



**THE CYBERSMILE FOUNDATION**

**Annual Financial Report 2018 - 2019**

THE CYBERSMILE FOUNDATION

REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

REGISTERED ADDRESS: Riverside House River Lawn Road Tonbridge, TN9 1EP

TRUSTEES

C Dugmore

G Cameron

S El-Haffar

SECRETARY

D. Raisbeck

CHAIRMAN OF THE BOARD OF TRUSTEES

C. Dugmore

BANK

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

SOLICITORS

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

ACCOUNTANTS

Eightoaks, 1st Floor Holborn Gate, 330 High Holborn, London, WC1V 7QT

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## **TRUSTEES' REPORT FOR THE YEAR ENDED 31<sup>st</sup> May 2019**

### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

#### **GOVERNING DOCUMENTS**

The organization is a charitable company limited by guarantee, incorporated on 24th of May 2012. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association. In the event of the charitable company being wound up, members are required to contribute an amount not exceeding £10.

#### **RECRUITMENT AND APPOINTMENT OF THE MANAGEMENT COMMITTEE**

The Charity has a membership, which is open to anyone with a genuine wish to assist in enhancing the wellbeing of those affected by online bullying and hate campaigns. The majority of members are volunteer workers, those that support our cause or those that have been affected by digital abuse.

The constitution lays down that Trustees are appointed from within this membership. However, if an eligible person is recommended, proposed and seconded by members they can be put forward for election as a Trustee provided that they become a member of the Charity.

A Trustee may serve for a maximum period of three years, after which she/he must stand down and, if willing, seek re-election after having been duly proposed and seconded by members. Trustees are appointed at the Annual General Meeting. This is done by a show of hands or ballot if the number of nominations exceeds the vacancies. All nominated Trustees have to be approved by the existing Board of Trustees prior to the Annual General Meeting.

#### **TRUSTEE INDUCTION AND TRAINING**

Trustees are mainly members and an induction course for them is unnecessary. Any new Trustee who is not a member is given full details of the aims of the Charity and his/her duties and responsibilities and is interviewed by the Director and Secretary of the Charity. All Trustees are issued with copies of the Articles of Association, the Memorandum of Association, the Directors and Secretaries Guide from Companies House and the Responsibilities of Charity Trustees from the Charity Commission.

#### **RESERVES POLICY STATEMENT**

Currently, The Cybersmile does not hold any funds as reserves due to lack of any considerable overheads or financial commitments that could potentially put the operational functionality of the charity at risk.

Essential Cybersmile operations are safeguarded by ensuring all operational costs are covered for periods of between 12 and 24 months. Operations are flexible in their nature, to allow for streamlining when required.

Regular finance meetings ensure that fundraising activities and sponsorship acquisition targets are met and that future planning for sustainable funding is being implemented. The Reserves Policy Statement will be reviewed at least once per annum by the board of directors.

#### SAFEGUARDING

With the welfare of service users, employees and volunteers being the charity's prime objective, the anticipation and elimination of risk is fundamental to our day-to-day activities. All volunteers and members who connect with our service users follow safeguarding guidelines and policies for reducing risk. All statutory requirements of the appropriate insurances are kept current and are regularly reviewed by The Trustees to this effect.

#### ORGANISATIONAL STRUCTURE

Mr. C Dugmore is the Director of the charity and acts as Chairman of the Board of Trustees, who are responsible for policy decisions.

The Articles of Association state that there shall normally be not less than three and not more than twelve Trustees.

Implementation of policy, human resource issues, financial administration and the day- to-day operation of the Charity is the responsibility of the Director, assisted by staff and volunteer workers.

#### RELATED PARTIES

In developing the Charity and our related user services we have formed working relationships with the following organizations.

UKCCIS – UK Council for Child Internet Safety, The Diana Award, NSPCC – National Society for the Prevention of Cruelty to Children, CEOP – Child Exploitation and Online Protection Centre, The Samaritans, The All Party Parliamentary Group For Bullying, The All Party Parliamentary Group for Young People and Tech, UK Crown Prosecution Service, Twitter Trust and Safety Council, Intel Corporation Diversity in Gaming Group. International Games Developers Association, Riot Games “Learn with League”.

#### OBJECTIVES

The Charity's objectives are :-

- To raise awareness of the issues related to Cyberbullying and digital abuse
- To provide advice, guidance and practical resources for those affected
- To provide educational resources and learning tools that enable people to develop their own safeguards and coping mechanisms
- To promote online positive engagement through user generated campaigns and incentives
- To align with International organizations and develop working partnerships to affect change

## **THE CYBERSMILE FOUNDATION – WHAT WE DO**

The Cybersmile Foundation is a multi-award-winning anti-cyberbullying non-profit organization. Committed to tackling all forms of digital abuse, harassment and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

## **OUR MISSION**

Our mission is a simple one; we believe that everybody should have the right to access and enjoy the benefits that our new connected digital world offers – without the fear of bullying, threats and abuse.

Unfortunately, cyberbullying, harassment and digital abuse is increasing, holding many back from enjoying the benefits that access to the internet can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied and abused online, changing the behaviour of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

## PERFORMANCE AND ACHIEVEMENTS 2018-2019

### GLOBAL SUPPORT SERVICES

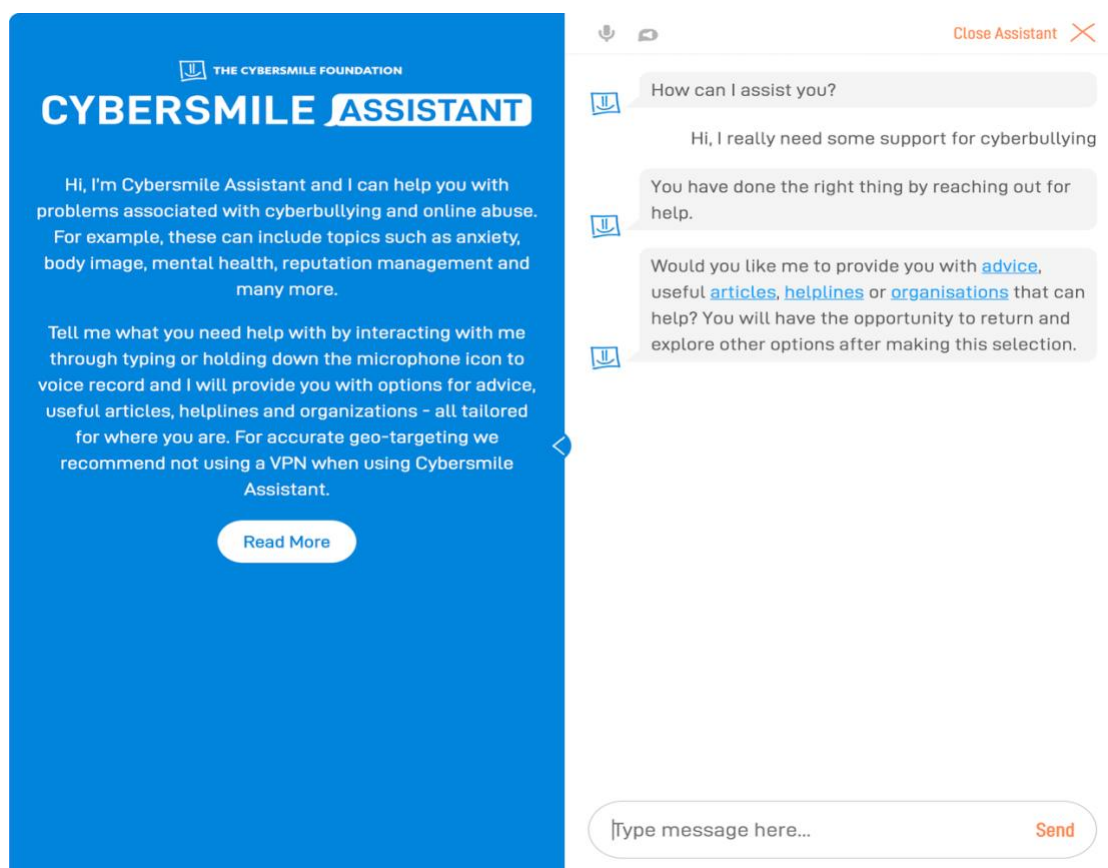
This year we have continued to expand and diversify our resources and capabilities to provide support solutions to internet users around the world. As new trends emerge in how online abuse manifest throughout our digital landscape, we work to ensure that our digital support tools and advisory resources are kept up-to-date and maintain effectiveness.

Our advisors work with the victims of cyberbullying and online abuse to find solutions and positive outcomes that will enable them to deal with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on with their lives.

Over the past year, Cybersmile has supported over 1.2 million internet users through our Global Support Team.

### Cybersmile Assistant

This year has seen a major development in our efforts to utilise digital technologies in the fight against cyberbullying with the introduction of Cybersmile Assistant.



Cybersmile Assistant is a smart support assistant providing internet users from all demographics with a 24/7 service that helps them with topics such as anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. With an interactive interface and easy to use conversation facility, Cybersmile Assistant offers an unparalleled Global Support Service with the capability of scaling and being implemented across multiple platforms. The assistant is designed to provide support to internet users who are being affected by a range of issues related to online abuse, offering easy access to practical advice, useful information and targeted support services.

Launched in Feb 2019, the Cybersmile Assistant will continue to evolve as we develop the linguistic capabilities using machine learning AI technologies to increase conversational understanding and intent, which will enable swift accurate deliver for users.

### **Help@Cybersmile.org**

Our trained online advisors provide global support 24 hrs a day, 365 days a year for internet users of all ages around the world. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online. Our team work together to provide effective practical advice and work to facilitate access to professional support for a wide range of issues associated with cyberbullying and online harm. These may include issues such as eating disorders, depression, anxiety and self-harm. Many of the victims we help go on to help others by supporting our organisation, contributing to our advisory materials through testimonials and educational/advisory user generated content or by becoming trained Cybersmile advisors.

All enquiries are dealt with confidentially on a one to one basis by allocated advisors who are in turn supported by our Advisor Supervision Team, ensuring that all users are given effective support and direction.

### **#AskCybersmile**

As part of our work in partnership with Twitter, we provide direct access to our Global Support Service to Twitter users. Our trained advisors are able to respond to users who experience problems directly through the Twitter platform - accessible to over 300 million active monthly users.

Our team work around the clock to advise on a wide range of issues 356 days a year and also work with the Twitter Safety Team to ensure that all users are given the support they need when problems arise.

### **Cybersmile Support Community**

The Cybersmile Community Forum enhances our Global Support Service by providing a vibrant and positive environment where people can come to discuss issues in a safe space. With over 1000 registered users, as well as over 7000 non-registered weekly visitors, our forum offers user generated discussions and facilitates valuable peer to peer engagement which helps to enhance empathy as well as providing visitors the opportunity to learn from others experiences.



Our trained advisors monitor and moderate activity on the forum as well as engaging with forum users to offer advice or useful insights for the varied topics discussed.

The forum also provides access to our Global Support Service, giving members and visitors the opportunity to receive one-to-one support from our advisors and access to all our associated support resources. Non-members are also able to browse through topics, learn how others are experiencing issues and view any advice, insights or guidance that our advisors provide - in addition to other user generated content.

## EDUCATION – PROVISION AND RESOURCES

### Interactive Digital Learning Platform.

This year we have diversified the way in which we deliver education with the development of our new Interactive Learning Platform. The new platform now enables us to deliver to larger target groups and form the necessary action plan needed to develop a program that is sustainable, effective and scalable at a global level.

The platform contains interactive learning modules covering a wide range of topics and is designed to deliver learning outcomes to students that teach them how recognize risk in digital environments, how to deal with challenging or uncomfortable situations and how to develop healthy online behaviours.

The image shows a landing page for 'The Digital Civility Challenge' by The Cybersmile Foundation. The page has a blue background. At the top, it says 'THE CYBERSMILE FOUNDATION' with a small logo. Below that is the title 'Digital Civility Challenge' in large white letters, with various emojis (smiley face, fire, sad face, thumbs up, angry face, heart) interspersed. Under the title, there are three sections of text: 'What is Digital Civility?' explaining the goal of protecting freedoms, 'Why is Digital Civility so important?' discussing the Internet's evolution, and 'Take the Cybersmile Civility Challenge' encouraging users to take the challenge. At the bottom, there is a grid of six white buttons with blue text, each representing a module: Content Authenticity, Digital Civility, Emoji & Emoticons, Online Safety, Online Security, and Technology & Wellbeing.

THE CYBERSMILE FOUNDATION

# Digital Civility Challenge

**What is Digital Civility?**  
Digital Civility starts with understanding that we each have an individual responsibility to protect the freedoms that the Internet offers by recognising not only how our own actions can affect others – but also how we can inspire, educate, support and empower the people we connect with online.

**Why is Digital Civility so important?**  
The Internet is at a crucial point in its evolution. What began as a ground-breaking way of connecting everybody is instead in danger of becoming an engine for inequity and division.

**Take the Cybersmile Civility Challenge**  
Begin the Cybersmile Civility Challenge by using the modules below to find out how much you know about Digital Civility, staying safe online and how you can play your part in the wellbeing of the Internet.

Content Authenticity	Digital Civility
Emoji & Emoticons	Online Safety
Online Security	Technology & Wellbeing

Each module is designed to focus on specific topics and deliver learning outcomes through interactive multiple choice-based narratives. Users are steered to correct responses, with

explanations provided for incorrect answers, until all questions in the module are correct. The modules also offer an opportunity to explore relevant topics and engage in healthy discussions in a class/group or home environment.

The main learning objectives for our learning platform are to:

- Reduce incidents of cyberbullying
- Enable students to develop coping strategies
- Facilitate healthy conversations around digital civility and online behaviors
- Increase understanding and awareness of online risks
- Establish healthy online security and safety ethos
- Foster self-care and wellbeing mindset

The learning platform will also provide valuable insights into students' levels of awareness and understanding of online risks and other harms through data analytics which will be made available to all schools. Plans for further development of our Interactive Learning Platform include enhancement of user experience and the ongoing creation of new module topics including Gaming, LGBT Awareness, Parental Guidance and Live Streaming.

To increase the accessibility of our educational resources, and thanks to the ongoing support of corporate partners and donors this year, we have also been able to make available our full curriculum over 70 workshop and lesson-plans for schools as a free open-source product. The workshops, which are divided into age-groups, include topics such as definitions of cyberbullying, netiquette, enhancing empathy, positive online behaviours and sexting, to name a few. The workshop archive is now freely accessible for all internet users as well as schools, parents, educators and carers, without the need to register or sign-up.

### **Cybersmile.org**

Cybersmile.org remains our primary resource for education, guidance and. This year we have enhanced our capacity to engage with diverse audiences, both socially and geographically, to facilitate delivery of our educational resources to over 2.8 million people. Our educational and advisory resources have been updated expanded over the past year as part of our ongoing efforts to provide current, effective education for a continually evolving landscape of issues and challenges people face online.

This year we have continued to develop more educational and advisory resources to meet the evolving nature of issues that are affecting internet users around the world. Our Help Centre has been enhanced to provide users to a wider range of resources that include mental health, personal security and toxic gaming behaviours. There is also now a dedicated gaming advice centre which focuses on gaming related issues, this is accessible from our general help centre and through our dedicated gaming resource pages.

## GAMING HELP CENTER



MAKING SURE EVERYBODY CAN ENJOY GAMING

All the educational resources and materials that we create are promoted and amplified through our digital engagement mechanisms to deliver awareness and to provide access for internet users around the world.

### RAISING AWARENESS – ONLINE ENGAGEMENT

This year has seen our engagement strategy create a number of opportunities to align with more diverse audiences, increasing the reach of our messaging and making our education and support resources accessible to more people. Our corporate partnership campaigns have helped us to address specific issues throughout the year and also provided crucial funding and sponsorship for our core pillars of activity, education, awareness and support. All campaigns are supported by our network of followers, supporters, volunteers and influencers who help us to spread our messaging around the world online. Some of our highlights and most successful campaigns this year include:

#### Claire's Accessories - #CLAIRESCARES

This campaign, for Bullying Prevention Month, featured exclusive giveaways, influencer interviews, behind the scenes Instagram stories and celebrity music play-lists. The campaign was promoted on all main social media channels including Instagram, Youtube, Snapchat Facebook and Twitter.

The campaign encouraged internet users to respect each other and support one another when experiencing bullying or abuse online – as well as providing expert tips for dealing with cyberbullying to young and vulnerable internet users around the world.



Rimmel - #IWILLNOTBEDELETED campaign.

Our partnership with Rimmel/Coty focused on the problem of identity bullying that targets young women's appearance. This followed a Rimmel consumer survey that revealed an estimated 115 million images had being removed from social media each year due to negative or abusive comments, and 46% of women who had experienced this kind of identity, or 'beauty' bullying, went on to self-harm in some way

As part of Cybersmile's long-term collaboration with Rimmel, the corporation also pledged £300,000 over the length of the three-year partnership. These funds have enabled us to fully develop and successfully launch the 'Cybersmile Assistant' and our interactive online learning platform.

*"As a global beauty company, y Coty wants to contribute solutions that can positively impact prejudice and discrimination that stand in the way of self-expression and to raise awareness to affect positive changes in behaviour. We look forward to working with the Cybersmile Foundation, our brand ambassadorsd, our colleagues worldwide and our consumers in this important issue."*

Sara Wolverson, Vice President, Rimmel Global Marketing

#### Stop Cyberbullying Day 2018

As part of SCD 2018 we launched an official Thunderclap campaign to build online support for the day, encouraging people from all over the world to coordinate and share their positive and inspiring messages with the world. Leading up to Stop Cyberbullying Day, the campaign grew at an incredible rate, with many influencers, governments and brands organisations signing up to show their support for a more inclusive internet. On Stop Cyberbullying Day, the Thunderclap campaign was launched and all the positive messages were released simultaneously, reaching over 101 million internet users.



## MOVING FORWARD

We have continued this year, to further develop our resources for wider access and scalability through tech innovations in how we provide and deliver our three core support activities, education, support and awareness. As the need for more diverse resources and the number of people seeking help continues to rise, we will remain at the forefront in the fight against online abuse and cyberbullying, and will continue to focus on creating sustainable and scalable

## FUNDRAISING AND CORPORATE DONATIONS

This year we have raised over £190,000 through our corporate partnership strategy. All donations are used to help us develop our services and raise awareness through corporate aligned campaigning. In addition to the funds generously donated by our corporate partners, we have also this year received over £140,000 in donated services from organisations and companies that support our mission, including Twitter, Ocean Media, Google, Madison Solutions, Ombles and Blush Design.

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

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**Prepared By:**

Eightoaks  
1st Floor Holborn Gate  
330 High Holborn  
London  
WC1V 7QT

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2019**

**TRUSTEES**

S El-Haffar  
G Cameron  
C Dugmore

**SECRETARY**

D Raisbeck

**REGISTERED OFFICE**

Riverside House  
River Lawn Road  
Tonbridge  
TN9 1EP

**COMPANY NUMBER**

08081812

**CHARITY NUMBER**

1147576

**BANKERS**

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

**SOLICITORS**

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

**ACCOUNTANTS**

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1st Floor Holborn Gate  
330 High Holborn  
London  
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**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

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**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31/05/2019**

The trustees present their report and accounts for the year ended 31/05/2019

**PRINCIPAL ACTIVITIES**

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2020

D Raisbeck  
Secretary

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2019**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION**

I report on the accounts of the company for the year ended 31/05/2019 .

**RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

**BASIS OF INDEPENDENT EXAMINERS STATEMENT**

My examination was carried out in accordance with general Directions given by the Charity Commission. 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 seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2019**

**INDEPENDENT EXAMINERS STATEMENT**

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....

Date: 26/02/2020

Eightoaks

1st Floor Holborn Gate

330 High Holborn

London

WC1V 7QT

**Statement of Financial Activities  
for the year ended 31/05/2019**

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>2019 Total</b>	<b>2018 Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income</b>				
Income from generated funds				
Donations and legacies	335,343	-	335,343	261,970
<b>Total Income and endowments</b>	<b>335,343</b>	<b>-</b>	<b>335,343</b>	<b>261,970</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	9,330	-	9,330	12,094
Expenditure on Charitable activities	363,742	-	363,742	291,884
<b>Total Expenses</b>	<b>373,072</b>	<b>-</b>	<b>373,072</b>	<b>303,978</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(37,729)</b>	<b>-</b>	<b>(37,729)</b>	<b>(42,008)</b>
<b>Gains/(losses) on revaluation of fixed assests</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(37,729)</b>	<b>-</b>	<b>(37,729)</b>	<b>(42,008)</b>
Total funds brought forward	188,701	-	188,701	230,709
<b>Net funds carried forward</b>	<b>150,972</b>	<b>-</b>	<b>150,972</b>	<b>188,701</b>

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

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**The Cybersmile Foundation**

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**BALANCE SHEET AT 31/05/2019**

	Notes	2019 £	2018 £
<b>FIXED ASSETS</b>			
Tangible assets	3	1,046	1,569
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	4	20,287	20,287
Cash at bank and in hand		<u>143,087</u>	<u>180,953</u>
		163,374	201,240
<b>CREDITORS: Amounts falling due within one year</b>	5	<u>13,448</u>	<u>14,108</u>
<b>NET CURRENT ASSETS</b>		149,926	187,132
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>150,972</u>	<u>188,701</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>	7		
General fund		150,972	188,701
		<u>150,972</u>	<u>188,701</u>

For the year ending 31/05/2019 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

**Approved by the board of trustees on 27/02/2020 and signed on their behalf by**



.....  
D Raisbeck  
Secretary

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

**1. ACCOUNTING POLICIES**

**1a. Basis Of Accounting**

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

**1b. Incoming Resources**

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**1c. Resources Expended**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**1d. Allocation And Apportionment Of Costs**

All costs relate to the single activity of the charitable company and are recognised accordingly.

**1e. Fund Accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

**1f. Cash Flow Statement**

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

### 1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

### 2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	<b>2019</b>	<i>2018</i>
	<b>£</b>	<b>£</b>
Wages and salaries	112,095	131,000
	<u>112,095</u>	<u>131,000</u>

### 3. TANGIBLE FIXED ASSETS

	<b>Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 01/06/2018	4,401	4,401
At 31/05/2019	<u>4,401</u>	<u>4,401</u>
<b>Depreciation</b>		
At 01/06/2018	2,832	2,832
For the year	523	523
At 31/05/2019	<u>3,355</u>	<u>3,355</u>
<b>Net Book Amounts</b>		
At 31/05/2019	<u>1,046</u>	<u>1,046</u>
At 31/05/2018	<u>1,569</u>	<u>1,569</u>

### 4. DEBTORS

	<b>2019</b>	<i>2018</i>
	<b>£</b>	<b>£</b>
Amounts falling due within one year:		
Other debtors	20,287	20,287
	<u>20,287</u>	<u>20,287</u>

**5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
Taxation and social security	1,971	6,520
Other creditors	11,477	7,588
	<u>13,448</u>	<u>14,108</u>

**6. LIMITED BY GUARANTEE**

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2019 there were 3 members.

**7. UNRESTRICTED FUNDS**

	<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
General fund	188,701	335,343	(373,072)	-	150,972
	<u>188,701</u>	<u>335,343</u>	<u>(373,072)</u>	<u>-</u>	<u>150,972</u>



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**The Cybersmile Foundation**

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**Incoming Resources  
for the year ended 31/05/2019**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>194,500</u>	<u>120,000</u>
	194,500	120,000
<b>Donations</b>		
General Donations	<u>140,843</u>	<u>141,970</u>
	140,843	141,970
	<u>335,343</u>	<u>261,970</u>
	<u>335,343</u>	<u>261,970</u>

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**The Cybersmile Foundation**

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**Expenses  
for the year ended 31/05/2019**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
<b>Expenses</b>		
<b>Costs of generating funds</b>		
<b>Costs Of Generating Voluntary Income</b>		
Costs Of Generating Voluntary Income	9,330	12,094
	<u>9,330</u>	<u>12,094</u>
	<u>9,330</u>	<u>12,094</u>
<b>Charitable Activities</b>		
<b>General</b>		
Educational Resources	12,751	15,102
Website	15,643	20,214
International	30,908	30,702
Support Services	20,741	23,816
Marketing and Public Relations	214,397	145,878
Research	14,127	18,545
	<u>308,567</u>	<u>254,257</u>
<b>Governance Costs</b>		
Administrative costs	43,538	32,755
Legal & Professional costs	11,637	4,872
	<u>55,175</u>	<u>37,627</u>
	<u>373,072</u>	<u>303,978</u>

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

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**Prepared By:**

Eightoaks  
1st Floor Holborn Gate  
330 High Holborn  
London  
WC1V 7QT

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2019**

**TRUSTEES**

S El-Haffar  
G Cameron  
C Dugmore

**SECRETARY**

D Raisbeck

**REGISTERED OFFICE**

Riverside House  
River Lawn Road  
Tonbridge  
TN9 1EP

**COMPANY NUMBER**

08081812

**CHARITY NUMBER**

1147576

**BANKERS**

Royal Bank of Scotland, PO Box 300, Brighton, BN1 9TE

**SOLICITORS**

The Weller Law Group, Grays Inn Square, London, WC1R 5JQ

**ACCOUNTANTS**

Eightoaks  
1st Floor Holborn Gate  
330 High Holborn  
London  
WC1V 7QT

**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

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Statement of Financial Activities	6
Balance Sheet	7
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Detailed Statement of Financial Activities	11

**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31/05/2019**

The trustees present their report and accounts for the year ended 31/05/2019

**PRINCIPAL ACTIVITIES**

The principal activity of the charity in the year under review was Cyberbullying Charity .

The report was prepared in accordance with the special provisions within Part 15 of the Companies Act 2006.

This report was approved by the Board of Trustees on 27/02/2020

D Raisbeck  
Secretary

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2019**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CYBERSMILE FOUNDATION**

I report on the accounts of the company for the year ended 31/05/2019 .

**RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER**

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Chartered Institute of Management Accountants .

Having satisfied myself that the charity is not subject to an audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

**BASIS OF INDEPENDENT EXAMINERS STATEMENT**

My examination was carried out in accordance with general Directions given by the Charity Commission. 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 seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2019**

**INDEPENDENT EXAMINERS STATEMENT**

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

.....  
Date: 26/02/2020

Eight Oaks  
1st Floor Holborn Gate  
330 High Holborn  
London  
WC1V 7QT



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**The Cybersmile Foundation**

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**Statement of Financial Activities  
for the year ended 31/05/2019**

	Unrestricted funds	Restricted funds	2019 Total	2018 Total
	£	£	£	£
<b>Income</b>				
Income from generated funds				
Donations and legacies	335,343	-	335,343	261,970
<b>Total Income and endowments</b>	<b>335,343</b>	<b>-</b>	<b>335,343</b>	<b>261,970</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	9,330	-	9,330	12,094
Expenditure on Charitable activities	363,742	-	363,742	291,884
<b>Total Expenses</b>	<b>373,072</b>	<b>-</b>	<b>373,072</b>	<b>303,978</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(37,729)</b>	<b>-</b>	<b>(37,729)</b>	<b>(42,008)</b>
<b>Gains/(losses) on revaluation of fixed assests</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(37,729)</b>	<b>-</b>	<b>(37,729)</b>	<b>(42,008)</b>
Total funds brought forward	188,701	-	188,701	230,709
<b>Net funds carried forward</b>	<b>150,972</b>	<b>-</b>	<b>150,972</b>	<b>188,701</b>

This statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities

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**The Cybersmile Foundation**

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**BALANCE SHEET AT 31/05/2019**

	Notes	2019 £	2018 £
<b>FIXED ASSETS</b>			
Tangible assets	3	1,046	1,569
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	4	20,287	20,287
Cash at bank and in hand		<u>143,087</u>	<u>180,953</u>
		163,374	201,240
<b>CREDITORS: Amounts falling due within one year</b>	5	<u>13,448</u>	<u>14,108</u>
<b>NET CURRENT ASSETS</b>		149,926	187,132
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>150,972</u>	<u>188,701</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>	7		
General fund		150,972	188,701
		<u>150,972</u>	<u>188,701</u>

For the year ending 31/05/2019 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

**Approved by the board of trustees on 27/02/2020 and signed on their behalf by**



.....  
D Raisbeck  
Secretary

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2019**

**1. ACCOUNTING POLICIES**

**1a. Basis Of Accounting**

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with FRS102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

**1b. Incoming Resources**

All incoming resources are included on the Statement of Financial Activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**1c. Resources Expended**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**1d. Allocation And Apportionment Of Costs**

All costs relate to the single activity of the charitable company and are recognised accordingly.

**1e. Fund Accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are funds set aside by the trustees out of unrestricted general funds for the specific future purposes or projects.

**1f. Cash Flow Statement**

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective January 2015).

### 1g. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment reducing balance 25%

### 2. DIRECTORS AND EMPLOYEES

Particulars of employees (including directors) are shown below:

Employee costs during the year amounted to:

	<b>2019</b>	<i>2018</i>
	<b>£</b>	<b>£</b>
Wages and salaries	112,095	131,000
	<u>112,095</u>	<u>131,000</u>

### 3. TANGIBLE FIXED ASSETS

	<b>Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 01/06/2018	4,401	4,401
At 31/05/2019	<u>4,401</u>	<u>4,401</u>
<b>Depreciation</b>		
At 01/06/2018	2,832	2,832
For the year	523	523
At 31/05/2019	<u>3,355</u>	<u>3,355</u>
<b>Net Book Amounts</b>		
At 31/05/2019	<u>1,046</u>	<u>1,046</u>
At 31/05/2018	<u>1,569</u>	<u>1,569</u>

### 4. DEBTORS

	<b>2019</b>	<i>2018</i>
	<b>£</b>	<b>£</b>
Amounts falling due within one year:		
Other debtors	20,287	20,287
	<u>20,287</u>	<u>20,287</u>

**5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
Taxation and social security	1,971	6,520
Other creditors	<u>11,477</u>	<u>7,588</u>
	<u><u>13,448</u></u>	<u><u>14,108</u></u>

**6. LIMITED BY GUARANTEE**

The company is limited by guarantee and does not have a share capital. Each member gives a guarantee to contribute a sum not exceeding £10, to the company should it be wound up. At 31/05/2019 there were 3 members.

**7. UNRESTRICTED FUNDS**

	<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
General fund	188,701	335,343	(373,072)	-	150,972
	<u>188,701</u>	<u>335,343</u>	<u>(373,072)</u>	<u>-</u>	<u>150,972</u>

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**The Cybersmile Foundation**

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**Incoming Resources  
for the year ended 31/05/2019**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>194,500</u>	<u>120,000</u>
	194,500	120,000
<b>Donations</b>		
General Donations	<u>140,843</u>	<u>141,970</u>
	140,843	141,970
	<u>335,343</u>	<u>261,970</u>
	<u>335,343</u>	<u>261,970</u>

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**The Cybersmile Foundation**

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**Expenses  
for the year ended 31/05/2019**

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
<b>Expenses</b>		
<b>Costs of generating funds</b>		
<b>Costs Of Generating Voluntary Income</b>		
Costs Of Generating Voluntary Income	9,330	12,094
	<u>9,330</u>	<u>12,094</u>
	<u>9,330</u>	<u>12,094</u>
<b>Charitable Activities</b>		
<b>General</b>		
Educational Resources	12,751	15,102
Website	15,643	20,214
International	30,908	30,702
Support Services	20,741	23,816
Marketing and Public Relations	214,397	145,878
Research	14,127	18,545
	<u>308,567</u>	<u>254,257</u>
<b>Governance Costs</b>		
Administrative costs	43,538	32,755
Legal & Professional costs	11,637	4,872
	<u>55,175</u>	<u>37,627</u>
	<u>373,072</u>	<u>303,978</u>