

women's aid

A message from our Chief Executive



This year's Impact Report comes at a particularly resonant time, with the Government committing to halving violence against women and girls (VAWG) in the next decade. As we await the publication of the Government's VAWG strategy, we reflect on another year, one that has been as challenging as it has been successful. A particularly celebratory moment has definitely been the marking of our 50th anniversary, during which we welcomed Her Majesty, Queen Camilla, to a special event, where she had the opportunity to speak with staff, members and supporters of Women's Aid. As we reflect on this, and many other successes, I want to take a moment to express my gratitude to every woman in our federation – your work and tireless commitment is truly life-changing, improving the lives of countless survivors and helping them take those first steps towards a life free from abuse.

This year has been turbulent in many ways – economically, but also societally. We have seen far-right groups weaponising VAWG, using the struggles of women and children to promote a racist and violent cause that stands in stark contrast to our values as a federation. We have – and always will – be united against this, standing strong and continuing to advocate for all women and children, including Black, minoritised, marginalised and migrant women – keeping our cause moving forward and not letting it become an instrument for hate and division.

As we stand united, we also continue to grow – in the year 2024-2025, our federation has risen to the challenge, continuing to deliver life-saving services to women and children across England. Our federation has also continued to grow, welcoming 15 new members, three of which are Black and minoritised by and for services, raising our membership to 185, with a total of over 300 vital frontline services being delivered across England.

This year, we came together and continued delivering life-changing support to survivors. Working with The Caring Family Foundation, five grants of up to £30,000 per organisation were released to by and for Black & minoritised Women's Aid member services. Our members used the funding to pilot a national counselling service for 'honour' based abuse victims, provide additional bed spaces for survivors with no recourse to public funds, and hire specialised staff. Our No Woman Turned Away project also engaged with 342 women, securing them help for accessing safe accommodation, as well as receiving emotional

support, referral to other services, safety planning, safeguarding, support to meet children's needs, gaining access to or sustaining mental health support, immigration and financial support. We are also proud of our continued work with the Home Office to deliver the Flexible Fund, which supported 2,560 survivors thanks to referrals from our network of specialist member services and delivery partners, helping women and children flee abuse and take those first steps to rebuilding their lives.

We have seen many successes in a year which was also incredibly economically testing, putting unprecedented pressure on our members and their lifesaving work. To demonstrate the scale of the challenge facing survivors and services, we launched our Price of Safety report which, for the first time, shows how it can cost around £50,000 for survivors to flee abuse and rebuild their life. Worryingly, the report showed that following state support, there remained a funding gap of over £10,000, rising to £20,000 for those with no recourse to public funds. We shared these findings with key stakeholders in government and parliament, calling for adequate funding for the specialist domestic abuse sector. Our calls were reinforced with our exploration for reasons behind unsuccessful referrals into refuge, which showed that the main barriers for women accessing safety is services being under-funded and under-resourced, thus being forced to reduce capacity for their service. Women's Aid was also sadly affected by the economic climate and was obliged to make changes to its structure, as well letting go of some critically important services and deeply committed colleagues owing to a lack of funding.

Despite the many challenges, this year has also led to some outstanding campaigning achievements, leading to long-awaited improvements. For example, this year and for the first time ever, the Office for National Statistics will be including a new set of domestic abuse questions in its Crime Survey, which will provide a much more accurate picture of the lived experiences of those affected by domestic abuse.

Similarly, as part of our long-running campaign to improve the family courts system, alongside our survivor ambassador Claire Throssell MBE, the Family Justice Sub Group and our Experts by Experience, we successfully advocated against mandatory mediation in a consultation response on family court reform. As a result, the dangerous

measures were successfully overturned. We will continue campaigning against the 'contact at all costs' culture in the family courts, working towards lasting and meaningful change to ensure that children are kept safe from potentially life-threatening harm.

We also continued our vital work with children and young people, contributing towards building a society which no longer tolerates domestic abuse. We delivered Expect Respect healthy relationships education sessions to 10,896 children and young people and 955 school staff across schools in England, achieving positive impacts on children and young people's understanding of healthy relationships. We also continued reaching young people online, educating them and raising awareness about unhealthy relationships and promoting our website aimed at children and young people, Love Respect. In the last year, our TikTok community grew to over 28,000 individuals and expanded our audience, so that by the end of the funding period over 40% of our active users were under 25 years old. In total, our TikTok posts have reached over 3.6 million since 2023.

As I look forward to the future, I am acutely aware of the many challenges that still lie ahead of us but am also galvanised to keep fighting for survivors of domestic abuse. While progress can feel frustratingly slow, it is nonetheless evident in the strides we are taking when it comes to raising awareness, lobbying for change and ensuring that the voices of survivors are being heard when and where it matters most. I continue to be proud of our federation and the lifesaving work that they do, providing help when it is most needed, despite the increasingly challenging funding climate. We must continue our movement, uniting across the sector and society to end domestic abuse and build a future where women and children are safe.

Farah Nazeer
Chief Executive, Women's Aid

Celebrating 50 years working to save Women and Children



As we look back on our 50th year as the national network of services providing support for survivors of domestic abuse, we can celebrate many achievements, including the significant impact Women's Aid has had on the sector, survivors and working towards a society where domestic abuse is no longer tolerated.

It has been a challenging year for Women's Aid, like many in the charity sector and we have been focused on building organisational resilience and sustainability internally. However, in spite of these external challenges, we are extremely proud of the impact we have had this year and of being able to celebrate the impact Women's Aid has had over the last 50 years.

We celebrated our 50th year in July 2024 when held our National Conference titled 'Festival of Women's Aid', it united federation members with a wide range of leading voices from the domestic abuse sector and beyond. Speakers included Safeguarding Minister Jess Phillips MP in her maiden ministerial visit, Baroness Harriet Harman KC, former MP for Camberwell and Peckham and former Deputy Leader of the Labour Party, Gisela Valle, Director of Latin American Women's Right Service (LAWRS), and Selma Taha, Executive Director of Southall Black Sisters. Yasmin Javed, campaigner and mother of Fawziyah Javed, gave a moving joint address with Natasha Rattu, Director of Karma Nivana, about the tragic murder of her daughter Fawziyah and the need for a statutory definition of 'honour'-based abuse. Special guests Melanie Brown MBE, Women's Aid Patron, and Kelle Bryan, Loose Women presenter and actor, also attended the event, joining

discussions and having heart-warming moments with delegates.

Almost 200 people attend and of those who shared their experiences, 83% reported feeling more energised about their work after the conference.

"It was inspiring and well organised. A great balance and good representation from inspirational people. Felt relevant and made me feel part of a bigger movement"

Conference delegate

"It was an honour to be invited to speak at the Women's Aid national conference, in such an historic year for the organisation, as it celebrates 50 years of pioneering for change and advocating for survivors. The work of Women's Aid, and the wider women's movement over the last half a century, is something that should be look at with great pride, for it has had such a positive impact on the lives of women across the country."

Baroness Harriet Harman KC

We were also pleased to have welcomed Her Majesty the Queen as part of our 50th anniversary celebrations, at an event in central London in December 2024. The event provided a memorable opportunity for our member services, as well as survivor ambassadors, trustees and staff to meet with Her Majesty and talk to her about our work. It was also an opportunity to showcase our Archive project, presented by colleagues at the University of Leeds.

We are proud of the impact we have had over the last 50 years. As we look forward to the next 50 years, we hope for a society where we are no longer needed and domestic abuse is not tolerated.



Her Majesty the Queen joining us for our 50th anniversary celebrations



Our Patron Melanie Brown MBE (left) and Ambassador Michelle Griffith-Robinson OLY (right) at our national conference

ENGAGING WITH MEMBERS



As a membership organisation, the power of us together, as a network of services united to support survivors of domestic abuse, is formidable. This year, our federation grew from strength to strength as we welcomed 15 new members, 8 full members — 3 of which are Black and minoritised by and for services¹ — and 7 new associate members. **Our federation now has 185 members delivering over 300 life saving services across England.**

Enhancing our support to our members

As a membership organisation, our members are integral to our work, and enable us to use our expertise, knowledge and influence to raise the status of women and children to a level where abuse against them is no longer legitimised or tolerated. The experiences of our members are therefore crucial in informing our organisation and membership strategies and determining how our membership offer will evolve.

To ensure that our membership offer continues to maximise value to our member services, we commissioned an independent research project by Research By Design. From this we have developed an **award-winning membership strategy** and a **new, more comprehensive offer and engagement framework for our membership**. In 2025, we will continue working to implement the strategy and embed member priorities in our strategic plans. **We will ensure that strengthening the federation remains a primary goal of Women's Aid**, and that the rationale for any changes to the membership structure will be clearly communicated to members.

With 80 members completing surveys and 23 members taking part in interviews, we are immensely grateful for the time and commitment members have shown us in this project and we would like to thank our members for providing their invaluable insight.

Member resources, support and networking

In 2024-2025 we launched our **policy bank**, a page for CEOs of member services to share and view each other's organisational policies, to **support shared learning**. This was in response to feedback received from member services about policy sharing amongst the federation to improve processes in the sector.

We also made improvements to our **Members' Area**. The Members' Area is an online area on the Women's Aid website, open to staff at services with full membership so they can access information on member benefits, contact details and news. Women's Aid redeveloped the Members' Area following member feedback and research findings about how members understand the benefits of membership, and the uptake of those benefits. With a range of new sections, features and resources, the redeveloped Members' Area will enable members to get the most out of their membership.

A variety of networking spaces for our member services were also facilitated over the course of the year. This includes:



Six Trustee Network Meetings, for trustees of member services to benefit from collective experience and expertise, with 58 attendees in total.



Regional Network Meetings, attended by a total of 70 CEOs and senior staff at member services who were able to network and gain insight into Women's Aid's projects.



CEO Google Group Meetings were also held across the year, enabling member service CEOs to share solidarity, raise challenges, and hold discussions with our CEO.



To support staff across our membership, from frontline workers to CEOs, our **four virtual Coffee Mornings** provided staff with an opportunity to network, hear from Women's Aid teams, and from partner organisations.

¹ Specialist 'by and for' services are run by and for the communities they serve, such as for Black and minoritised women, D/deaf and disabled women and LGBT+ survivors. In doing so they offer a uniquely empowering experience to the communities they support, as the client group is reflected in staffing, management, and governance structures of these organisations.

We refreshed our National Quality Standards



In 2024/2025 we launched the refreshed Women's Aid National Quality Standards (NQS), our 'Gold Standard' of accreditation offers a robust, independent framework of good practice, informed by our 50 years leading the specialist domestic abuse sector and listening to survivors.

Women's Aid National Quality Standards are referenced in the government's statutory guidance (Domestic Abuse Act 2021) as best practice and it is important to our federation that we continue to update and improve to ensure that they are always meeting best practice so commissioners of domestic abuse services and other funders can be assured of the quality and safety of service delivery.

Following the launch of the NQS refresh, six specialist domestic abuse services have now received conditional passes and are undertaking recommendations before being awarded the Quality Mark.

“[The NQS] lead you as an organisation to really review what you are actually doing in relation to anti-oppressive and anti-racist ways of working”

NQS accredited organisation

“[The NQS] led to us being more organised with our operating practices, standardising processes and improving record keeping while maintaining focus on each and every survivor”

NQS accredited organisation

Interested in learning more about our NQS? Visit:

www.womensaid.org.uk/what-we-do/national-quality-standards

Supporting our by and for members with specialist grant funding

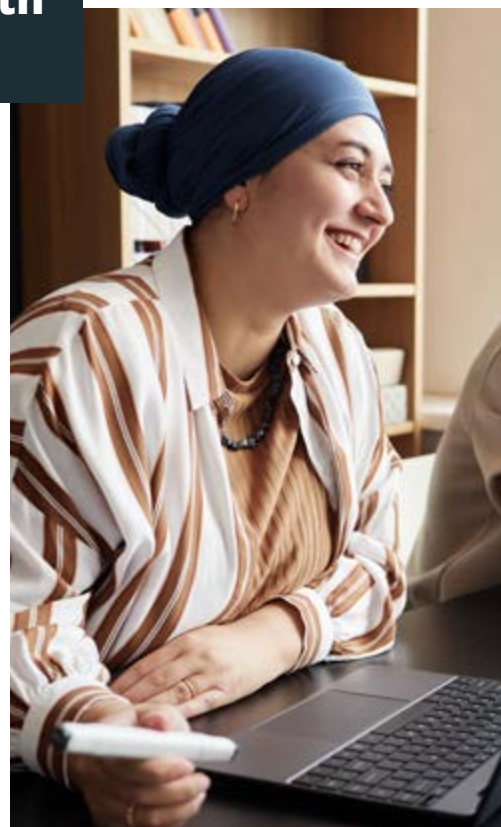


Women's Aid and The Caring Family Foundation released **five grants of up to £30k per organisation**, to by and for Black & minoritised Women's Aid member organisations in autumn 2024.

This funding stream had three main goals:

- **Increase capacity to support marginalised survivors**
- **Increase accessibility of their services for marginalised survivors**
- **Reduce barriers to recovery for marginalised survivors**

Members used the funding to pilot a national counselling service for 'honour' based abuse victims, provide additional bed spaces for survivors with no recourse to public funds, provide support groups to survivors, and to hire specialised staff.



Routes to Support

Routes to Support is the UK-wide online database for domestic abuse and other violence against women services. It provides **details of over 400 services in England** available for women and children, including up-to-date information about refuge vacancies.



Over 2024-2025 we've been busy **redeveloping the system** so that it's fit for the future. We've

taken on board feedback from users to make improvements to Routes to Support, **making the system more efficient and saving users' time.**

We are also increasing our impact by using the system to **facilitate policy and funding initiatives** (e.g., Home Office Flexible Fund, Safer Serve).

On Track

On Track, Women's Aid's case management and outcomes measurement system continued to **support 118 local domestic abuse services** across England. The programme continues to have impact over the sector:



Our national dataset collected within the system continues to be **England's largest dataset on experiences of abuse**, recording the experiences of over a quarter of a million survivors.



We continued to develop and update the system, **launching a new and improved way to collect information on perpetrator behaviours** and survivors experiencing abuse, including questions developed in partnership with **Brainkind** that looked at measuring if brain injury was experienced as a result of perpetrator abuse.

Providing training support for our members



Our Training and Education team continued to provide training to our members, with learners member services completing accredited qualifications, CPD accreditation and facilitator training.

296

Our On Track training programme continues to support frontline workers with 296 people enrolling in at least one of our courses over the last year.

"Excellent explanations; high quality demonstrations; extremely engaging; ability to take the course at one's own pace; insightful; relevant to my role; exemplary in every way"

On Track training attendee



INFLUENCING STAKEHOLDERS THROUGH RESEARCH AND ACTION

In 2024/2025 we continued to lead the sector in evidencing how domestic abuse affects our society:



We launched our **Price of Safety** report which for the first time shows how it can cost approximately £50,000 for survivors to flee abuse and rebuild their life. Whilst state support can mitigate those costs, there is still a funding gap of over £10,000, rising to £20,000 for survivors with no recourse to public funds. The report has been central to our campaigning for survivors and we have shared it with key stakeholders in government and parliament, including ministers, special advisors and senior civil servants, resulting in a ministerial meeting with the Department for Work and Pensions to discuss the implications of the report findings on their review of Universal Credit.

This year we also explored the reasons behind **Unsuccessful referrals into refuge**. Using our On Track national dataset we looked at data from 62 refuge services and found the main barrier to women accessing refuge is that they are under-funded and under-resourced and do not have the capacity to keep up with the demand for their service.



The 2025 edition of **Women's Aid Annual Audit** demonstrated that whilst there have been some improvements in provision, the gap between provision and demand for domestic abuse services in 2023-24 is similar to previous years, if not slightly worse. During this period, government investment fell £321 million short of the minimum £502 million needed to properly fund local specialist women's domestic abuse services and the impact of this shortfall is evidenced in this report.

In 2024-2025 we partnered with Merseyside Police and Crime Commissioner (PCC) and Liverpool John Moores University to conduct **A review of the provision and commissioning of services for victims and survivors of domestic abuse across Merseyside**. The project provided detailed insight into the funding landscape of domestic abuse services in Merseyside, which Women's Aid has already worked with the PCC to translate into operational recommendations.



This year, the Office for National Statistics will be including a new set of domestic abuse questions in the **Crime Survey for England and Wales (CSEW)**. Women's Aid was proud to support with the development of these new questions in partnership with the University of Bristol, Respect and the College of Policing and in consultation with diverse survivors and key stakeholders, including Imkaan. The new questionnaire will better capture the lived experiences of those who experience domestic abuse.

We continued to deliver our **Research Bulletin** to over 470 people, sharing research relevant to our work and to the domestic abuse and violence against women and girls (VAWG) sector.

To find out more about our research visit: www.womensaid.org.uk/what-we-do/research



In 2024- 2025 we continued to make real change by lobbying and campaigning to influence government and statutory agencies

We continued to campaign for improved family courts: Women's Aid responded to a consultation on potentially harmful changes in the family courts which would have made mediation mandatory. The dangerous measures were successfully overturned.

In May 2024, we held our **Public Policy Conference** just before the General Election was announced. It provided a critical opportunity to demonstrate the importance of prioritising tackling domestic abuse in our 50th anniversary year among influential politicians and civil servants in attendance. Speakers included Alex Davies-Jones MP, then Shadow Minister for Safeguarding, Caroline Nokes MP, Chair of the Women and Equalities Committee, Sarah Olney MP, Liberal Democrat Spokesperson for the Treasury and Helen Hayes MP, Shadow Minister for Children and Early Years, as well as celebrity ambassadors, sector colleagues and journalists.

In February we held our **Public Policy Summit**. This intimate event invited policy makers, members and others from the VAWG sector to generate practical solutions for Women's Aid to take forward on the issues of multi-agency working and sustainable funding of the VAWG sector. The design and effectiveness of the event was praised by attendees as a "useful and practical approach to discussions and change".

Women's Aid CEO Farah Nazeer speaking at our Public Policy Conference



In response to the 2024 General Election, we released our own General Election manifesto, calling for all political parties

to commit to three pillars to improve outcomes and responses – investing to save, supporting survivors and preventing abuse.

We also collaborated with VAWG sector colleagues on a joint manifesto. The Labour general election manifesto included a welcome commitment to halve VAWG in a decade of coming to power, which the Government have been actioning through a range of legislative and policy initiatives, mostly focused on criminal justice reform to date, such as the introduction of Raneem's Law and new measures against spiking and 'honour' based violence.



INVEST to save



SUPPORT survivors



PREVENT abuse



Party Conferences

Conversations at both Labour and Conservative party conference resulted in **three new parliamentary champions** for Women's Aid, including Kirith Entwistle MP, who has subsequently hosted our International Women's Day event and tabled parliamentary questions focused on VAWG and domestic abuse. We first engaged with Alex Macintyre MP at Labour Party Conference, and have since supported his Private Members' Bill on paid leave for domestic abuse victims. He has since met with us, attended our parliamentary drop-in event to mark 16 Days of Activism Against Gender-Based Violence and has become a member of the APPG on domestic violence and abuse.

The All-Party Parliamentary Group (APPG) on Domestic Violence and Abuse

The APPG, for which Women's Aid is the Secretariat, held a joint in-person parliamentary event in May alongside **Women in Prison** and the **Centre for Women's Justice (CWJ)**. The event focused on the unjust criminalisation of survivors of domestic abuse, with a screening of the CWJ's short film on how survivors can be criminalised and the barriers to justice that they face both in law and practice. The film was followed by an expert panel discussion with Apsana Begum MP, Baroness Hodgson, sector experts and survivors.

The APPG also held a hybrid meeting in November titled **'How Employers Can Support Survivors of Domestic Abuse in the Workplace'**. The group discussed how robust workplace policies can enable survivors to access the right support at the right time and opportunities in the upcoming **Employment Rights Bill**. The meeting was chaired by Apsana Begum MP with Baroness Sal Brinton, Jess Asato MP, Baroness Pauline Bryan and Lord Simon Russell in attendance.

Since the meeting, we have worked with Apsana Begum MP and Jess Asato MP on a joint briefing from the APPG Domestic Violence and Abuse and APPG for Perpetrators of Domestic Abuse for the Employment Rights Bill and collaborated on amendments focused on supporting survivors of domestic abuse in the workplace.

Service.

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A Woman's
place is in
the World



**SUPPORTING SURVIVORS
WITH WHAT THEY NEED
TO THRIVE**

We are proud that Women's Aid provided direct support to survivors and those who support them via thousands of correspondence, Live Chat sessions and interventions.



Live Chat

Survivors accessed advice and support from a specialist support worker via our **Live Chat** service² including emotional support, information about their rights and options and referral and signposting to other services.

"It's life saving to have this service, to validate some experiences... I'm very grateful."

Live Chat service user



In 2024/2025 we held **11,756** Live Chat sessions.

60,000
CHATS

Since its launch in 2019, we held nearly 60,000 Live Chat sessions

Email

Our email support helped survivors who prefer not to remain online to chat with a support worker, or who want a written response they can keep.



A total of **10,993** emails were responded to.

Support included emotional support, information about domestic abuse and survivors' rights and options, and referral and signposting to local services including refuge.

Professionals' Service

Our Professionals' Service supported professionals from a range of sectors who were working with survivors, equipping them to improve the response they were able to give to women experiencing abuse.

We supported **659** professionals from social services, the NHS, police, housing teams, VAWG services and other services.

When asked, **100%** of those who used the service said they would recommend Women's Aid's Professionals' Service to a coworker and 94% of professionals said that they felt better equipped to support their client after contacting the service.



"I had not heard of this before speaking to a refuge this morning. The speed of the contact following my submission was amazing and information provided was detailed and caller was very knowledgeable. Will be sharing this with other professional colleagues today!"

Professionals' Service user

Survivors' Forum

Our Survivors' Forum provided a safe, anonymous, space for women who have been affected by domestic abuse to come together, share their experiences and give one another practical and emotional support on their recovery journey.

17,505

By the end of 2024-25, **17,505 people were registered** on the Survivors' Forum, with 2,269 new registrations during this period.



169,899 people visited the Forum and the website was viewed **765,009** times.



1,285 posts were submitted on the Survivors' Forum and **5,160 replies** were made to posts.

"Using the forum has been instrumental in giving me back my inner voice and building the confidence to start planning to leave my relationship. I know that what I'm going through in my relationship is abusive and I don't doubt myself as much as I used to."

Survivors' Forum user

No Woman Turned Away

Our No Woman Turned Away (NWTa) project, funded by the Ministry of Housing, Communities and Local Government (MHCLG), employs a team of domestic abuse practitioners who provide specialist support and advocacy to women experiencing additional barriers to accessing refuge or other safe accommodation.

342 women engaged with and completed support from the NWTa project in 2024, a 67.6% increase compared with 2023. Women received a range of support from the specialist practitioners including practical support to access safe accommodation, emotional support, referral to other services, safety planning, safeguarding, support to meet children's needs, gaining access to or sustaining mental health support, immigration and financial support.



The impact of the No Women Turned Away project can be seen in our Nowhere to Turn publication here: www.womensaid.org.uk/nowhere-to-turn-2025

Ola* fled to a new city with her baby and young child and initially sofa surfed before approaching the local authority. The family were placed in a hotel with no cooking facilities or refrigerator. Ola and her children were repeatedly asked to move at short notice and one of the hotels was in a remote area next to a motorway, without public transport links or shops. Children's Services said refuge was too expensive, despite the hotel costing more than refuge. The NWTa practitioner challenged Children's Services and sought legal advice, which led to them agreeing to fund refuge. When a suitable refuge was found, Children's Services then refused to fund the costs. The NWTa practitioner asked a community care solicitor to challenge Children's Services for failing to provide suitable accommodation and subsistence funding and the family were eventually accommodated in refuge.

*The survivor's name and other identifying information has been changed to protect her anonymity.

To find out more information and to make a referral to the NWTa project, go to: www.womensaid.org.uk/what-we-do/i-work-with-survivors/no-woman-turned-away/

Providing flexible funding to survivors

We continued to support survivors with grants in 2024-25 through the **Flexible Fund**, thanks to generous funding from the Home Office. We distributed grants to survivors through our member services and delivery partners via two funding streams. The Flee Fund supported survivors to flee from abuse and the Future Fund supported survivors through the process of recovering from abuse.



In total the **Home Office Flexible Fund** supported **2,560 survivors**.



The **Future Fund** supported **738 survivors** move on from abuse.



The **Flee Fund** helped **1,822 survivors** flee abuse.



71% of survivors used the Future Fund to purchase furnishings and white goods, and **58%** used the money for a deposit or other housing related payments.



74% of survivors used the Flee Fund to pay for **essential goods** and **81%** paid for **transport and/or moving** costs.



Travel to Refuge

Since 2020 Women's Aid and its partners have been supporting women and children who struggle to access refuge due to transport. Travel to Refuge is an umbrella scheme covering Rail to Refuge and Road to Refuge in which travel companies cover the cost of train or coach tickets for survivors escaping domestic abuse and travelling to refuge accommodation.

Since it started in April 2020, Rail to Refuge has helped over **8,000 survivors, including over 2,500 children**, reach a place of safety. This works out at an average of **6 survivors a day** who are able to travel to safety thanks to the scheme.

We would like to thank the **Rail Delivery Group** and **National Express** for all their hard work in helping survivors access safety.



Helping survivors access safe accommodation



We partnered with **Airbnb** to deliver a new eight-week pilot initiative in Autumn 2024. Listings on Airbnb could be used to provide free of charge temporary accommodation to domestic abuse survivors in one region in England. Three member services in the selected region joined the pilot.

In total, **nearly 100 nights were booked in partnership with three local refuges**, enabling them to find temporary accommodation for survivors that needed a place to stay for up to 10 nights before finding more permanent accommodation.

Supporting survivors with generous donations

When women and children flee abuse we know they often flee with little to no belongings. Women's Aid liaised with our member services to organise the distribution of donated items to services. In 2024-2025, this has included the donation of sustainable sanitary products, luxury care packages and clothes to **52 members**.

As part of a **L'Óreal** volunteering day, five member services received luxury care packages which included cosmetic and personal care products from brands within the L'Óreal Group, such as YSL.

"The beautiful YSL packages have arrived. I know our victim-survivors will be delighted with the gifts. Thank you"

Women's Aid member service

Grace and Green partnered with Women's Aid to provide natural and sustainable period products to those accessing or working in Women's Aid member centres. Forty-five Women's Aid members received an annual supply of day/night pads, liners and applicator/non-applicator tampons in December 2024. In total, 122,488 products were donated, totalling £26,947.98.

"Thank you for the generous donation of sanitary items that have been provided to women and girls in crisis who have often left everything they own behind in order to flee abuse. We have also been able to stock the toilets in our community service with the free sanitary items for anyone to use if they are in need, our community service delivers 1:1 and group work sessions focussed on domestic abuse recovery."

Women's Aid member service

Avon kindly donated over 145 products to seven of our member services across the East Midlands, including underwear, accessories and adults and children's pyjamas.

global

Is your relationship healthy?

Are you aged 14-24 and worried about your relationship? For advice and support visit LoveRespect.co.uk

LoveRespect women's aid
until women & children are safe

Women's Aid federation of England is a registered charity in England & Wales (1054154)



**SHIFTING CULTURAL
ATTITUDES AND
KNOWLEDGE TOWARDS
DOMESTIC ABUSE**

Educating children and young people about healthy relationships

Expect Respect

In 2024-2025 we continued to deliver our Home Office-funded What Works Fund project:

Expect Respect, a wrap-around programme of education and support for children and young people (CYP) and the professionals who work with them. The project focuses on **challenging attitudes that enable and excuse domestic abuse** and is an essential part of achieving a world where violence against women and girls is no longer tolerated.



Expect Respect healthy relationships **education sessions** were delivered to **10,896 children and young people** and **955 school staff** across schools in England, achieving positive impacts on children and young people's understanding of healthy relationships.

For CYP in Key Stages 2 & 3 an independent evaluation showed **significant reductions in gender-stereotyped beliefs** — for example, fewer students agreed that “only boys are naturally violent” or “only girls are caring.”



For those in Key Stages 3–5 the evaluation also showed **increased understanding of domestic abuse and healthy relationships**. CYP were less likely to view controlling behaviour as acceptable and more likely to know who to talk to if worried about a relationship after attending Expect Respect training.

During the What Works project we've focused on building an audience of engaged young people to help raise awareness about the red flags of abuse and promote Love Respect. During this period, we've built a community on **TikTok** of more than **27,000** individuals and expanded our audience so that by the end of the funding period over 40% of our active users are under 25 years old. In total, our TikTok posts have reached over **3.6 million since 2023**.



Our website for young people aged 14-25, **Love Respect**, underwent improvements in July 2024, informed by findings from our evaluation and user testing. Following site improvements, average monthly users to the site almost **doubled**, increasing from **2,194 to 3,910 unique users**.



Our **Reach Respect** partnership with **YSL** reached new heights this year, delivering **domestic abuse awareness and active bystander training** to over **200 learners** across **five universities**. The programme aims to increase understandings of domestic abuse and healthy relationships, including confidence in responding to domestic and sexual abuse, among 18–24-year-olds. We are seeing that learners are improving their ability to recognise signs of abuse, to offer appropriate support to survivors of domestic abuse, and their knowledge of where to go to seek support for themselves or others who are experiencing domestic abuse.

Delivering training to those outside of the sector to spread awareness of domestic abuse

Training HM Prison and Probation service

As part of the **Home Office** project **What Works to Prevent Violence against Women and Girls (What Works Fund)**, Women's Aid has worked with HM Prison and Probation Service (HMPPS) to deliver training to probation staff. The full training intervention included:



Delivery of two bespoke webinars to probation staff: one on coercive control and one on multiagency working.

Together, the webinars were delivered to **1,130 attendees**. The webinars were recorded and will be incorporated into **HMPPS's e-learning package** where they will be available to probation staff on demand.



Delivery of online training to Domestic Abuse Safety Officers (DASOs) who directly support victims of domestic abuse.

This training has taken the form of **bursary placements for 12 DASOs** in the Certificate in Tackling and Preventing Domestic Abuse course, a nationally recognised qualification suitable for the Independent Domestic Violence Adviser (IDVA) role.



"I found the webinar very informative and it helped to remind me and put to the forefront the survivors subject to these behaviours. I work with perpetrators rather than survivors but it refreshed my knowledge and understanding for when I include details in reports about victims."

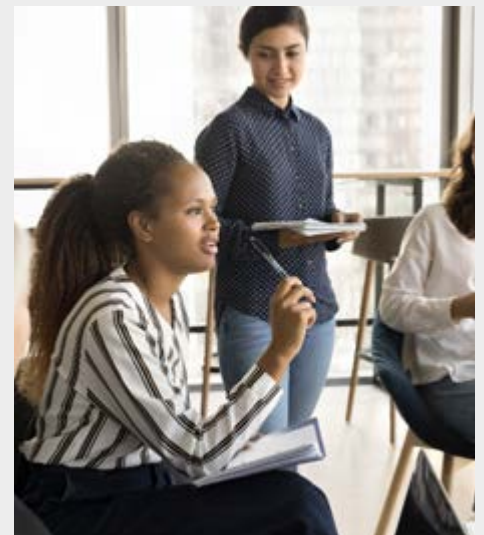
Webinar attendee

Employers working with Women's Aid



As we celebrate our 50th birthday, we worked with employers to help us come together to help end domestic abuse and drive change. We worked with employers to adopt a **certified domestic abuse workplace policy**, provide **signposting and support** to staff and delivered training to over **130 individuals** help them to spot the signs of domestic abuse and support them to take the right action.

Are you an employer interested in working with us? Email us at: partnerships@womensaid.org.uk



SPOT THE FLAGS PRESENTS:

VAN WIFE

DIRECTED BY RACHEL STUBBINGS
WRITTEN BY AILBHE KEOGAN

Using our voice to raise awareness and reduce tolerance to domestic abuse

Last year we extended our presence on social media with creative partnerships including **House 337**, **Merman**, **LADbible** and others to reach new audiences. Our website continues to be a vital source of information and support.

Our posts on social media reached over **17.6 million people**. We have over **400K** followers across our Instagram, TikTok, X, LinkedIn, and Facebook accounts, and we gained +70K new followers.

Our media campaigns reached new audiences this year by partnering with creative agencies to develop impactful short films and videos.

VanWife

A groundbreaking film designed to teach viewers how to spot the red flags of coercive, controlling and abusive behaviour.

Won two Gold awards at The British Arrows for Branded Entertainment and Social Media

Shortlisted for an award at the Campaign Media Awards within the Public Sector and Charities.

Domestic Abuse as a National Emergency

We partnered with creative agency **House 337** to create a new campaign showing that women are 50 times more likely to be injured by a partner than killed in a house fire, and over three times more likely to be killed by a partner than by not wearing a seat belt. The campaign:



Reached over **6 million people** and brought **17,000 new followers** on social media.

Raised over **£80,000 in unrestricted funding** which will help keep our vital services running.

There was also a drop-in event in parliament, which provided 60 MPs (or staffers) with an opportunity to learn more about Women's Aid and our campaign.



#SpeakUpCallOut campaign

In February 2025, we partnered with **TikTok**. During the partnership **male TikTok influencers spoke** on how misogynistic and sexist language, jokes and satire can lay the foundations for further sexist behaviour.

We also consulted and collaborated with TikTok to **develop their search function to flag misogynistic search terms** and words, and signpost to Women's Aid's Love Respect educational content to mitigate the spread of misogyny online.



1,000,000

The campaign reached over 1 million TikTok users.

International Women's Day

International Women's Day 2024 saw us launch our **The Monster Who Came to Tea** campaign in partnership with **House 337**, we developed a short video that takes a familiar children's tale and uses it to raise awareness of the terrifying reality of domestic abuse faced by women and children.

- Reached almost **four million people** across our social media channels and played a crucial role in our ongoing campaigning for increased funding for child survivors.
- Over **5,600 people shared our open letter** calling on the prime minister to provide great lifesaving support for all survivors - a minimum of £502m per year.
- We also saw **three parliamentary mentions** of Women's Aid in the International Women's Day debate in the house of commons from Steve Witherdean MP, Alex McIntrye MP and Mims Davies MP following a briefing we sent to members of parliament.

The Monster Who Came to Tea (2025)

Our Ambassadors

Year on year our **Experts by Experience group** enrich our work at Women's Aid by sharing their insights from their own experiences and ensuring survivor voices are at the heart of our work. We know that survivors are best placed to know what needs to change to ensure women and children are safe – working with the Experts by Experience enables us to work towards a world where domestic abuse is intolerable in our society.

This year, the Experts by Experience group have participated in a variety of engagement activities including:



Working with us to challenge and try to change the family courts system

Our **Family Justice Subgroup** is made up of members of the Experts by Experience group who have experience of the family courts. This space allows us to discuss updates and developments on family justice issues and policy work, and for the group to share ideas on areas for further work and exploration.



Gave their voice to research on the impact of domestic abuse

Members of the group took part in interviews for research with **NHS England** to understand their opinions on data being used to improve health and care services and with **University of Salford**, looking at the **Department for Work and Pensions** trauma-informed care and impact on survivors.

They also participated in research interviews with the **The Family Mediation Domestic & Child Abuse Panel** with some of our Experts by Experience providing recordings sharing their experiences of mediation to support an improved awareness and understanding of domestic abuse by mediators.





Our Experts by Experience engaged in consultations on proposed changes to the **Child Maintenance Service** and **Victims and Courts Bill**, using survivors' experiences to shape legislation.

They also spoke publicly: One Expert spoke at a **NHS Conference** about her experience of using the NHS as a survivor of abuse with disabilities and another presented on her experience of child contact centres and recommendations for them in the context of a webinar for supported centres to help them better understand survivors' experiences and needs.

Commemorating Jack and Paul

October 2024 marked the 10-year anniversary of the deaths of Jack and Paul, our survivor ambassador Claire Throssell's children who were both killed by their father, despite her warnings that he was a danger to them. She has since campaigned tirelessly to stop unsafe child contact with dangerous perpetrators of domestic abuse.

In October 2024 we held a candlelight vigil to mark the 10th anniversary of the deaths of Claire's sons, Jack and Paul. As part of marking the 10th anniversaries of the deaths of Jack and Paul, Claire and Experts by Experience Family Justice Subgroup members attended the hand-in of Claire's petition which reached over 100,000 signatures thanks to her hard work and joint-awareness raising efforts with Women's Aid on social media and via our network of Campaign Champions. The petition hand-in was followed by an event in House of Lords to raise awareness and gather support for safer family court procedures. We also supported Claire at a drop-in event in Parliament where she bought a printed copy of the petition with her and spoke to MPs from across the House.





**CREATING A
SUSTAINABLE
RESILIENT
ORGANISATION**



In 2024-2025 we saw incredible commitments from our supporters

The Step Forward for Survivors Challenge

Our annual flagship challenge was re-branded to the Step Forward for Survivors Challenge and in September of 2024 we saw **#TeamWomensAid**. Fundraisers were tasked with walking or running 60 miles across the month and raised a **collective £46.1k**. As we've seen with most years of running the flagship challenge, 77% of our fundraisers had had a direct experience of domestic abuse.

"I took part in the Step Forward Challenge to continue educating my daughters on the signs of domestic abuse. Equally important, I wanted to raise much-needed funds to empower survivors of abuse and provide a lifeline to those still experiencing it."

Step Forward fundraiser

The amazing work of our fundraising community

- Over the past year, we have seen an incredible range of self-organised fundraising efforts, from a school **'Wear It Pink' day raising over £1k, to a comedy night generating over £700**. Additionally, a series of mountain climbs, including the challenging ascent of Snowdon, raised over £1k showcasing the dedication and creativity of our community in supporting Women's Aid.
- During the New Year period, we saw a **200% growth in registrations for our Run For Charity events**. We had supporters take on overseas races such as the Paris Marathon, and high-profile run clubs participate in local races, like the Bath Half.
- In April of 2024, we had 11 runners take on the **London Marathon** for Women's Aid, raising approximately **£19k** collectively.
- We launched our partnership with the **Women's Run Series**, a provider of all-female running events in the UK. Their first race took place on International Women's Day. As an official charity partner, we had 20 runners participating who raised a collective **£6.1k**.





Corporate giving

We are grateful for all companies who choose to support Women's Aid, a couple of highlights this year were...

- Our partner **Bloom** has confirmed a **£30,000 donation raised from ticket sales from Bloomfest**. This most recent year of partnership has raised over £45,000 and we will continue to work with them to raise even more.
- We were successful in an application to our partners **L'Occitane** for just under £80,000 to support our work with the **Experts by Experience network**. We look forward to continuing to build on this really positive relationship.

Finally, we are so grateful for the generous donations we received this year from supporters who left us a gift in their will.



Did you know that you can leave Women's Aid a gift in your will that will help fund our future?

Legacy gifts allow us to plan for our future and grow our vital support services for women and children impacted by domestic abuse.

Contact fundraising@womensaid.org.uk to find out more.



Acknowledgements

We would like to say thank you to our supporters, our members, our Experts by Experience, our Survivor Ambassadors, survivors and others we have worked with this year for your continued support. We would also like to extend a thanks to **Sarah Hill**, her time as Chair of our Board has been as knowledgeable as it has been gracious, and her impact will be felt for years to come.

We would also like to say thank you **Ruth Willcocks**, our colleague who worked with us for three decades and sadly passed away in summer 2025. Ruth's compassion, warmth and humour will be remembered. Her contributions and commitment to supporting women and children will have a lasting impact. Our thoughts remain with her family and friends.

THANK YOU

to all our amazing and generous supporters

Multi-year funders:

Bally's Foundation
Firebird Foundation
Home Office
Kering Foundation
London Councils
Mayor's Office for Policing and Crime (MOPAC)
Ministry for Housing, Communities and Local Government (MHCLG)
The Tomoro Foundation

Corporate funders:

Avon
AirBnB
Bloom
L'Occitane
YSL Beauty
Simmons and Simmons LLP
TSB
Dinny Hall

2024-2025 funders:

29th May 1961 Charitable Trust	Lloyds Bank Foundation	The Cobalt Trust
Allfunds	Marsh Charitable Trust	The David Family Foundation
Airbnb Community Fund	Michael and Anna Wix Charitable Trust	The Doris Field Charitable Trust
Ardwick Trust	Mrs Wingfield Charitable Trust	The George Michael Fund
CBRE UK Charitable Trust	N Smith Charitable Trust	The Hon M L Astors Charitable Trust
Dischma Charitable Trust	Order of the Marist Sisters Province of England	The Keeble Charitable Trust
Edward S Smyth Trust	R G Hills Charitable Trust	The National Lottery Community Fund
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Evan Cornish Foundation	Sara Charlton Foundation	The Tula Trust
GAP Giving	Simon Gibson Charitable Trust	The Westward Trust
Gleeds Foundation	The Belron Ronnie Lubner Charitable Foundation	TK Maxx and Homesense Foundation
Hardy Family Foundation	The Blunt Trust	WAVE Network
Helianthus Charitable Trust	The Caring Family Foundation	William Allen Young Charitable Trust
Hudson Charitable Trust	The Clarke Charitable Settlement	Winfield Trust
Ian Mactaggart Trust		Zennor Trust
JD Foundation		
John and Ruth Howard Charitable Trust		



It is only with your support that we can continue our life-saving work to help women and children escape abuse.

**To donate to Women's Aid visit:
www.womensaid.org.uk/donate**

