



Charity No: 1192067

Trustees' Annual Report &
Financial Statements

for the period commencing 29 October 2020 and ending 31 March 2022

Trustees

Guy Foxell

Jennifer Gwyther

Reginald Bailey

Rita Field

Geert Tap

Dignify Trustees' Annual Report &
Financial Statements
for the Period Ended 31 March 2022

Contents

1	Reference and Administration Details.....	3
1.1	Charity Name & Registration.....	3
1.2	Charity's Address.....	3
1.3	Names of the Trustees Who Manage the Charity	3
1.4	Names of Advisors & Senior Members of Staff.....	3
1.5	Bank	3
1.6	Independent Examiner.....	3
2	Structure, Governance & Management.....	3
2.1	Type of Governing Document.....	3
2.2	Charitable Objects.....	3
2.3	Trustee Selection Methods.....	4
3	Activities, Achievements & Performance	4
3.1	Statutory Declaration	4
3.2	Partnerships.....	4
3.3	Overview (<i>Executive Summary</i>).....	4
3.4	Activities, Achievements & Performance.....	5
3.5	Trustee & Volunteer Development.....	6
3.6	Looking Ahead	6
4	Financial Review.....	6
4.1	Policy on Reserves.....	6
4.2	Principal Sources of Funding and Outgoings.....	6
4.3	Remuneration of Trustees.....	6
4.4	Financial Status	7
5	Responsibilities of Trustees.....	7
6	Financial Statements.....	8
	Independent Examiner's Report.....	8
	Statement of Financial Activities.....	9
	Balance Sheet.....	10
	Notes to the Accounts	11

Trustees Annual Report & Financial Statements
for the Period Ended 31st March 2022

1 Reference and Administration Details

1.1 Charity Name & Registration

Name of the Charity: Dignify

The charity is a Charitable Incorporated Organisation, registration no: 1192067, registered with the Charity Commission on 29th October 2020.

The charity is registered with HM Revenue & Customs

1.2 Charity's Address

Dignify, Wellspring Church Centre, 1 Wellspring Way, Watford, Hertfordshire WD17 2AH

e-mail: letstalk@dignify.org

website: www.dignify.org.uk

1.3 Names of the Trustees Who Manage the Charity

<i>Name</i>	<i>Office</i>	<i>Appointed</i>	<i>Resigned</i>
Guy Foxell	Chair	16 th June 2020	
Jennifer Gwyther		16 th June 2020	
Russell Stevens		16 th June 2020	12 th September 2022
Dorothy Thornhill		12 th May 2021	23 rd August 2022
Reginald Bailey		17 th August 2022	
Rita Field		17 th August 2022	
Geert Tap		12 th October 2022	

1.4 Names of Advisors & Senior Members of Staff

Helen Roberts, CEO and Founder

1.5 Bank

NatWest, 72-74 High Street, Watford WD17 2GZ

1.6 Independent Examiner

Ajay Rajani FCIE, Stewardship, 1 Lamb's Passage, London EC1Y 8AB.

2 Structure, Governance & Management

2.1 Type of Governing Document

Constitution – based on the Charity Commission's model governing document for Foundation Charitable Incorporated Organisations, *ie:* where the Trustees are the only Members of the charity.

2.2 Charitable Objects

Dignify will work for the public benefit:

to advance education and promote and protect physical and mental health, in Watford and elsewhere in England and Wales, by advancing public understanding of the harmful effects of pornography and sexual objectification by:

(1) promoting public awareness in particular, but not exclusively among teachers, youth workers and parents:

(a) of research into the harmful effects of pornography and sexual objectification.

(b) of the victims of pornography and sexual objectification.

(2) educating children and vulnerable adults about the possible harmful effects of pornography and sexual objectification.

(3) equipping educators and influencers to promote health relationships.

2.3 Trustee Selection Methods

There must be at least three charity trustees. The maximum number of trustees is 12.

In accordance with the Constitution, Trustees are appointed or re-appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

In appointing Trustees due consideration is given to ensuring that the Trustees have, between them, the skills and experience necessary to manage the charity effectively and in accordance with charity law.

3 Activities, Achievements & Performance

3.1 Statutory Declaration

The Trustees confirm that they have paid due regard to the guidance issued by the Charity Commission on public benefit in deciding what activities the charity should undertake.

3.2 Partnerships

During this period the charity worked in partnership with Wellspring Church in Watford to further the charity's aims. Wellspring Church employed Helen Roberts until 31 March 2022 when she then became an employee of Dignify. As Dignify has now found its feet, it was decided that Wellspring Church would end its participation in the delivery of the charity's aims on 31 March 2022. Wellspring Church continues to support the charity's work both financially and in other ways.

3.3 Overview (*Executive Summary*)

Dignify was registered with the Charity Commission in October 2020. Over this period Dignify has established its working environment with 4 key areas:

Secondary school sector

Primary school sector

Parents

Community – The Dignify Charter

The charity has established the policies and procedures needed for running a charity.

We believe that as communities work together, we can shape a new narrative free from the harms of pornography so that children and young people can thrive within healthy relationships.

What we do

- ❖ We champion healthy relationships for everyone
- ❖ We talk and educate about the harmful impact of pornography, particularly its harmful effects on children and young people.
- ❖ We are working towards a future for our children and young people that is free from the sexual abuse and objectification that porn can normalise

We do this through

- ❖ Shaping informed resources through engagement with the Dignify School Survey – capturing the perceptions and experience of young people in an anonymous, online survey.
- ❖ Lessons, assemblies, and workshops for young people in schools and youth groups – in both secondary and primary sectors.
- ❖ Parent workshops and podcasts
- ❖ Teacher support – survey reports, training, and lesson plans
- ❖ Focus groups, Think tanks, conferences, and events

3.4 Activities, Achievements & Performance

Dignify Secondary:

In the autumn of 2021, the Dignify school survey was published and introduced to schools across Southwest Hertfordshire via the consortium of Head Teachers.

Between November 2021 – February 2021 1,009 14–18-year-olds participated in the Dignify Survey, across 4 Secondary Schools in Southwest Hertfordshire.

In April 2021, 83 16–19-year-olds participated in the Dignify Survey in West Herts College

COVID caused several in person sessions in schools to be postponed. However, we were able to deliver:

16 in-person sessions to over 1,100 young people. This represents approximately 20-hours of contact time.

- July & August 2021: In partnership with Watford Football Club Community Trust's NCS delivery, 10 sessions, impact 165 young people.
- November 2021, UTC School, in partnership with Watford Football Club Community Trust, student workshop, impact 14 young people.
- 6 December 2021, Merchant Taylors School, Middlesex. 3 assemblies across, lower, middle, and upper school. Impact 730 students
- 14th December, Parmiter's School, two introductory workshops with year 10 boys and year 10 girls. Impact 200 young people

Dignify's volunteers also dedicated time to start the production of a Secondary School Resource in the form of a Whole School Lesson Plan pack with a suite of 21 lessons (3 lessons for each year of secondary education). To support teachers in the delivery of three key lessons:

- Championing Healthy Relationships
- The harmful impact of Pornography
- Defying social norms and objectification

Dignify Primary/parents:

We've conducted 3 sessions, over 5 hours of in-person focus groups with 18 parents.

This provided significant insight into some of the needs among parents of primary age children regarding their challenges of raising digitally resilient children. It formed the foundation for the plans to create further resources, and workshops, and underline the priority of preventative education, for parents of primary school age children.

The Dignify Charter:

The Dignify Charter has been crafted and launched. Dignify is now in discussions with local businesses, schools and community organisations to adopt and embed the Charter. The Dignify Charter recognises it's time for a #RelationshipReset and has the following objectives:

- ✓ We champion healthy relationships
- ✓ We challenge the normalising of pornography, particularly its harmful effects on children and young people
- ✓ We call out sexual objectification and all its negative consequences

3.5 Trustee & Volunteer Development

All Trustees, and key volunteers have undertaken Safeguarding Training, including completion of IHASCO Safeguarding Children (level 2)

3.6 Looking Ahead

Dignify intends to continue to pioneer in Watford, Hertfordshire and beyond, to equip and empower children and young people to thrive in healthy relationships online and offline. We intend to scale-up our resources beyond the local community in due course.

Dignify plans to increase our staff team, trustee team and key volunteer team to enable us to have greater impact.

4 Financial Review

4.1 Policy on Reserves

The Charity's policy on reserves (which the trustees define as being unrestricted cash) is to generate and maintain a balance which is sufficient:

- a) to preserve the financial viability of the Charity in the event that unforeseen and/or unavoidable circumstance precipitate a short-term fall in its income.
- b) to enable the Charity, in the interests of meeting its objectives, to undertake from time to time the setting up of new and innovative projects on a pilot basis to demonstrate the viability and potential benefits of such activities as a precursor to securing the external funding necessary to maintain such projects on an on-going basis.

For these purposes the Charity will endeavour to generate and maintain reserves which are at least 25% of projected annual expenditure for the coming financial year, or £24,000. At the end of the period the charity held unrestricted expenditure of £30,000 and the charity is broadly complying with its policy for holding reserves.

4.2 Principal Sources of Funding and Outgoings

Dignify is funded through individual donors giving monthly amounts or one-off donations. In addition to this Dignify has had a successful year in applying for grants from the local authority and other local funders.

Dignify's expenditure has been kept relatively low due to the high generosity and commitment of a team of volunteers offering their skills pro bono.

We have hosted one fundraising dinner event and a fundraising breakfast. These have been successful in raising awareness of the challenges as well as essential monthly and one-off donations.

Overall our income in our first period of operation was £38,967 and our expenditure was £11,519. The surplus for the year was £27,448 and the charity ended the period with net assets of £27,448. This comprised cash of £46,328 (of which £15,861 was restricted) less creditors of £18,880.

4.3 Remuneration of Trustees

All Trustees act in a voluntary capacity and receive no remuneration or other material benefits from their services to the Charity.

Out-of-pocket expenses necessarily and reasonably incurred by Trustees in promoting the purposes of the Charity are reimbursed at cost.

4.4 Financial Status

The charity's current resources from unrestricted and unrestricted donations are sufficient to meet its outgoings for at least next year.

In order to ensure the charity continues to attract the necessary funding to achieve its mission and objectives in a sustainable way, the Trustees and CEO plan to dedicate greater effort towards fundraising, with a strategy that appeals to individuals, corporates, trusts and foundations, plus by developing the charities "paid for" services and associated marketing.

5 Responsibilities of trustees under charity law

The trustees are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charity as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these financial statements, the trustees are required to:

1. select suitable accounting policies and apply them consistently;
2. observe the methods and principles in the Charities SORP;
3. make judgements and estimates that are reasonable and prudent;
4. state whether the applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
5. prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf,

Guy Foxell

Guy Foxell (Chair)

Date: 18 January 2023

INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF
DIGNIFY
('the Charity')

I report to the charity trustees on my examination of the accounts of the Charity for the period ended 31 March 2022 on pages 9 to 13 following, which have been prepared on the basis of the accounting policies set out on pages 11 and 12.

Responsibilities and basis of report

As the charity's trustees of the Charitable Incorporated Organisation you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ajay Rajani

Ajay Rajani FCIE
Stewardship
1 Lamb's Passage
London
EC1Y 8AB

Date: 24 January 2023

DIGNIFY
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD ENDED 31 MARCH 2022

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	3	11,839	22,200	34,039
Charitable activities	4	3,929	-	3,929
Other trading activities		999	-	999
Total income and endowments		16,767	22,200	38,967
EXPENDITURE ON:				
Charitable activities	5	5,180	5,939	11,119
Raising funds	6	-	400	400
Total expenditure		5,180	6,339	11,519
Net income/(expenditure)		11,587	15,861	27,448
Transfers between funds	10	-	-	-
Net movement in funds		11,587	15,861	27,448
Reconciliation of funds:				
Total funds brought forward		-	-	-
Total funds carried forward	10	11,587	15,861	27,448

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

All income and expenditure derive from continuing operations.

The notes on pages 11 to 13 form part of these accounts.

DIGNIFY
BALANCE SHEET
AS AT 31 MARCH 2022

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £
CURRENT ASSETS				
Cash at bank and in hand	8	30,467	15,861	46,328
CREDITORS: Amounts falling due within one year	9	(18,880)	-	(18,880)
TOTAL NET ASSETS		<u>11,587</u>	<u>15,861</u>	<u>27,448</u>
FUND BALANCES	10			
Unrestricted Funds				
General funds		11,587	-	11,587
Restricted Funds		<u>-</u>	<u>15,861</u>	<u>15,861</u>
		<u>11,587</u>	<u>15,861</u>	<u>27,448</u>

The financial statements were approved by the Board of Trustees and were signed on its behalf by:

Guy Foxell

Guy Foxell - chair of trustees

Date: 18 January 2023

Charity number: 1192067

The notes on pages 11 to 13 form part of these accounts.

DIGNIFY
NOTES TO THE ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2022

1 Statutory Information

The charity was registered as a charitable incorporated organisation with the Charity Commission in England & Wales on 29 October 2020 and began operating in January 2021. The charity's registered number and principal address can be found in section 1 'Reference and Administration Details' in the Trustees' Annual Report.

2 Accounting Policies

These financial statements are prepared on a going concern basis, under the historical cost convention.

These financial statements have been prepared in accordance with the "Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) ("the Charities SORP"), with the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland ("FRS 102") and with the Charities Act 2011. The charity meets the definition of a public benefit entity as set out in FRS 102.

The Charities (Accounts and Reports) Regulations 2008 (the '2008 Regulations') requires charities to prepare their accounts in accordance with 'Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005' but this accounting standard has since been withdrawn and has been replaced by the Charities SORP mentioned in the preceding paragraph. The charity has prepared these financial statements in accordance with the new Charities SORP; this departure from the 2008 Regulations is believed to be necessary for these financial statements to give a 'true and fair view'.

The principles adopted in the preparation of the financial statements are set out below.

a) Going concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charity's forecasts and projections and the possible implications should projected income and / or expenditure vary unexpectedly. The trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue to operate for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

b) Income

Income including investment income is recognised in the period in which the charity becomes entitled to receipt, the amount receivable can be measured with reasonable certainty, and receipt is probable. For the most part, income is generally recognised when it is received. Income is only deferred when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

The charity relies on volunteers to carry out many of its activities. However, in accordance with the SORP, the value of these services has not been included in these financial statements as they cannot be reliably measured.

Income from charitable activities represents income receivable from goods, services and facilities supplied in furtherance of the charity's charitable objects. It includes income from the provision of courses and from speaking engagements.

Income from other trading activities represents income receivable from activities undertaken to generate funds for the charity.

c) Expenditure

Expenditure, including irrecoverable VAT, is recognised when it is incurred or, if earlier, when a legal or constructive obligation for a payment arises provided that it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure on raising funds comprises the costs incurred on fundraising activities, which included a fundraising dinner and fundraising breakfast.

Governance costs, which are included in expenditure on charitable activities but are identified separately in the notes to the accounts, includes costs associated with the independent examination of the financial statements, compliance with constitutional and statutory requirements and any other expenditure incurred on the strategic management of the charity.

Items purchased or donated for the charity's own use are capitalised when the cost of purchased items, or the fair value of donated items, is more than £1,000 and the item is expected to benefit the charity over more than one accounting period. No such expenditure was incurred during the period.

d) Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity. Designated funds comprise unrestricted funds that have been set aside by the trustees for particular purposes. Restricted funds are donations which are to be used in accordance with specific restrictions imposed by donors; they include donations received from appeals for specific activities or projects.

DIGNIFY
NOTES TO THE ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2022

- e) Taxation
The charity has taken advantage of the various reliefs from taxation available to charities and no tax is payable on the charity's income.
- f) Financial instruments
The charity's financial assets and financial liabilities all qualify as basic financial instruments, as defined by FRS102. Creditors and debtors are measured at their expected settlement value (normally the amount of cash that the charity expects to pay or receive).
- g) Exemption from preparing a cashflow statement
The charity has taken advantage of an exemption conferred by the Charities SORP and has not prepared a cash flow statement.
- h) Critical accounting estimates and areas of judgement
The trustees do not consider that there are any material sources of estimation or uncertainty at the balance sheet date that could result in a material adjustment to the carrying values of assets and liabilities in the next reporting period.

3 Donations and legacies

	2022
	£
Donations of cash and similar	10,739
Government grants: County Council and Borough Council grants	4,700
Other grants receivable	18,600
	<u>34,039</u>

The government grants referred to above were received to help the charity deliver services to secondary age young people and to develop and launch the Dignify charter.

4 Income from charitable activities

	2022
	£
Provision of charitable services	3,760
Speaker fees	169
	<u>3,929</u>

5 Charitable expenditure

	2022
	£
Direct expenditure on the delivery of charitable services	5,766
IT and website	1,275
Insurance	383
Legal and professional fees, including safeguarding	230
Administrative expenses	2,084
Governance costs	
Independent examiner's fee for preparing and examining the accounts	1,380
	<u>11,119</u>

6 Cost of raising funds

	2022
	£
Fundraising costs	400
	<u>400</u>

7 Analysis of staff costs, the cost of key management personnel and trustee remuneration

The charity did not have any employees during the period. The charity is grateful to the many volunteers who have given their time to help the charity undertake its activities. Volunteers have helped the charity with administration and with delivering charitable services.

The charity's key management comprise the trustees and the key staff named on the Charity Information page. No trustees received employment benefits in this period.

DIGNIFY
NOTES TO THE ACCOUNTS
FOR THE PERIOD ENDED 31 MARCH 2022

8 Cash at Bank and in Hand

	2022
	£
Cash at bank with immediate access	46,328
	<u>46,328</u>

9 Creditors: liabilities falling due within one year

	2022
	£
Accruals	1,380
Deferred income	17,500
	<u>18,880</u>

During the period the charity received two grants to help fund the delivery of services in the period commencing 1 April 2022. As the grants were received for the next financial year, the recognition of the income from these grants has been deferred and they will be recognised as income in the year ending on 31 March 2023.

10 Funds

During the period the movements in the charity's funds were as follows:

	Opening balance 2022 £	Incoming resources 2022 £	Outgoing resources 2022 £	Transfers in period 2022 £	Closing balance 2022 £
<i>Restricted funds</i>					
Secondary Age fund	-	14,800	(5,939)	-	8,861
Parents fund	-	5,000	-	-	5,000
Charter fund	-	2,400	(400)	-	2,000
	<u>-</u>	<u>22,200</u>	<u>(6,339)</u>	<u>-</u>	<u>15,861</u>
<i>General Unrestricted Funds</i>	-	16,767	(5,180)	-	11,587
	<u>-</u>	<u>38,967</u>	<u>(11,519)</u>	<u>-</u>	<u>27,448</u>

The **Secondary Age** fund was created from grants received to develop and distribute resources in Secondary schools across Watford and into Southwest Hertfordshire.

The **Parents** fund was created from a grant received from the Hertfordshire Community Foundation to create virtual resources for parents to help them raise digitally resilient children/young people.

The **Charter** fund was created from grants received to launch the Dignify Community Charter (formerly The Dignify Pledge) to engage the whole community in the conversation to help children and young people Have healthy relationships online and offline.

11 Transactions with related parties

During the period the charity received donations totalling £110 from related parties (which includes trustees, any other members of key management and anyone closely connected to them).

Except for the reimbursement of expenses incurred when acting as agent for the charity, no expenses were paid to (or for) the trustees.

There have been no other transactions with related parties during the period.

12 Partnership with Wellspring Church Watford

The Dignify project was launched by Wellspring Church in 2019 and Wellspring has been heavily involved in the delivery of this project since that time. To give some indication of the scale of this involvement, during the year to 31 March 2022 Wellspring spent about £15,000 on the Dignify project.

Wellspring has worked in close partnership with the charity since it began operating in January 2021. Now that Dignify is established as a separate charity, it was decided that Wellspring Church would end its participation in the delivery of the charity's aims on 31 March 2022. Wellspring Church employed Helen Roberts until 31 March 2022; Dignify has employed Helen Roberts from April 2022. Wellspring Church continues to support the charity's work both financially and in other ways.