



Trustees' Annual Report for the period

Period start date				Period end date		
Day	Month	Year		Day	Month	Year
From	01	July	2023	To	30	June 2024

Office of the Scottish Charity Regulator

Reference and administration details

Charity name

The Reward Foundation

Other names charity is known by

Registered charity number

SC044948

Charity's principal address

Names of the charity trustees on date of approval of Trustees' Annual Report

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

## APPENDIX 1

### Reference and administration details

Names of all other charity trustees during the period, if any, (for example, those who resigned part way through the financial period)

Name

Dates acted if not for whole year

### Structure, governance and management

Type of governing document

The Constitution of The Reward Foundation. It is based closely on the standard OSCR model constitution for a SCIO. A copy of the current constitution has been lodged with OSCR.

Trustee recruitment and appointment

The Board is made of Charity Trustees who are recruited with the agreement of the Board at a quorate meeting of the Board. The process is for a Board member to nominate an individual and then to have the Board vote on the nomination. A simple majority of members present is needed for a new Trustee to be recruited. The processes are set out in clauses 53 to 79 of the Constitution.

### Objectives and activities

Charitable purposes

To advance education by furthering public understanding of the reward circuitry of the brain and how it interacts with the environment, and

To improve health by furthering public understanding of building resilience to stress.

Summary of the main activities in relation to these objects

2023-24 was the tenth year of operation of The Reward Foundation (TRF). Our work was focused in several areas:

- Sustaining the financial viability of the charity by applying for grants and through commercial trading.
- Developing relations with potential collaborators in Scotland and around the world through networking.
- Building a national and international profile to make TRF a credible 'go-to' organisation for people and organisations needing support in the field of internet pornography harm awareness, as a way of furthering public understanding of building resilience to stress.
- Increasing our reach and impact by gradually moving our services from a model of face-to-face delivery to a model using modern communications technologies.
- Extending our web and social media presence to build our brand among audiences in Scotland and around the world.
- Undertaking training and development activities to raise the skill levels of the TRF team to ensure that they could deliver these diverse work streams.



## Achievements and performance

### Summary of the main achievements of the charity during the financial period

- TRF maintained its public presence in the sex education, online protection and porn harm awareness fields, presenting at 8 conferences and events (down from 16), directly reaching 648 (previously 547) people.
- During the year we delivered about 438 person/hours of communication and training, significantly down from last year's 768 hours. The fall came mainly from the reduction in the number of the face-to-face groups we worked with.
- On our website [www.rewardfoundation.org](http://www.rewardfoundation.org), the number of unique visitors fell substantially to 245,651 (previous year 614,8150) and the number of pages viewed reached 467,017 (down from 1,107,720). In both cases the numbers reported are reduced by the loss of 6 weeks data from 24 July 2023 while the site transitioned to Google analytics 4.
- On X.com (formerly Twitter) in the period from July 2023 to June 2024 we achieved 150,520 tweet impressions, significantly up from 98,500 the previous year.
- On our YouTube channel (<https://www.youtube.com/channel/UC1-mihcAj9mf-nJKLWiT5KA>) the total number of video views was 12,468 (previous year 22,000).
- In the year we published 10 blog posts covering TRF activities and the latest stories about the impact of internet pornography in society. This was down from 13 posts in 2022-23.
- In late 2023 our Chair published two peer-reviewed papers on disinformation programmes carried out by the pornography industry. One was in the journal *First Monday*, a monthly peer-reviewed open access academic journal covering research on the Internet, based at the University of Chicago. The other was in *Dignity: A Journal of Analysis of Exploitation and Violence*, based at the University of Rhode Island. Additional peer-reviewed research is in preparation.
- We reached out to 878 people (previous year 640) in our core audience through one edition of our newsletter 'Rewarding News'.
- During the year TRF continued to feature in the media, appearing on LBC Radio in London and in print in The Epoch Times. We also achieved a 45-minute interview as part of the British Thought Leaders series on Epoch TV.
- The programme offering free lesson plans on pornography and sexting for use in schools moved into its fourth year. The Reward Foundation now provides 21 individual lesson plans across seven lesson themes. They are diversity friendly. Three lessons are on sexting and four on pornography. The lesson plans are available through two separate shops: <https://www.tes.com/teaching-resources/shop/RewardFoundation> and <https://rewardfoundation.org/shop/>. During the year teachers downloaded a total of 2,771 lessons plans from us (down from 3,834). Tes.com delivered 2,526 lesson plans (down from 3,350) and another 245 came directly from The Reward Foundation (down from 484). During the year teachers at about 400 schools downloaded lessons plans from us.
- The Free Parents' Guide to Internet Pornography was updated approximately every two-months during the year, getting additional important information into the hands of parents handling stressful situations with their children.

- **APPENDIX 1**

## **Financial review**

### **Brief statement of the charity's policy on reserves**

The Reward Foundation would like to set reserves at £1,000, equal to one year's basic operating costs. This amount is feasible and proportionate for the eighth operating year of a charity. The set amount is unchanged from last year.

### **Details of any deficit**

The charity did not have a deficit during 2023-24 and the set reserve was met at all times.

### **Donated facilities and services (if any)**

We donated a total of 362 hours of free training to a total of 420 people. This was substantially more hours of free training than last year's total of 100 hours. It was delivered to about 600 people.

About 400 hours of labour was donated towards the creation of a book in the field of pornography harm awareness, up from about 300 hours last year.



APPENDIX 1

Other optional information

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

Full name(

Position (e.g. Chair)	Chair and Treasurer	Charity Trustee
Date	7 March 2025	7 March 2025

# APPENDIX 3



**Report to the trustees/members of**  
**Registered charity number**  
**On the accounts of the charity for the period**  
**Set out on pages**

Independent examiner's report on the accounts v2						
Charity name The Reward Foundation						
SC 044948						
Period start date				Period end date		
Day	Month	Year		Day	Month	Year
01	July	2023	to	30	June	2024
7 - 10					(remember to include the page numbers of additional sheets)	

**Respective responsibilities of trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) 2005 Act and the Charities Accounts (Scotland) Regulations 2006 (as amended). The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.

**Basis of independent examiner's statement**

My examination is carried out in accordance with Regulation 11 of the 2006 Accounts Regulations. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the accounts.

**Independent examiner's statement**

In the course of my examination, no matter has come to my attention

- which gives me reasonable cause to believe that in any material respect the requirements to:
  - keep accounting records in accordance with section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations, and
  - prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations

have not been met, or

- to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

**Signed\*\*:**

**Name:**

**Date:**

10 March 2025

**Relevant professional qualification(s) or body (if any):**

Fellow of Association of Chartered Certified Accountants

**Address:**

Brett Nicholls Associates  
Herbert House  
24 Herbert Street  
Glasgow, G20 6NB



Receipts and payments accounts							
For the period from	Period start date			to	Period end date		
	Day	Month	Year		Day	Month	Year
	01	July	2023		30	June	2024

## Section A Statement of receipts and payments

	Unrestricted to nearest £	Restricted funds to nearest £	Expendable to nearest £	Permanent to nearest £	Total funds to nearest £	Total funds last to nearest £
<b>A1 Receipts</b>						
Donations	42,875	-	-	-	42,875	32,962
Legacies	-	-	-	-	-	-
Grants	77,192	69,303	-	-	146,495	18
Receipts from fundraising activities	-	-	-	-	-	-
Gross trading receipts	-	-	-	-	-	-
Income from investments other than land	-	-	-	-	-	-
Rents from land & buildings	-	-	-	-	-	-
Gross receipts from other charitable	2,483	-	-	-	2,483	13,672
Bank interest	185	-	-	-	185	-
<b>A1 Sub total</b>	<b>122,735</b>	<b>69,303</b>	<b>-</b>	<b>-</b>	<b>192,038</b>	<b>46,652</b>
<b>A2 Receipts from asset &amp; investment</b>						
Proceeds from sale of fixed assets	-	-	-	-	-	-
Proceeds from sale of investments	-	-	-	-	-	-
<b>A2 Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>122,735</b>	<b>69,303</b>	<b>-</b>	<b>-</b>	<b>192,038</b>	<b>46,652</b>
<b>A3 Payments</b>						
Expenses for fundraising activities	-	-	-	-	-	-
Gross trading payments	-	-	-	-	-	-
Investment management costs	-	-	-	-	-	-
Payments relating directly to charitable	62,884	69,303	-	-	132,187	77,757
Grants and donations	-	-	-	-	-	1,064
Governance costs:	-	-	-	-	-	-
Independent examination	1,116	-	-	-	1,116	1,110
Preparation of annual accounts	-	-	-	-	-	-
Trustee Meeting	-	-	-	-	-	-
Return of Grant	-	-	-	-	-	-
<b>A3 Sub total</b>	<b>64,000</b>	<b>69,303</b>	<b>-</b>	<b>-</b>	<b>133,303</b>	<b>79,931</b>
<b>A4 Payments relating to asset and</b>						
Purchases of fixed assets	-	-	-	-	-	-
Purchase of investments	-	-	-	-	-	-
<b>A4 Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>64,000</b>	<b>69,303</b>	<b>-</b>	<b>-</b>	<b>133,303</b>	<b>79,931</b>
<b>Net receipts / (payments)</b>	<b>58,734</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>58,734</b>	<b>(33,279)</b>
<b>A5 Transfers to / (from) funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Surplus / (deficit) for year</b>	<b>58,734</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>58,734</b>	<b>(33,279)</b>

Section B Statement of balances

Categories	Details	Unrestricted funds	Restricted funds	Expendable endowment funds	Permanent endowment funds	Total current period	Total last period
		to nearest £	to nearest £	to nearest £	to nearest £	to nearest £	to nearest £
B1 Cash funds	Cash and bank balances at start of year	14,616	-	-	-	14,616	47,895
	Surplus / (deficit) shown on receipts and payments account	58,734	-	-	-	58,734	(33,279)
		-	-	-	-	-	-
		-	-	-	-	-	-
	Cash and bank balances at end of year	73,350	-	-	-	73,350	14,616
(Agree balances with receipts and payments account(s))							

Categories	Details	Fund to which asset belongs	Market valuation	Last year
			to nearest £	to nearest £
B2 Investments	Nil		-	-
			-	-
			-	-
			-	-
			-	-
		Total	-	-

Categories	Details	Fund to which asset belongs	Cost (if available)	Current value (if available)	Last year
			to nearest £	to nearest £	to nearest £
B3 Other assets	Royalties from book	Donations	-	17,759	20,741
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
			-	-	-
		Total	-	17,759	20,741

Categories	Details	Fund to which liability relates	Amount due	Last year
			to nearest £	to nearest £
B4 Liabilities	Advertising	June 2024 Fee Farrer	400	600
	Independent Examination	Fee for 2023-24	1,116	1,100
			-	-
		Total	1,516	1,700

Categories	Details	Fund to which liability relates	Amount due	Last year
			to nearest £	to nearest £
B5 Contingent liabilities	Nil		-	-
			-	-
		Total	-	-

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
			7.3.2025
			7.3.2025



Section C Notes to the Accounts

C1 Nature and purpose of funds  
(may be stated on analysis of funds worksheets)

The major grant received in 2023/24 from Open River for £146495 was to support research and to cover general operational expenses.

	Type of activity or project supported	Individual / institution	Number of grants made	£
C2 Grants				
			Total	-

C3a Trustee remuneration	If no remuneration was paid during the period to any charity trustee or person connected to a trustee cross this box (otherwise complete section 3b)	X
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	Authority under which paid	£
C3b Trustee remuneration - details		

C4a Trustee expenses	If no expenses were paid to any charity trustee during the period then cross this box (otherwise complete section 4b)	X
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	Number of trustees	£
C4b Trustee expenses - details		

	Nature of relationship	Nature of transaction	Transaction amount (£)	Balance outstanding at period end (£)
C5 Transactions with trustees and connected persons		was self employed as a contractor in the CEO role for period 1 July 2023 to 30 April 2024. She became an employee in the CEO role for the period 1 May 2024 to 30 June 2024.	35,600	0
	Trustee from period 1 July 2023 to 30 June 2024			

C6 Other information

## The Reward Foundation

SC044948

**Additional analysis (1)**

## Analysis of receipts and payments

## 1 Donations

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Royalties from book	42,837	-	-	-	42,837	32,328
Other Donations	38	-	-	-	38	634
<b>Total</b>	<b>42,875</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>42,875</b>	<b>32,962</b>

## 2 Grants

	Unrestricted funds to nearest £	Restricted funds to nearest £	Total current period to nearest £	Total last period to nearest £
Operations grant	77,192	69,303	146,495	-
Amazon Smile	-	-	-	18
<b>Total</b>	<b>77,192</b>	<b>69,303</b>	<b>146,495</b>	<b>18</b>

## 3 Gross receipts from other charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Fees charged for lecturing services	1,265	-	-	-	1,265	429
Sales of books	44	-	-	-	44	37
Sales of online courses	474	-	-	-	474	234
Advertising	700	-	-	-	700	12,972
<b>Total</b>	<b>2,483</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,483</b>	<b>13,672</b>

## 4 Payments relating directly to charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Computer consumables and website management	6,025	-	-	-	6,025	5,291
Research Costs (incl Books, Subs & Conferences)	294	69,303	-	-	69,597	817
Consultancy fees	3,380	-	-	-	3,380	16,252
Legal and professional fees	40	-	-	-	40	-
Print Post and Stationery	271	-	-	-	271	85
Purchase and maintenance of Equipment	1,969	-	-	-	1,969	25
Room Hire and office space	491	-	-	-	491	7,100
Travel expenses	3,419	-	-	-	3,419	4,037
Insurance	801	-	-	-	801	742
CEO Fee as self-employed contractor	26,500	-	-	-	26,500	30,000
CEO Expenses	-	-	-	-	-	91
CEO Salary	8,800	-	-	-	8,800	-
Pension costs	360	-	-	-	360	-
Telephone and Broadband	925	-	-	-	925	865
Bank charges	181	-	-	-	181	166
Advertising and promotion	8,202	-	-	-	8,202	8,360
Miscellaneous	48	-	-	-	48	-
Licenses and permits	-	-	-	-	-	2,394
Payroll Fees	102	-	-	-	102	-
Training	1,075	-	-	-	1,075	1,532
<b>Total</b>	<b>62,884</b>	<b>69,303</b>	<b>-</b>	<b>-</b>	<b>132,187</b>	<b>77,757</b>

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