



**THE CYBERSMILE FOUNDATION**

Annual Financial Report 2020 - 2021

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 31st May 2021

### 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 organisations internationally 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 2020-2021**

### **GLOBAL SUPPORT SERVICES**

Our advisors and support resources enable us to engage with the victims of cyberbullying and online abuse - to find solutions and positive outcomes that will enable them to deal effectively with the experiences that they have gone through and to empower them with the tools, knowledge and confidence to move on.

This year we have continued to develop and expand our ability to provide responsive, scalable and effective support to internet users around the world. This includes our team of advisors as well as the continual progress of our AI interactive support tool, Cybersmile Assistant.

The ongoing effects of the global pandemic throughout 2020 and 2021 has continued to see online abuse, hate speech and the spread of harmful misinformation intensify. To help address these issues we are continuing to create online engagement narratives focusing on awareness and access to our scalable open-source education and support resources - in an effort to provide people with the help they need during these challenging times. Over the past year, Cybersmile has supported over 2.3 million internet users through our Global Support Team.

### **Cybersmile Assistant**

Now in its third year of development, Cybersmile Assistant, our interactive AI based smart assistant continues to provide internet users from all demographics with instant access to advice, information for issues such as anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. Developed 2019, in partnership with Rimmel London, 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 around the world, offering easy access to practical advice, useful information and targeted support services

The scale and accessibility of the assistant has proved to be invaluable during the ongoing global pandemic, enabling us to maintain a constant level of responsive support for users world-wide who have been affected by harmful or traumatic experiences online.

Another significant outcome from the implementation of Cybersmile Assistant, which has helped us maintain our capacity for dealing with large numbers of users, is the reduction of cost for responding to enquiries, from £03.00 per person to £00.08 per person.

Developments during this financial year have been focused on accessibility, ease of use, mobile UX optimisation and user flow.

## **Help@Cybersmile.org**

Our trained online advisors provide support for internet users of all ages around the world, 24 hrs a day, 365 days a year. Many of the enquiries we receive require ongoing support to deal with problems they may be experiencing online and our advisor team work together to provide practical effective advice and facilitate access to professional support for the ever-increasing and complex range of issues associated with cyberbullying and other online harms.

This year our advisor continued to provide support for a wide range of issues including those associated with the effects of Covid19. By keeping current information available to all our advisors, we have been able to respond to people effectively and also guide them the most up to date guidance and best practice issued by health organisations and official government pandemic guidelines.

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 advisory support and direction to approved information and resources.

## **#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. Our work this year with Twitter has included contributing to efforts within the Twitter Safety Team to ensure policies and procedures are providing support for users who experience problems.

## **EDUCATION – PROVISION AND RESOURCES**

### **Interactive Digital Learning Platform.**

The Cybersmile Interactive Learning Platform contains interactive learning modules covering a wide range of topics. The modules are 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.



Now in the third year of development, we have continued to enhance and improve user experience and accessibility to the platform. These improvements to the platform include upgrading typography, colours, layouts, navigation, interactions and website integration, as well as implementing a complete UI/UX redesign of assistant to stay in line with current web standards.

As part of our ongoing digital educational module development program, we teamed up with Instagram to create three new interactive modules that deal with a number of important aspects related to getting the most from Instagram including how to use the platform's safety tools, how to build a positive community, how to deal with bullying and how to help other users who might need some extra support.

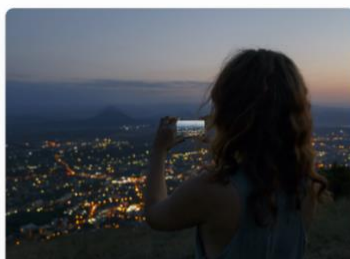
The new modules have been designed to encourage people to think more about supporting and encouraging meaningful conversation and building diverse and inclusive communities. The modules also encourage users to be mindful of other user's sensitivities and also to be aware of the need for self-care and their own digital wellbeing.

Since launch, our learning platform has educated over 285,000 internet users.



#### **Body Image**

Explore the relationship between social media and the way we perceive our own bodies



#### **Getting the most from Instagram**

Learn how to get the most from Instagram and build meaningful connections



#### **Dealing with Bullying on Instagram**

Learn the best ways to deal with bullying on Instagram



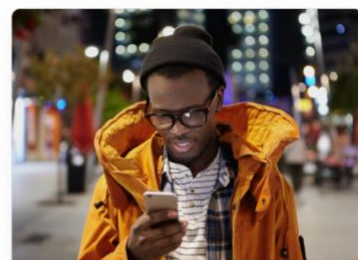
#### **Using Instagram's Safety Tools**

Learn how to use Instagram's suite of safety tools to keep yourself and others safe



#### **Technology and Wellbeing**

Understand the relationship between internet use and our physical and mental wellbeing



#### **Content Authenticity**

Learn the basics of media literacy and how to check information online

## **Cybersmile.org**

Cybersmile.org remains our primary resource for education, guidance and. This year we have continued to respond to issues relating to the global pandemic - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to over 3.6 million people.

Our educational and advisory content is curated at Cybersmile org with contributions and consultation with our expert Advisor Panel, Official Cybersmile Ambassadors, industry professionals and educational partners. The resources created include workshop lesson plans, online safe practices, informative blog posts, shared experiences and testimonials, expert and celebrity Q&A's and access to our online community forum.

Cybersmile.org is also the home to the Cybersmile Help Centre, which contains a comprehensive list of advice-based materials covering many aspects of online harms including, harassment, bullying, extortion, sexual blackmail, revenge porn, self-harming, doxing, hacking and game-rage, to name a few.

To help those who are experiencing serious issues outside of our cyberbullying and online abuse support capabilities, we provide access to authorities and organisations that provide specialist support for a wide range of topics including urgent crisis support, suicide and self-harm prevention, mental-health support and law enforcement.

All the educational resources and materials that we create at Cybersmile are promoted and amplified through our digital engagement mechanisms to deliver optimum awareness and provide access for internet users around the world. All of our support resources are available completely free of charge 24hrs a day, 365 days a year.

Access to our resources is promoted throughout the year to our audience of over 1.3 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

This year, much of our work has been focused on increasing and developing areas to optimise accessibility. In early 2021 we started a strategic UX and UI review of Cybersmile's entire main website and education/support hubs which are used by millions of people each year for access to our education and support services. The review includes, but is not limited to user flows, behaviours, wireframes and accessibility audits.

As Cybersmile's main home for all activities, our website and hubs provide advice, education and support to over 2 million people each year –many of them requiring and expecting accessibility-friendly content and infrastructure in line with current web standards.

## RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY

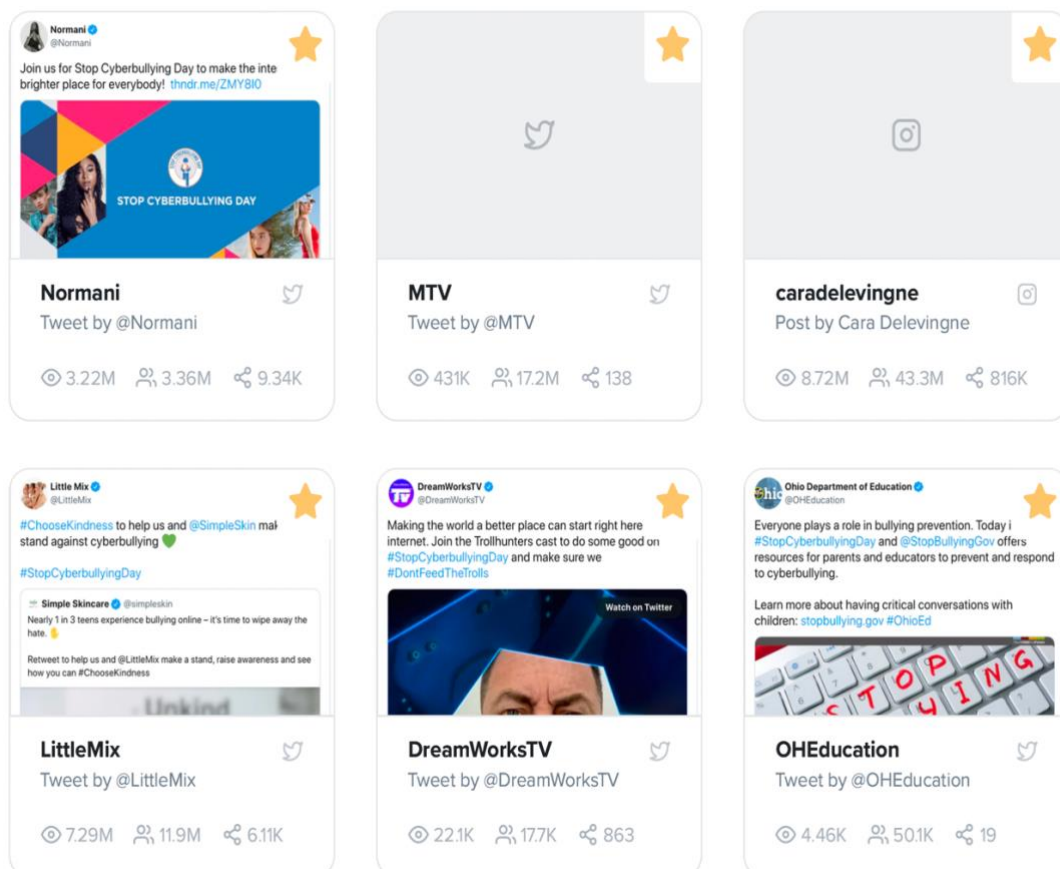
Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also provided the crucial funding, sponsorship and donated resources needed to maintain our three core pillars of activity, education, awareness and support.

All awareness campaigns and promotions are supported and amplified through our network of followers, supporters, volunteers and influencers, who help us to spread our messaging around the world online throughout the year. Some of our highlights and most successful campaigns this year include:

### Stop Cyberbullying Day 2020

Stop Cyberbullying Day 2020 brought people together on and offline from all over the world. Brands, experts, governments, celebrities and educators all pledged and demonstrated their commitment to a kinder more inclusive internet at a time when it has never been more important to promote kindness and acceptance on and offline.

This year we were supported by celebrities, online influencers, governments and leading figures from around the world, including UNICEF, the Department for Education, the National Cyber Security Centre, Samsung, Twitter and Instagram, to name but a few.



Our work this year includes the creation of our new Stop Cyberbullying Day website, which features a downloadable official handbook designed to help people plan their activities and includes social media templates as well as tips and suggested ways to have a big impact on the day.

Reaching over a billion people since 2012, Stop Cyberbullying Day is celebrated in over 150 countries and is regularly supported by the world's biggest brands, artists and influencers. This day of global awareness continues to gain reach and support each year, providing millions of internet users with access to our support and educational resources.

### Campaigns and Research

To mark Stop Cyberbullying Day 2020, we published the Digital Wellbeing 2020 report – a study designed to better understand young people's relationship with their devices and the internet and how these relationships affect various aspects of their health. Participants aged 10 -16 were asked about a number of topics including how they feel about their parental and school support networks, their feelings towards their own parent's internet use, and the impact of the COVID-19 pandemic.

For Anti-Bullying Week 2020, we partnered with leading social media platform, Instagram to undertake a study looking at the relationship between 'banter' and bullying online. The Banter or Bullying? No Offence report examines the nature of offence and where young people draw the line in 2020. In light of the findings of the report, Cybersmile and Instagram also launched a joint creative campaign to raise awareness of bullying masked as banter and to encourage young people to identify and manage their own personal boundaries.

**THE CYBERSMILE FOUNDATION** **BANTER OR BULLYING?**

**Ever heard "NO OFFENCE BUT..." and worried what was coming?**

Has banter with your mates gone too far? Well, you are not alone

Percentage	Statistic
32%	don't find it <b>easy</b> to talk with friends and family when they offend them
65%	think <b>banter</b> can be used as an <b>excuse</b> for bullying
68%	have been <b>upset or insulted</b> by a comment that started with "No offence, but..."
75%	agree that people are more likely to <b>overstep the mark</b> from banter into bullying when talking online

**Cybersmile's five step guide for talking to a mate who's crossed the line**

- 1 Choose a safe space to communicate calmly without distractions
- 2 Recognise the importance of your friendship and why it is valuable
- 3 Address the issue or the behaviour without making it a personal attack
- 4 Be mindful of your emotions and how they can affect your perspective
- 5 Remember, it's ok to have different opinions – it makes the world interesting!

**When it happens to you**

- ✓ Try not to retaliate, this could escalate the situation
- ✓ Consider blocking the person or reporting them to the social media platform
- ✓ Talk to someone that you trust about the situation - close friends and family are a great place to start
- ✓ Reach out to a support organisation like Cybersmile if you need further help
- ✓ Always call emergency services if you feel threatened or in danger in any way

**When it happens to someone else**

- ✓ Watch for posts and comments showing the person needs support
- ✓ Report the issue to the social media platform so they can take action
- ✓ Reach out privately to offer support if you are comfortable doing so
- ✓ Consider suggesting professional support from organisations like Cybersmile
- ✓ Always call emergency services if you think someone is in danger of harm

Survey of 2003 10-16 year olds conducted by Comscore between 26 Oct - 3 Nov 2020

Supported by

In April 2021 we teamed up with Liverpool and England captain, Jordan Henderson to deliver a powerful campaign to address online hate and abuse. The 'People Not Profiles' campaign involved Jordan handing over total control of his social media channels to Cybersmile, who featured a series of first-hand accounts and examples of cyberbullying as well as powerful insights into the various ways that internet users can be affected by the problem.

In addition to raising awareness of the devastating impact of online abuse and cyberbullying, the campaign also provided millions of people across Cybersmile and Jordan Henderson's social media channels with direct access to Cybersmile's open-source education program and information. Our interactive educational modules were promoted throughout the campaign and included engaging learning opportunities on topics such as Using Instagram's Safety Tools, Positive Gaming, Digital Civility, Online Safety - which sit alongside many other topics and issues explored on the Cybersmile learning module platform, [Cybersmileeducation.org](https://Cybersmileeducation.org).

### **Fundraising and Corporate Donations**

This year we have raised just under £145,000 through our corporate funding and public donations. All donations are used to help us develop our educational, advisory and support services as well as helping us to raise awareness through corporate aligned promotional campaigns and digital public engagement.

In addition to the funds generously donated by our corporate partners, this year we have also received £270,000 in donated services from organisations and companies that have supported our mission this year by providing essential resources and services completely free of charge. These include, Twitter, Facebook, Instagram, Organic agency and Ingenuity London.

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

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**Prepared By:**

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2021**

**TRUSTEES**

S El-Haffar  
G Cameron  
C Dugmore

**SECRETARY**

D Raisbeck

**REGISTERED OFFICE**

Riverside House  
River Lawn Road  
Tonbridge  
TN9 1EP

**COMPANY NUMBER**

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**CHARITY NUMBER**

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**BANKERS**

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

**SOLICITORS**

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

**ACCOUNTANTS**

Eightoaks Limited  
Riverside House  
River Lawn Road  
Tonbridge  
Kent  
TN9 1EP

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**The Cybersmile Foundation**

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**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

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**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31/05/2021**

The trustees present their report and accounts for the year ended 31/05/2021

**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 28/02/2022

S El-Haffar  
Trustee

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2021**

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

I report on the accounts of the company for the year ended 31/05/2021 .

**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 31/05/2021**

**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: 28/02/2022

Eightoaks Limited  
Riverside House  
River Lawn Road  
Tonbridge  
Kent  
TN9 1EP

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**The Cybersmile Foundation**

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**Statement of Financial Activities  
for the year ended 31/05/2021**

	Unrestricted funds	Restricted funds	2021 Total	2020 Total
	£	£	£	£
<b>Income</b>				
Income from generated funds				
Donations and legacies	417,732	-	417,732	545,365
<b>Total Income and endowments</b>	<b>417,732</b>	<b>-</b>	<b>417,732</b>	<b>545,365</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	15,247	-	15,247	6,501
Expenditure on Charitable activities	412,475	-	412,475	499,912
<b>Total Expenses</b>	<b>427,722</b>	<b>-</b>	<b>427,722</b>	<b>506,413</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(9,990)</b>	<b>-</b>	<b>(9,990)</b>	<b>38,952</b>
<b>Gains/(losses) on revaluation of fixed assets</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(9,990)</b>	<b>-</b>	<b>(9,990)</b>	<b>38,952</b>
Total funds brought forward	191,418	-	191,418	152,466
<b>Net funds carried forward</b>	<b>181,428</b>	<b>-</b>	<b>181,428</b>	<b>191,418</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 31/05/2021**

	Notes	2021 £	2020 £
<b>FIXED ASSETS</b>			
Tangible assets	4	2,824	2,116
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	5	23,673	31,087
Cash at bank and in hand		<u>164,742</u>	<u>175,931</u>
		188,415	207,018
<b>CREDITORS: Amounts falling due within one year</b>	6	<u>9,811</u>	<u>17,716</u>
<b>NET CURRENT ASSETS</b>		<u>178,604</u>	<u>189,302</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>181,428</u>	<u>191,418</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>	8		
General fund		<u>181,428</u>	<u>191,418</u>
		<u>181,428</u>	<u>191,418</u>

For the year ending 31/05/2021 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 28/02/2022 and signed on their behalf by**

.....  
S El-Haffar  
Trustee

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

**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).

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## The Cybersmile Foundation

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### 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:

	2021	2020
	£	£
Wages and salaries	100,000	97,333
	<u>100,000</u>	<u>97,333</u>

The average weekly numbers of employees during the year were as follows:

	2021	2020
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

### 3. EMPLOYEES

	2021	2020
	No.	No.
Average number of employees	2	2

#### 4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
<b>Cost</b>		
At 01/06/2020	5,914	5,914
Additions	<u>1,650</u>	<u>1,650</u>
At 31/05/2021	<u>7,564</u>	<u>7,564</u>
<b>Depreciation</b>		
At 01/06/2020	3,798	3,798
For the year	<u>942</u>	<u>942</u>
At 31/05/2021	<u>4,740</u>	<u>4,740</u>
<b>Net Book Amounts</b>		
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>
At 31/05/2020	<u><u>2,116</u></u>	<u><u>2,116</u></u>

#### 5. DEBTORS

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	<u>23,673</u>	<u>31,087</u>
	<u><u>23,673</u></u>	<u><u>31,087</u></u>

#### 6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Taxation and social security	4,756	4,664
Other creditors	<u>5,055</u>	<u>13,052</u>
	<u><u>9,811</u></u>	<u><u>17,716</u></u>



## **7. 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 31/05/2021 there were 3 members.

## **8. UNRESTRICTED FUNDS**

	<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
	£	£	£	£	£
General fund	191,418	417,732	(427,722)	-	181,428
	<u>191,418</u>	<u>417,732</u>	<u>(427,722)</u>	<u>-</u>	<u>181,428</u>

## **9. RESTRICTED FUNDS**

<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
£	£	£	£	£

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**The Cybersmile Foundation**

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**Incoming Resources  
for the year ended 31/05/2021**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>270,000</u>	<u>356,000</u>
	270,000	356,000
<b>Donations</b>		
General Donations	<u>147,732</u>	<u>189,365</u>
	147,732	189,365
	<u>417,732</u>	<u>545,365</u>
	<u>417,732</u>	<u>545,365</u>

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**The Cybersmile Foundation**

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**Expenses  
for the year ended 31/05/2021**

	<b>2021</b>	<b>2020</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	15,247	6,501
	<u>15,247</u>	<u>6,501</u>
	<u>15,247</u>	<u>6,501</u>
<b>Charitable Activities</b>		
<b>General</b>		
Educational Resources	10,651	20,262
Website	22,445	72,573
International	27,073	5,286
Support Services	16,763	16,499
Marketing and Public Relations	286,758	321,367
Research	11,788	15,815
	<u>375,478</u>	<u>451,802</u>
<b>Governance Costs</b>		
Administrative costs	34,251	43,963
Legal & Professional costs	2,746	4,147
	<u>36,997</u>	<u>48,110</u>
	<u>427,722</u>	<u>506,413</u>

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

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**Prepared By:**

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2021**

**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 Limited  
Riverside House  
River Lawn Road  
Tonbridge  
Kent  
TN9 1EP

**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

**CONTENTS**

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Independent Examiner's Statement	4
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Accounts	8 to 13
Detailed Statement of Financial Activities	12

**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31/05/2021**

The trustees present their report and accounts for the year ended 31/05/2021

**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 28/02/2022

S El-Haffar  
Trustee

**INDEPENDENT EXAMINER'S STATEMENT  
FOR THE YEAR ENDED 31/05/2021**

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

I report on the accounts of the company for the year ended 31/05/2021 .

**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 31/05/2021**

**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: 28/02/2022

Eight Oaks Limited  
Riverside House  
River Lawn Road  
Tonbridge  
Kent  
TN9 1EP

**Statement of Financial Activities  
for the year ended 31/05/2021**

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>2021 Total</b>	<b>2020 Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income</b>				
Income from generated funds				
Donations and legacies	417,732	-	417,732	545,365
<b>Total Income and endowments</b>	<b>417,732</b>	<b>-</b>	<b>417,732</b>	<b>545,365</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	15,247	-	15,247	6,501
Expenditure on Charitable activities	412,475	-	412,475	499,912
<b>Total Expenses</b>	<b>427,722</b>	<b>-</b>	<b>427,722</b>	<b>506,413</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(9,990)</b>	<b>-</b>	<b>(9,990)</b>	<b>38,952</b>
<b>Gains/(losses) on revaluation of fixed assets</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(9,990)</b>	<b>-</b>	<b>(9,990)</b>	<b>38,952</b>
Total funds brought forward	191,418	-	191,418	152,466
<b>Net funds carried forward</b>	<b>181,428</b>	<b>-</b>	<b>181,428</b>	<b>191,418</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 31/05/2021**

	Notes	2021 £	2020 £
<b>FIXED ASSETS</b>			
Tangible assets	4	2,824	2,116
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	5	23,673	31,087
Cash at bank and in hand		<u>164,742</u>	<u>175,931</u>
		188,415	207,018
<b>CREDITORS: Amounts falling due within one year</b>	6	<u>9,811</u>	<u>17,716</u>
<b>NET CURRENT ASSETS</b>		178,604	189,302
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>181,428</u>	<u>191,418</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>	8		
General fund		181,428	191,418
		<u>181,428</u>	<u>191,418</u>

For the year ending 31/05/2021 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 28/02/2022 and signed on their behalf by**

.....  
S El-Haffar  
Trustee

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2021**

**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).

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## The Cybersmile Foundation

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### 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:

	2021	2020
	£	£
Wages and salaries	100,000	97,333
	<u>100,000</u>	<u>97,333</u>

The average weekly numbers of employees during the year were as follows:

	2021	2020
	No.	No.
Management and administration	2	2
	<u>2</u>	<u>2</u>

### 3. EMPLOYEES

	2021	2020
	No.	No.
Average number of employees	2	2

#### 4. TANGIBLE FIXED ASSETS

	Equipment £	Total £
<b>Cost</b>		
At 01/06/2020	5,914	5,914
Additions	<u>1,650</u>	<u>1,650</u>
At 31/05/2021	<u>7,564</u>	<u>7,564</u>
<b>Depreciation</b>		
At 01/06/2020	3,798	3,798
For the year	<u>942</u>	<u>942</u>
At 31/05/2021	<u>4,740</u>	<u>4,740</u>
<b>Net Book Amounts</b>		
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>
At 31/05/2020	<u><u>2,116</u></u>	<u><u>2,116</u></u>

#### 5. DEBTORS

	2021 £	2020 £
Amounts falling due within one year:		
Other debtors	<u>23,673</u>	<u>31,087</u>
	<u><u>23,673</u></u>	<u><u>31,087</u></u>

#### 6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Taxation and social security	4,756	4,664
Other creditors	<u>5,055</u>	<u>13,052</u>
	<u><u>9,811</u></u>	<u><u>17,716</u></u>

## 7. 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 31/05/2021 there were 3 members.

## 8. UNRESTRICTED FUNDS

	<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
	£	£	£	£	£
General fund	191,418	417,732	(427,722)	-	181,428
	<u>191,418</u>	<u>417,732</u>	<u>(427,722)</u>	<u>-</u>	<u>181,428</u>

## 9. RESTRICTED FUNDS

<b>Brought forward</b>	<b>Incoming resources</b>	<b>Outgoing resources</b>	<b>Transfers</b>	<b>Carried forward</b>
£	£	£	£	£

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**The Cybersmile Foundation**

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**Incoming Resources  
for the year ended 31/05/2021**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>270,000</u>	<u>356,000</u>
	270,000	356,000
<b>Donations</b>		
General Donations	<u>147,732</u>	<u>189,365</u>
	147,732	189,365
	<u>417,732</u>	<u>545,365</u>
	<u>417,732</u>	<u>545,365</u>



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**The Cybersmile Foundation**

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**Expenses  
for the year ended 31/05/2021**

	<b>2021</b>	<b>2020</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	15,247	6,501
	<u>15,247</u>	<u>6,501</u>
	<u>15,247</u>	<u>6,501</u>
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<b>General</b>		
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Website	22,445	72,573
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Support Services	16,763	16,499
Marketing and Public Relations	286,758	321,367
Research	11,788	15,815
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<b>Governance Costs</b>		
Administrative costs	34,251	43,963
Legal & Professional costs	2,746	4,147
	<u>36,997</u>	<u>48,110</u>
	<u>427,722</u>	<u>506,413</u>