As part of this transition, both **Fund Her Tri UK** and **Women in Tri UK** were registered as trademarks (as both names can identify our entity). This step reflects the charity's growing maturity and long-

term commitment to protecting its identity, values, and work, while ensuring continuity between the organisation's origins and its future direction.

The rebrand to Women in Tri UK better represents the full breadth of our activity, our national reach, and our commitment to supporting women at all stages of participation, from first-time triathletes to highly competitive athletes, while continuing to centre inclusion, equity, and lived experience.

While the name has evolved, the charity's purpose remains unchanged: to remove barriers and create spaces where women feel able, supported, and welcome in sport.

FINANCIAL REVIEW

Women in Tri UK's financial position in 2025 reflects a year of significant programme delivery alongside continued organisational strengthening.

During the year, the charity experienced strong income growth, driven primarily by restricted grant funding that enabled the expansion of swim, bike, and run programmes, mentoring activity, and community delivery. Alongside this, unrestricted income continued to develop, supporting core costs and building longer-term resilience.

Financial snapshot for 2025

TOTAL INCOME	£49,678
Grant income	£35,201
..... (restricted £12,540)	
Donations and other income	£14,477
TOTAL EXPENDITURE	£23,539
TOTAL FUNDS AT YEAR END	£45,576
Unrestricted reserves	£37,109
Restricted funds.....	£8,467

These figures reflect a year in which income exceeded expenditure, allowing the charity to strengthen reserves while

continuing to invest in programme delivery. The majority of expenditure in 2025 related directly to charitable activity, including:

- Delivery of women-only swim, bike, and run programmes
- Subsidised access to coaching and facilities
- Mentoring and community support
- Programme coordination and safeguarding

Women in Tri UK continues to operate with a lean organisational model. Programme delivery remains largely volunteer-led, supported by a small number of targeted freelance roles where additional capacity is required. This ensures that resources are directed primarily towards community impact.

Women in Tri UK enters 2026 in a stable financial position, with healthy reserves and a clear focus on sustainable growth. Maintaining a balanced mix of restricted grant funding, unrestricted income, and community fundraising will remain central to supporting long-term impact while ensuring financial resilience.

Full statutory accounts for the year ended 31 December 2025 are included alongside this report.

LOOKING AHEAD TO 2026



As Women in Tri UK moves into 2026, the focus is on deepening impact, expanding access, and strengthening sustainability, while remaining grounded in the values and community-led approach that define our work.

Across our programmes, we will continue to remove financial, cultural, and confidence barriers for women entering and progressing in swim, bike, run, and triathlon. This includes scaling the **First Triathlon Programme** with the ambition to support **200 women** in 2026, expanding kit loan schemes, and strengthening pathways that encourage women to take on leadership roles (i.e. coaching).

Responding directly to community feedback and impact data, we will expand delivery **outside of London**, piloting coached sessions in new regions and investing in local capacity through the **Swim, Bike, Run Leaders Awards**, initially training **30 leaders** with scope to grow. This approach will enable more women to access supportive, women-only sessions closer to home and support long-term, community-led delivery.

Advocacy will remain a core strand of our work. Building on progress made in 2025, we will continue to contribute to

industry conversations around equity, representation, safety, and access, ensuring that women's lived experiences inform decision-making at all levels of the sport.

To support this growth, we will continue strengthening our organisational foundations. This includes diversifying income streams, building unrestricted funding, and maintaining a lean operating model that prioritises charitable delivery while ensuring strong governance and sustainability.

Above all, Women in Tri UK will remain committed to creating spaces where women feel welcome, supported, and able to participate in ways that work for them. As we look ahead, our ambition is not simply to grow in size, but to grow in reach, quality, and lasting impact.

Trustees

- Bianca Fernandez-Clark, Chair
- Rute Robalo, Vice-Chair
- Virginia Kennedy, Treasurer
- Bisila Noha, Grants & Fundraising
- Laura Siddall, Trustee
- Louiza Chekhar, Trustee (Appointed after the reporting period, from 2026).

Women in Tri UK

Registered Charity Number: 1203093

Trustees' Report and Financial Statements

for the year ended 31 December 2025

Women in Tri UK

Annual Report and Financial Statements
For the year ended 31 December 2025

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Balance sheet	3
Notes to the financial statements	4 - 6

Women in Tri UK

Registered office: 49 Marlborough Mansions, Cannon Hill, London, NW6 1JS

Administrative details of the charity, the trustees and advisors

The Trustees present their report together with the accounts of the charity for the period ended 31 December 2025.

The following trustees served from 1 January 2025 and up to the date of the approval of the accounts:-

Lily Caunt	Resigned 30 April 2025
Bianca Fernandez	
Ellie Griffin	Resigned 30 April 2025
Virginia Kennedy	
Laura Lopez	Resigned 30 April 2025
Bisila Noha	Appointed 30 June 2025
Rute Robalo	Appointed 13 February 2025
LesleyAnne Roddy	Resigned 30 April 2025
Laura Siddall	

Registered Charity Number 1203093

Principal address 49 Marlborough Mansions
Cannon Hill
London
NW6 1JS

Bankers Lloyds Bank plc
PO Box 1000
Andover
BX1 1LT

Women in Tri UK
Statement of Financial Activities
For the year ended 31 December 2025

	Note	Unrestricted Funds	Restricted Funds	Total 2025	Total 2024
Income from:					
Donations and legacies		10,911	-	10,911	5,601
Grants		22,661	12,540	35,201	6,980
Charitable activities		3,163	-	3,163	11,168
Investment income		403	-	403	8
Total income		37,138	12,540	49,678	23,757
Expenditure on:					
Fundraising costs	4	1,253	-	1,253	500
Charitable activities	4	14,343	7,943	22,286	6,381
Total expenditure		15,596	7,943	23,539	6,881
Net movement in funds		21,542	4,597	26,139	16,876
Total funds brought forward at 1 January 2025		15,567	3,870	19,437	2,561
Total funds carried forward at 31 December 2025		£ 37,109	£ 8,467	£ 45,576	£ 19,437

All of the above results are derived from continuing activities.

The statement of financial activities includes all gains and losses recognised in the above periods.

The attached notes form part of these financial statements.

Women in Tri UK
Balance Sheet

	Note	Unrestricted Funds	Restricted Funds	Total 2025	Total 2024
Current assets					
Cash at bank and in hand		36,309	8,467	44,776	19,437
Debtors		800	-	800	-
		37,109	8,467	45,576	19,437
Creditors: amounts falling due within one year		-	-	-	-
Net current assets		37,109	8,467	45,576	19,437
Net assets		£ 37,109	£ 8,467	£ 45,576	£ 19,437
Charity Funds:					
Unrestricted funds	5	37,109	-	37,109	15,567
Restricted funds	5	-	8,467	8,467	3,870
Total funds		£ 37,109	£ 8,467	£ 45,576	£ 19,437

Approved by the board of Trustees on 2026 and signed on its behalf by:

Virginia Kennedy

TRUSTEE

The attached notes form part of these financial statements.

Women in Tri UK

Notes to the Financial Statements - 31 December 2025

1 Accounting policies

a) Basis of preparation of financial statements

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the 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), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Women in Tri UK constitutes a public benefit entity as defined by FRS 102.

b) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

c) Income

Donations and gifts are reflected in the financial statements in the period in which they are received.

Income tax recoverable in respect of gift aid donations is brought into account in the same period as the relevant donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects.

d) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 on charitable activities is expenditure incurred on the charity's operations, including support costs and costs relating to the governance of the charity apportioned to charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity. Governance costs are those costs incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

Women in Tri UK**Notes to the Financial Statements - 31 December 2025****1 Accounting policies (continued)****e) Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

f) Cash at bank

Cash at bank includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

g) Liabilities

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

h) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

i) Accounting estimates and areas of judgment

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

2 Trustees

£210 was paid as expenses to two trustees in 2025 (2024 : nil) to enable them to attend meetings and generally carry out their governance responsibilities. No trustee received any remuneration or benefits.

3 Analysis of staff costs

No staff were employed by the charity.

Women in Tri UKNotes to the Financial Statements - 31 December 2025

4 Total Expenditure	Unrestricted Funds	Restricted Funds	Total 2025	Total 2024
Fundraising costs	1,253	-	1,253	500
Charitable activities				
Grants payable	8,250	7,943	16,193	-
Travel & training	684	-	684	-
Administration costs	5,409	-	5,409	6,381
	<hr/> 14,343	<hr/> 7,943	<hr/> 22,286	<hr/> 6,381
Total expenditure	<hr/> £ 15,596	<hr/> £ 7,943	<hr/> £ 23,539	<hr/> £ 6,881

5 Statement of funds

Details of material funds held and movements during the current reporting period

	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
Unrestricted funds				
General fund	15,567	37,138	15,596	37,109
Restricted funds				
Open water swimming	3,870	6,240	3,870	6,240
Sports England	-	6,300	4,073	2,227
Total funds	<hr/> £ 19,437	<hr/> £ 49,678	<hr/> £ 23,539	<hr/> £ 45,576

The Open water swimming fund is available to promote participation in open water swimming.
The Sports England fund is to deliver women-only inclusive swim, bike and run sessions.

6 Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total 2025
Current assets	37,109	8,467	45,576
Creditors due within one year	-	-	-
	<hr/> £ 37,109	<hr/> £ 8,467	<hr/> £ 45,576

Women in Tri UK

England & Wales - Charity number 1203093

Accounts

Fund Her Tri UK

Annual Report 2024



**FUND
HER
TRI UK**
Bringing Gender
Diversity to Triathlon

Women in Tri

Registered Charity Number: 1203093

www.fundhertriuk.org - info@fundhertriuk.org

Foreword from the Chair

As Chair of Fund Her Tri UK (Women in Tri), I am immensely proud to reflect on the incredible progress we have made in 2024. This year has been transformative, with our community **growing stronger, more diverse and more united** in our mission to make triathlon accessible and inclusive for women of all backgrounds.

Our initiatives, the First Triathlon program, Mentorship, Community support and Advocacy, have **empowered hundreds of women** to discover the physical, mental, and social benefits of triathlon. These successes are a testament to the passion and commitment of our volunteers, donors and supporters who share our vision.

Looking ahead to 2025, we remain **committed to breaking down barriers** to participation and fostering a supportive environment where women feel confident to take on swim, bike and run. Together, we will **continue to champion diversity, inspire new triathletes and create lasting change within the sport.**

Thank you for being part of this journey. Your belief in our mission fuels our determination to achieve even greater milestones in the years to come.

Bianca Fernandez-Clark

Chair, Fund Her Tri UK



Introduction

Women in Tri, operating as Fund Her Tri UK, exists to bring more women into the sport of triathlon. Our goal is to **reduce barriers to entry and participation**, with a focus on women starting out in the sport but welcoming all women regardless of their experience level. Over time, we have expanded our impact, offering tailored initiatives such as coached sessions, training plans and mentorship opportunities to support even more women in their triathlon journeys.

We:

- **Empower** women to complete their first triathlon through financial & community support.
- Mentor beginner triathletes with experienced triathletes for **support and guidance**.
- Support women in our community with a **safe and inclusive** space.
- **Educate** through learning and coaching activities.
- Advocate for **gender equality** and **positive change** within the sport.
- **Remove barriers** through a wide range of support.

Our work is powered by community contributions, volunteer dedication and the shared vision of a more inclusive triathlon world.

Our Structure

Fund Her Tri UK operates with a robust structure designed to support our mission and community impact, **entirely driven by volunteers**, as there are no paid roles within the organisation.

During the period, four trustees completed their term, with one re-elected and remaining as Chair, and we welcomed **6 new trustees**, including professional triathlete Laura Siddall, bringing valuable expertise to our leadership.

Our working group comprises **trustees and volunteers**, with each work stream led by a dedicated lead under the oversight of our Chair, who ensures smooth coordination across all operations.

Community leaders play a crucial role in organising social activities and triathlon-related events, including swimming, cycling and running sessions for our members. Additionally, we are supported by an unstructured group of **volunteers** who assist with smaller, ad-hoc tasks, contributing to the dynamic and collaborative nature of our organisation.



Our vision

Fund Her Tri UK envisions a world where triathlon is **accessible, inclusive and empowering for all women, regardless of their background, ability, or circumstances.**

We strive to break down barriers to participation by creating a **safe and supportive environment** where women feel confident to swim, bike and run as part of a welcoming community. Through our initiatives, we aim to inspire more women to discover the physical, mental, and social benefits of sport, **fostering a stronger, healthier, and more equitable society.**



Our policies

In 2024, Fund Her Tri UK undertook a **comprehensive review** of our organisational policies to ensure they align with our **mission and values**, as well as best practices for governance and community engagement. During this period, we created, updated and formally approved the following policies:

- Safeguarding Policy
- Equality, Diversity, and Inclusion Policy
- Health and Safety Policy
- Conflict of Interest Policy
- Data Protection and Privacy Policy
- Diversity and Inclusion
- Funding & Partnerships

These policies reflect our **commitment to fostering a safe, inclusive, and supportive environment** for our community, volunteers, and stakeholders. They provide clear guidelines to uphold the highest standards in all aspects of our work, ensuring accountability and transparency as we continue to grow.

Charitable Programs



First Triathlon Program

The First Triathlon Program (previously known as Sponsorship program) is the cornerstone of Fund Her Tri UK, being our very first initiative and embodying our core mission: **to support women in completing their first-ever triathlon**. This program was created to break down financial barriers at entry level and ensure that women feel empowered to take on the challenge of triathlon.



We review applications from women who want to **take part in their first ever triathlon race** in the UK, up to and including Olympic distance. We encourage athletes to take part in our partner events, or offer support of up to £100 towards entry fees for non-partner events. This support is prioritised for women experiencing financial barriers.



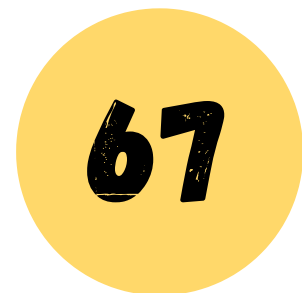
In 2024, we **expanded the scope of the program** beyond covering race entry fees. First-time triathletes across the UK joined our community and gained access to **a wealth of support**, including mentorship, training resources and the opportunity to connect with other women on the same journey.

The program's success would not have been possible without the incredible collaboration of our **race partners across the UK**, who share our mission to make triathlon accessible to more women. Their support has allowed us to offer women the confidence, guidance and opportunities needed to step into the world of swim, bike, and run.

We want to particularly thank **London T100, Blenheim Palace Triathlon, Always Aim High Events, RunThrough Events, VoTwo Events** and **Castle Triathlon Series** for kindly donating free and discounted entries to their events for our first time athletes.

First-triathlon program in numbers

- A total of **46 athletes** received support towards the race entry fees to do their first triathlon via our first-triathlon race program. These athletes competed in races across the country from North Wales, to London, to York to Whitstable. We had a significant 24 of them participating in the London T100 triathlon
- At least **21 additional athletes** were supported via additional community initiatives to complete their first triathlon, this included mentoring, discounted race entries and other community support such as taking part in FHTUK targeted events with fellow teammates.



Mentorship Program

Our mentorship program is our second oldest initiative and another cornerstone of our mission to help women not only enter the sport of triathlon but also **remain engaged and supported** on their journeys.

In 2024, we enhanced the program by introducing **mentoring circles**, allowing 2-4 mentees with similar goals—such as targeting the same distance or event—to be paired with one experienced mentor. This change fostered a **greater sense of community and peer learning** among participants. However, we also continued to offer 1:1 mentorship options for mentees who, for personal or specific reasons, needed individualised support.



Our mentors are experienced female triathletes who volunteer their time with **passion and dedication**. They play a vital role in helping beginners navigate the complexities of triathlon and providing encouragement and guidance to achieve their goals.

The mentorship program focuses on:

- **Training guidance:** Whilst not a coaching program, our mentors help mentees navigate the demands of their training plans and provide advice based on their experience
- **Practical advice:** Covering everything from gear and transitions to race-day strategies.
- **Building confidence:** Overcoming self-doubt and developing a **positive mindset**.
- **Fostering connection:** Creating supportive relationships that extend beyond the program, building lasting networks within the triathlon community.

In 2024, we successfully paired **102 mentees** into **42 mentoring circles**. The program ran two cycles:

102

42

- **Spring Program:** Focused on preparing mentees for their target triathlon races, offering guidance and motivation through the peak training season.
- **Winter Program:** Centred on off-season strategies, recovery, and laying the groundwork for successful race preparation in 2025.

By offering both group and individualised mentorship, we ensured the program remained **inclusive and adaptable** to the diverse needs of our community. The mentorship program continues to be a critical initiative in **empowering beginner triathletes** and **fostering their long-term engagement** with the sport.

Community

347

Our online community was launched in early 2023 after recognising the need to provide a safe space where our athletes—particularly first-timers—could **connect, share their journeys and ask questions**. At the start of 2024 we had 70 members in the community and at the end of the period, we had grown to **347 women**.

Our community is richly diverse, **32% are identifying as part of an ethnic minority (rising to 45% among our London-based members)** and **14% are living with a disability**, both significantly higher than the averages for triathlon.

Beginner triathletes remain at the core of our mission, with an incredible **85% of members having been in the sport for less than three years**.

Our community welcomes all women-identifying triathletes, and we support them in various ways:

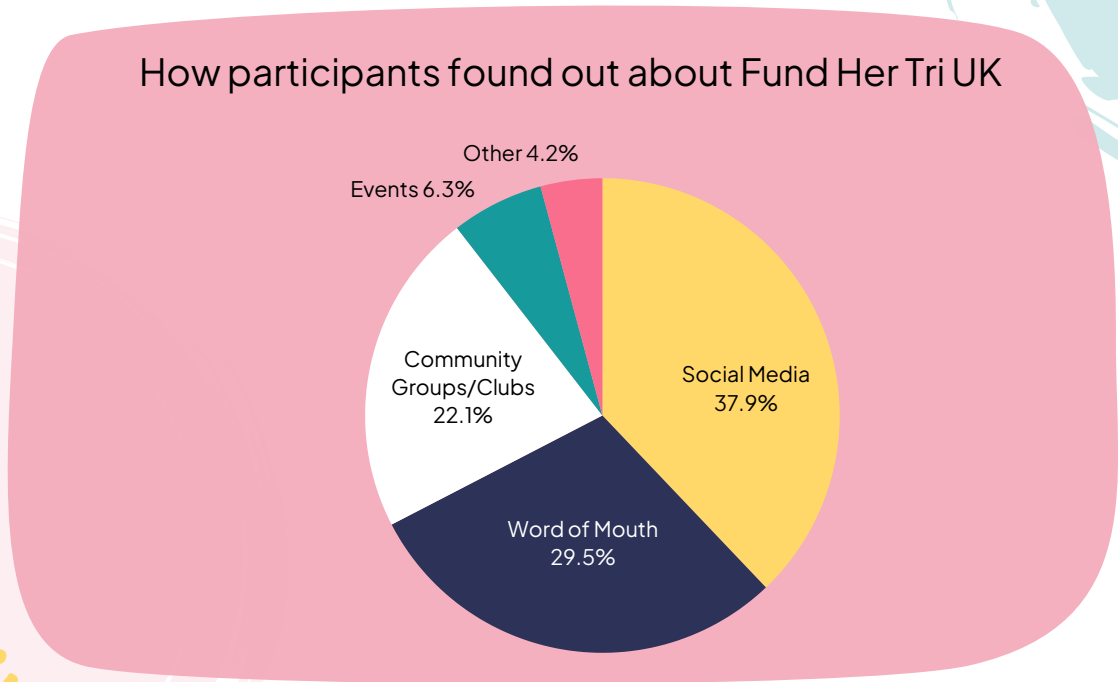
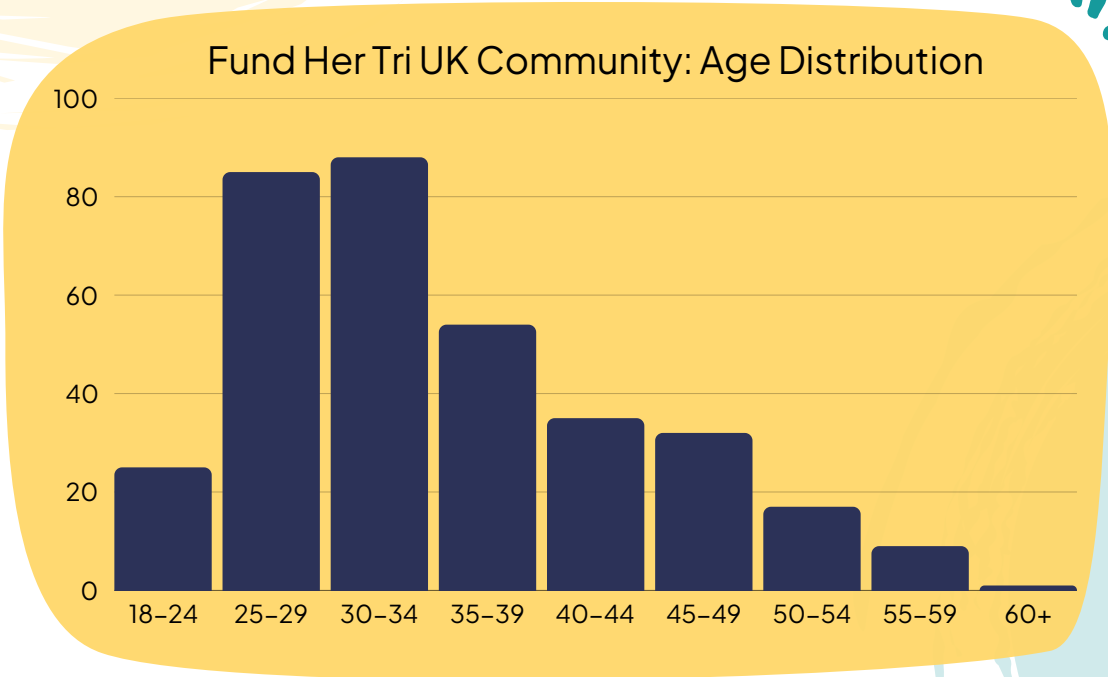
- **Support, connection, friendship and advice:** A safe and empowering space for women to navigate (the often intimidating) triathlon journey together.
- Access to **discounts and opportunities from our partners:** Helping to remove additional financial barriers to the sport.
- **FHT UK team events:** Proudly supported by race organisers who share our mission.
- Training sessions, events, and socials: **Building a wide range of skills** in preparation for their events or just getting together with other women
- **Kit distribution:** Thanks to the generosity of the triathlon community and beyond, we have distributed pre-loved kit to a large number of members. This not only provides access to essential gear, removing barriers, but also promotes sustainability by giving kit a second life.

In 2024, our community collectively achieved **well over 500 finishes** across swim, bike, and run events. This incredible milestone reflects the impact of our work through various programs and wider support initiatives—ranging from **encouragement and advice to practical assistance**, such as sourcing accommodations directly with race organisers (e.g., facilitating access to a changing tent).



Geographically, London remains our largest hub, where we offer a variety of in-person sessions, accounting for approximately **53.89% of our membership**. However, our reach is expanding to other regions, such as the **South East (17%), South West (6.34%) and North West and Yorkshire (7.49%)**, reflecting the growing interest and engagement in these areas. This expansion will allow us to extend in-person sessions outside of London, bringing our programs and opportunities to a **broader audience** across the UK and ensuring that more women have access to swim, bike, and run activities in their local communities.

Our members range from **ages 18 to 60**, with **50% being between 25 and 34**. This range highlights the broad appeal of triathlon and the inclusive nature of our community.



Coaching

In 2024, we **significantly expanded** our educational resources and successfully facilitated in-person coaching sessions to provide **targeted and inclusive support** for our growing community.

Webinars

To reach our diverse and widespread community across the UK, webinars remained our primary method of delivering coaching and education. In addition, we held **informal fireside chats** with the community, focusing on burning topics such as preparing for race events. These conversations provided **reassurance**, **answered questions** and fostered a **sense of camaraderie** among participants. During 2024, we hosted a series of impactful webinars and fireside chats, including:

- Intro to Triathlon
- Swim for Triathlon
- Mobility, Stability and Flexibility for Beginner Triathletes
- Bike Maintenance for Beginners
- T100 Triathlon Prep Webinar
- Race Day Nutrition and Hydration
- Understanding Hormones and Rewriting our Story in Sport
- Top Tips for Off Season
- Pebe Sports Bras
- Cotswold 113 Fireside Chat



These webinars were attended by **over 20 live participants each**, with hundreds accessing the recordings afterward. Most of these sessions were generously donated by coaches free of charge, highlighting the **dedication of the wider triathlon community** to FHT UK's mission of supporting women in the sport.



SWIM



CYCLE



RUN

In-Person Sessions

Thanks to successful grant applications, we delivered several **in-person coaching initiatives** this year in London, making triathlon training more accessible for women of all abilities.

- **Lee Valley Velopark Brick Session**

- Coached bike and run session held at the Lee Valley Velopark.
- Attended by **25 women**, including **professional triathlete India Lee**, who inspired participants with her expertise and encouragement.

- **Open Water Session at Royal Docks**

- A fully coached session introducing **35 women** to open water swimming, many of whom experienced it for the first time.
- Funded by the **RBC Communities Together Grant** and supported by **RBC employees volunteering on the day**.

- **Women-Only Swimming Lessons**

- An 8-week program designed to **teach and develop front crawl techniques** in a supportive, women-only environment.
- Funded by the **RBC Communities Together Grant** and attended by **31 women**, these lessons empowered participants to gain water confidence and take their swimming skills to the next level.

Our coaching efforts in 2024 reflect our commitment to making the sport of triathlon **accessible and welcoming for women of all backgrounds and abilities**, equipping them with the skills and confidence to thrive in the sport.



At the end of 2024, we applied to become a **British Triathlon-affiliated club for 2025**. This affiliation will provide us with insurance coverage for our in-person events and grant us access to the extensive support that British Triathlon offers to clubs.

Staying true to our mission of removing barriers, we have introduced a nominal 'pay what you can' membership model, with a suggested contribution of £5. For those unable to make a payment, we are fully subsidising memberships to **ensure inclusivity for all**.

Advocacy Work

While Fund Her Tri UK focuses on building and supporting our community of women entering and staying in triathlon, it is equally vital to **collaborate with the broader triathlon industry**. By advocating for change, we ensure the sport becomes more welcoming, inclusive and accessible to women of all backgrounds.

Advocacy for Inclusivity at Races In 2024

We partnered with several race organisers to introduce **simple yet impactful** accommodations to increase diversity. One significant example was the introduction of **changing tents** at short-course events, a feature not typically available. London T100 and other races implemented this change, allowing Muslim athletes to transition from swim to bike in full privacy. This initiative alone **enabled dozens of Muslim women to participate** in triathlons across the UK, creating a ripple effect of representation and encouragement.

Although much of our advocacy work has been unstructured—driven by listening to the needs of our diverse community—we have made strides in key areas:

- Advocating for **realistic cut-off times** to accommodate a wider range of athletes.
- Provision of **female toilets with period products, larger swim caps** and **female-fit t-shirts**.
- Championing the introduction of **pregnancy policies** to support women postpartum.
- Pushing for measures that address barriers faced by women in triathlon, including policies that create **safer, more equitable racing environments**.

Collaboration with She Races

In November, we partnered with **She Races** to conduct a **large-scale survey of female triathletes**, identifying barriers to participation at triathlon events. The survey received **over 900 responses** and highlighted numerous challenges women face, many of which FHT UK has already been addressing.

The findings were compiled into a **co-authored report** shared widely across triathlon media and beyond. This report also includes **actionable guidelines for race organisers** to attract and retain more female participants, setting a **benchmark for future improvements in the industry**.



Partnership with British Triathlon and Industry Recognition

Our collaboration with British Triathlon continued throughout the year, contributing to **diversity initiatives and roundtables**. We are incredibly proud that our Chair and co-founder, Bianca Fernandez-Clark, received the prestigious **Gold Pin Award** for her remarkable efforts in promoting diversity and inclusion within the sport.

Presenting at the Triathlon Industry Association Conference

In December, we presented the findings of our triathlon report at the **Triathlon Industry Association (TIA) Conference**. This platform brought together triathlon clubs, coaches, brands, and governing bodies, **fostering important connections** and gaining significant support for our work. The presentation **amplified the needs of our community** and inspired discussions on how the triathlon industry can create more inclusive opportunities for women.



Through our advocacy efforts in 2024, we not only **tackled barriers** but also **built bridges** between our community and the industry, ensuring that triathlon evolves to reflect and support the diversity of its participants. **This work will remain central to our mission in 2025 and beyond.**



Partnerships

Fund Her Tri UK's work relies on **strong collaborations** with numerous organisations. A full list can be found in the appendix, but we would like to specifically highlight some key partners and collaborators who have supported us immensely in 2024. Partnerships and collaborations are essential to our mission, enabling us to **amplify our impact** and **reach more women across the UK**. By working closely with organisations and brands that share our vision, we continue to bring more women into swim, bike, and run.

Cycle Sisters UK

Cycle Sisters is a fantastic organisation **championing Muslim women in cycling**. We work closely with them to bring more Muslim women into swim, bike and run through their **Tri Sisters program**, which we are proud to support. Many participants from Tri Sisters have joined our community and benefitted from our various programs.

We are incredibly grateful to Cycle Sisters and, in particular, to Sarah Javaid for her **unwavering support**. As a newer charity, we have greatly benefitted from their wealth of experience and knowledge, which has helped us grow and create meaningful change.



London Marathon Events

Fund Her Tri UK partners with **London Marathon Events** through their **community programs**, providing access to swim, bike and run events in their portfolio. LME also supports our initiatives, offering valuable cooperation to enhance our programs.

Professional Triathletes Organisation (PTO)

Our primary race partner in 2024, the PTO, has been **pivotal to our success** in the year. Beyond supporting our First Triathlon Program, the PTO also supported our brick session at Lee Valley Velopark (see Coaching section) and facilitated the participation of **professional triathlete India Lee**.

Through collaboration on social media, the PTO has helped us **reach a broader audience**, connecting with women who learned about Fund Her Tri UK through their communications.



Motiv Sports

Motiv Sports' support has been instrumental in **expanding opportunities for beginner triathletes**. The Blenheim Palace Triathlon, which sees **over 40% of participants as first-timers**, has become a cornerstone event for our First Triathlon Program, thanks to their partnership. A number of athletes have also joined our community thanks to BPT marketing materials and mention of Fund Her Tri UK.

In addition, Motiv gave our community **access to other swim, bike and run events in their portfolio**, including the Etape Caledonia cycling sportive in Scotland, where **over 40 women** from our community participated, making it a standout highlight of 2024.

Other Race Partners

Numerous race organisers have partnered with us to **support our advocacy work and implement female-friendly policies at their events**. These include realistic cutoffs, changing tents, and discounted or donated race entries for women.

This collaboration is **driving meaningful change**, creating a ripple effect throughout the triathlon community. Many more race organisers have reached out, seeking our guidance and support to increase gender diversity at their events.

Brand Collaborations

We are proud to partner with several brands to provide our community with **access to triathlon equipment at discounted prices**, further removing financial barriers to participation. In 2024, we collaborated with many brands (listed in the appendix), ensuring that women in the sport are supported with **affordable, high-quality gear**.

Other Collaborations

Beyond formal partnerships, we have received **invaluable support** from a range of organisations and bodies in the industry, each contributing in unique ways. From **advocacy and training** opportunities to **logistical and promotional support**, these collaborations have been key to achieving our mission.

A comprehensive list of our supporters and partners can be found in the appendix. Through these partnerships, Fund Her Tri UK continues to **break down barriers, foster diversity, and inspire more women** to take on the sport of triathlon. We are deeply grateful for the ongoing support of these organisations in helping us drive change and grow our community.



Our Brand Presence

In 2024, we underwent rebranding and launched our **new logo**. Our previous logo, inherited from Fund Her Tri (a sister Charity in the US), presented significant visibility challenges and did not reflect our richly diverse community. With the support of **One Agency**, we developed a **new logo and brand identity** that has transformed our external communications and how we are perceived by the public.

Thanks to the **RBC Communities Together grant**, we funded not only our new logo but also a range of marketing materials, including flags and a branded tent. These resources have **enhanced our visibility** and will help us reach more women in swim, bike, and run.

Social Media

Instagram remains our primary social media platform for showcasing our work, sharing educational resources, and engaging with our community and a wider audience; a significant **38% of our community members found us through Instagram**, showcasing the importance of this channel. We continue to explore its potential to reach more communities and attract more women to triathlon.



**FUND
HER
TRI UK**
Bringing Gender
Diversity to Triathlon

Financial Report

In 2024, we experienced significant income growth, reaching £23,757 – primarily driven by fundraisers from athletes who wanted to support our mission. Our total expenditure for the year was £6,881, covering charitable activities and operational costs. As a **fully volunteer-led** organisation with no paid employees, Fund Her Tri UK directs all funds toward its mission.

We also diversified our income streams by securing grants, most notably the **RBC Communities Together Fund**. This grant supported several impactful initiatives, including our rebranding, which has enhanced our visibility and outreach.

Additionally, we continue to benefit from the generosity of our **monthly donors**, who provide steady support, and **one-off donors**, whose significant contributions have further strengthened our financial position. Their support ensures we can sustain and expand our programs.

While not direct income, we are incredibly grateful to our race partners for **donating race entries** to our First Triathlon Program. In 2024, we received nearly £2,000 worth of entries, allowing more women to participate in triathlon events across the UK and reducing our charitable expenditure in other areas.

These contributions have been instrumental in making triathlon more accessible and inclusive for women, enabling us to grow and better support our community.

Our full accounts are included in the Appendix.



Thank you

Women in Tri / Fund Her Tri UK have been **overwhelmed by our achievements** in the past year, none of which would have been possible without the support of our **regular donors, volunteers, sponsors** and **community members** who have joined us in striving for gender parity in triathlon and entrusted us with their donations, brands, time and talents throughout 2024 to further this aim.

Trustees

Bianca Fernandez-Clark (Chair)

LesleyAnne Roddy (Treasurer) | Ellie Griffin (Secretary)

Lily Caunt | Ginnie Kennedy | Laura Lopez | Laura Siddall



Appendix

Supporters & Partners



Appendix

Supporters & Partners (cont.)

ORCA



Women in Tri

Registered Charity Number: 1203093

Trustees' Report and Financial Statements

for the year ended 31 December 2024

Women in Tri

Annual Report and Financial Statements
For the year ended 31 December 2024

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Legal and administrative information	1
Statement of financial activities	2
Balance sheet	3
Notes to the financial statements	4 - 6

Women in Tri

Registered office: 49 Marlborough Mansions, Cannon Hill, London, NW6 1JS

Administrative details of the charity, the trustees and advisors

The Trustees present their report together with the accounts of the charity for the period ended 31 December 2024.

The following trustees served from 1 January 2024 and up to the date of the approval of the accounts:-

Lily Caunt	Appointed 16 April 2024
Bianca Fernandez	
Charlotte Greenslade	Resigned 22 November 2024
Ellie Griffin	Appointed 13 April 2024
Werdah Hussain	Resigned 22 November 2024
Virginia Kennedy	Appointed 16 April 2024
Laura Lopez	Appointed 16 April 2024
LesleyAnne Roddy	Appointed 13 April 2024
Laura Siddall	Appointed 28 September 2024
Charlotte Wildblood	Resigned 22 November 2024

Registered Charity Number 1203093

Principal address 49 Marlborough Mansions
Cannon Hill
London
NW6 1JS

Bankers Lloyds Bank plc
PO Box 1000
Andover
BX1 1LT

Women in Tri
Statement of Financial Activities
For the year ended 31 December 2024

	Note	Unrestricted Funds	Restricted Funds	Total 2024	Total 2023
Income from:					
Donations and legacies		5,601	-	5,601	2,085
Grants		3,110	3,870	6,980	1,500
Charitable Activities		11,168	-	11,168	1,018
Investment income		8	-	8	-
Total income		19,887	3,870	23,757	4,603
Expenditure on:					
Fundraising costs		500	-	500	-
Charitable activities		6,381	-	6,381	2,042
Total expenditure		6,881	-	6,881	2,042
Net movement in funds		13,006	3,870	16,876	2,561
Total funds brought forward at 1 January 2024		2,561	-	2,561	-
Total funds carried forward at 31 December 2024		£ 15,567	£ 3,870	£ 19,437	£ 2,561

All of the above results are derived from continuing activities.

The statement of financial activities includes all gains and losses recognised in the above periods.

The attached notes form part of these financial statements.

Women in Tri
Balance Sheet

	Note	Unrestricted Funds	Restricted Funds	Total 2024	Total 2023
Current assets					
Cash at bank and in hand		15,567	3,870	19,437	2,561
		15,567	3,870	19,437	2,561
Creditors: amounts falling due within one year		-	-	-	-
Net current assets		15,567	3,870	19,437	2,561
Net assets		£ 15,567	£ 3,870	£ 19,437	£ 2,561
Charity Funds:					
Unrestricted funds	4	15,567	-	15,567	2,561
Restricted funds	4	-	3,870	3,870	-
Total funds		£ 15,567	£ 3,870	£ 19,437	£ 2,561

Approved by the board of Trustees on 2025 and signed on its behalf by:

LesleyAnne Roddy

TRUSTEE

The attached notes form part of these financial statements.

Women in Tri

Notes to the Financial Statements - 31 December 2024

1 Accounting policies

a) Basis of preparation of financial statements

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the 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), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Women in Tri constitutes a public benefit entity as defined by FRS 102.

b) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

c) Income

Donations and gifts are reflected in the financial statements in the period in which they are received.

Income tax recoverable in respect of gift aid donations is brought into account in the same period as the relevant donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects.

d) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 on charitable activities is expenditure incurred on the charity's operations, including support costs and costs relating to the governance of the charity apportioned to charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity. Governance costs are those costs incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

Women in Tri**Notes to the Financial Statements - 31 December 2024****1 Accounting policies (continued)****e) Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

f) Cash at bank

Cash at bank includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

g) Liabilities

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

h) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

i) Accounting estimates and areas of judgment

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

2 Trustees

No travel and subsistence expenses were paid to trustees to enable them to attend meetings and generally carry out their governance responsibilities (2023 : nil). No trustee received any remuneration or benefits.

3 Analysis of staff costs

No staff were employed by the charity.

Women in Tri**Notes to the Financial Statements - 31 December 2024****4 Statement of funds**

Details of material funds held and movements during the current reporting period

	Fund balances brought forward	Income	Expenditure	Fund balances carried forward
Unrestricted funds				
General fund	2,561	19,887	6,881	15,567
Restricted funds				
Open water swimming	-	3,870	-	3,870
Total funds	<u>£ 2,561</u>	<u>£ 23,757</u>	<u>£ 6,881</u>	<u>£ 19,437</u>

The Open water swimming fund is available to promote participation in open water swimming.

5 Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total 2024
Current assets	15,567	3,870	19,437
Creditors due within one year	-	-	-
	<u>£ 15,567</u>	<u>£ 3,870</u>	<u>£ 19,437</u>

Women in Tri UK

England & Wales - Charity number 1203093

Accounts



Women in Tri

End of Year Report 2023

Contact Information:

Registered Charity Number: 1203093

Principal address:

49 Marlborough Mansions
Cannon Hill
London
NW6 1JS

www.fundhertriuk.org | [@fundhertriuk](https://twitter.com/fundhertriuk)

Introduction

Women in Tri, operating as Fund Her Tri UK, aims to bring women and non-binary individuals into the sport of triathlon. We raise funds to support a number of initiatives that help reduce some of the barriers faced at entry level. Our support is directed towards women and non-binary people with less than three years experience in the sport.

- We **sponsor** women and non-binary people completing their first triathlon
- We **mentor** those new to the sport through pairing with experienced triathletes
- We **provide** a safe and inclusive community space
- We **educate** others using learning and engagement activities
- We **influence** positive change through dialogue around gender equality
- We **support** new athletes with kit donations, coaching plans and training sessions

To do this, we **rely** on community donations, generosity and dedicated volunteers.

Our structure

Women in Tri became an official charity in March 2023 with volunteers coming to the project and registering as Trustees for the following four-year term. All the work is conducted by a small team of very dedicated volunteers, and we do not have any paid employees. New trustees will be recruited and appointed when the current term is due to close.

The charity currently has 10 volunteers that work in six different sub-teams: Mentorship, Coaching & Grants, Secretary & Sponsorship, Social Media, Partnerships and Finance. Each sub-team reports to the Chair through regular communication and 6-weekly team meetings.

Our vision

We want to see equal gender representation at triathlon start lines. We want to do our bit in making triathlon more accessible to women and non-binary people with fewer than three years experience in the sport.

Financial Overview

The full financial statement can be found at the end of this report from page 7.

We successfully obtained a grant from the Royal Bank of Canada's Community Fund to support our website design and maintenance, and a number of operational costs for the next 3 years.

Key Achievements this year

Triathlon Sponsorship Program

47

Individuals were sponsored for their first triathlon in 2023, completing **sprint to Olympic distance** from Lochore, Scotland to Mumbles, Wales, with our largest group completing the London Triathlon

“When I heard that they [Fund Her Tri UK] would sponsor me, I was so happy not just because it removed a financial barrier, but also it implied that someone believes that I can do a triathlon.”
- Naduni Abeywickrama



Online community

70

Members in our community chat benefitted from **an inclusive and safe space to connect** with other women and non-binary individuals starting out in the sport. Our main social media channel is Instagram, where we promote our initiatives, athlete's stories and connect with the wider triathlon and sports communities. In 2023, our Instagram attracted almost 1,000 followers. Our main audience is made primarily of women (88%) between 25-44 years old (77%) who live in the UK (86.5%), which aligns with our mission as a charity.

Training Sessions

30

Individuals joined a total of 5 **training sessions** across the year. An in-person session in Regents Park, London understanding and practising the skill of 'brick sessions' for triathlon training and 4 virtual sessions were completed on the topic of strength and conditioning for female athletes.



Kit Distribution

Across the year we have been given several **generous equipment donations and discounts** from race organisers and individuals that have helped a number of our triathletes get started in the sport

Mentoring programme

22

Mentees were mentored across the year by a group of dedicated, experienced triathletes, totalling approximately 600 hours of contact time. Mentors provided advice, encouragement and imparted knowledge of triathlon to mentees for success in training and their first triathlon experience.

“They also provided me with a supportive group of other female triathletes who were always giving tips and tricks and words of wisdom...It was great having a mentor to ask “silly” questions and she supported me on the day shouting my name as I went past.”

- Amelia Clapham



Educational Initiatives

7

Webinars were completed and open to our community and **over 100 people attended our educational courses** learning about strength training, nutrition tips, mobility, hormones and training, and joined a conversation with Khadijah Diggs, accomplished professional USA hijabi triathlete



Public Benefit

When making decisions about how to carry out Women in Tri / Fund Her Tri UK's purposes (as set out in the introduction) the trustees have had due regard to the commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

Challenges Faced

1. Consistent success of the organisation throughout 2023, and opportunity for growth to have a greater impact, encouraged the inaugural team to recruit volunteers to help support organisational operations. In 2023, eight volunteers joined the team to support programmes and administrative tasks.
2. Feedback from the mentoring programme suggested small groups would be more beneficial for multiple beginner athletes to work with an experienced mentor, to improve networking and co-learning opportunities. Using this feedback we will move to small circle mentoring in 2024.
3. Although we endeavour to stretch our funds by partnering with events and securing the best price for race entries, we continue to have a small operating budget. But our organisation continues to thrive beyond the initial sponsorship of race entries and if funds dwindle in 2024, our organisation will sustain beyond our sponsorship programme through our many other offerings.

Future Plans

We have ambitious plans to grow and strengthen our organisation throughout 2024 to ensure we reach our ambitions and create a sustainable charity for the future.

- **Sponsor 100 new triathletes**, with more than 50% from ethnic minority groups
- **Support 100 beginner triathletes** through our mentoring program
- **Offer additional support** via webinars, in-person coaching sessions, and online training plans
- **Grow our community** of beginner triathletes and ensure we continue increasing female and non-binary participation in swim, bike, run and triathlon events
- **Continue raising awareness and campaigning** about the barriers raised by women in the sport and how we can help with removing these barriers

Thank You

Women in Tri / Fund Her Tri UK appreciates the support of our regular donors, volunteers, sponsors and community members who have joined us in striving for gender parity in triathlon and entrusted us with their donations, brand, time and talents throughout 2023 to further this aim.

Bianca Fernandez
Trustee

Charlotte Greenslade
Trustee

Werdah Hussain
Trustee

Charlotte Wildblood
Trustee

Women in Tri

Registered Charity Number: 1203093

Trustees' Report and Financial Statements
for the period to 31 December 2023

Women in Tri

Annual Report and Financial Statements
For the period ending 31 December 2023

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Women in Tri

Registered office: 28 Whitmore Road, London, N1 5QA

Administrative details of the charity, the trustees and advisors

The Trustees present their report together with the accounts of the charity for the period ended 31 December 2023.

The following trustees served from 16 May 2023 and up to the date of the approval of the accounts:-

Bianca Fernandez
Charlotte Greenslade
Werdah Hussain
Charlotte Wildblood

Registered Charity Number 1203093

Principal address 49 Marlborough Mansions
Cannon Hill
London
NW6 1JS

Bankers Lloyds Bank plc
PO Box 1000
Andover
BX1 1LT

Women in Tri
Statement of Financial Activities
For the period ending 31 December 2023

	Note	2023 Unrestricted Funds
Income from:		
Donations and legacies		2,085
Grants		1,500
Charitable Activities		1,018
Investment income		-
Total income		<hr/> 4,603 <hr/>
Expenditure on:		
Fundraising costs		-
Charitable activities		2,042
Total expenditure		<hr/> 2,042 <hr/>
Net movement in funds		<hr/> 2,561 <hr/>
Total funds carried forward at 31 December 2023		<hr/> £ 2,561 <hr/>

All of the above results are derived from continuing activities.

The statement of financial activities includes all gains and losses recognised in the above periods.

The attached notes form part of these financial statements.

Women in Tri
Balance Sheet

	Note	2023 Unrestricted Funds
Current assets		
Cash at bank and in hand		2,561
		<hr/> 2,561
Creditors: amounts falling due within one year		-
		<hr/> -
Net current assets		2,561
		<hr/> 2,561
Net assets		£ 2,561
		<hr/> <hr/> £ 2,561
Charity Funds:		
Unrestricted funds		2,561
		<hr/> 2,561
Total funds		£ 2,561
		<hr/> <hr/> £ 2,561

Approved by the board of Trustees on 2024 and signed on its behalf by:

Bianca Fernandez

TRUSTEE

The attached notes form part of these financial statements.

Women in Tri

Notes to the Financial Statements - 31 December 2023

1 Accounting policies

a) Basis of preparation of financial statements

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts. The financial statements have been prepared in accordance with the 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 2015) issued on 16 July 2014 (the Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

Women in Tri constitutes a public benefit entity as defined by FRS 102.

b) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

c) Income

Donations and gifts are reflected in the financial statements in the period in which they are received.

Income tax recoverable in respect of gift aid donations is brought into account in the same period as the relevant donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects.

d) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 on charitable activities is expenditure incurred on the charity's operations, including support costs and costs relating to the governance of the charity apportioned to charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity. Governance costs are those costs incurred in connection with administration of the charity and compliance with constitutional and statutory requirements.

All expenditure is inclusive of irrecoverable VAT.

Women in Tri**Notes to the Financial Statements - 31 December 2023****1 Accounting policies (continued)****e) Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

f) Cash at bank

Cash at bank includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

g) Liabilities

Liabilities are recognised when there is an obligation at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

h) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

i) Accounting estimates and areas of judgment

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

2 Trustees

No travel and subsistence expenses were paid to trustees to enable them to attend meetings and generally carry out their governance responsibilities. No trustee received any remuneration or benefits.

3 Analysis of staff costs

No staff were employed by the charity.