



**THE CYBERSMILE FOUNDATION**

Annual Financial Report 2021 - 2022

THE CYBERSMILE FOUNDATION  
REGISTERED CHARITY NO. 1145756

COMPANY NO. 08081812

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

TRUSTEES

C Dugmore  
D Shears  
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 2022

### 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 Safety Team, 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 2021-2022

### GLOBAL SUPPORT SERVICES

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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.

As access to our online world grows across, the issues facing internet users continue to affect more people. To meet the ever-growing need for support, education and advisory support services, we have continued to develop our support services with a focus on scope, scalability and accessibility.

Our main resources and services are comprised of key areas of activity which allow us to maximise our reach and our digital response capabilities. These include:

#### **Cybersmile Assistant**

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 cyber bullying and online abuse, anxiety, mental health, body image, cyberbullying, self-esteem, eating disorders and much more. This year we have continued to enhance and expand the scope of content, guidance and information that we deliver. This includes an accessibility audit which will be used to improve access for existing users as well as expanding our reach.

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

[Help@Cybersmile.org](mailto:Help@Cybersmile.org) is dedicated advisory support service which provides users with one-to-one email support via our trained advisors. 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.

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 420 million active monthly users.

### **Testimonials from our service users.**

*“Cybersmile is an authentic space of affirmation and encouragement. It doesn’t matter who you are or where you are located – this community is always ready to remind you that you matter, you belong and you have a right to be here. Somehow, I always seem to read the right words at the right time and... yes, I smile! There is so much hate and anger in this world and it is easy to become disheartened but Cybersmile refreshes the soul! “Big up yuhself!”*  
Jamaica.

*“I am so glad I found the Cybersmile community and wished it was around back when I was growing up in the 80’s and 90’s! I hope they continue to be as amazing as they are today. As we look forward to a bright and beautiful future, let us not forget that YOU MATTER!”*  
USA.

*“Thank you Cybersmile for doing such amazing work. This is the first time in my life that I have found a place that makes me smile when I see people helping each other on a day-to-day basis. Thanks to you I can see a good side of social media. It’s great work that you are doing, keep it up!”*  
Nigeria.

*“You have helped me so much. The support you have given me in the past is amazing and I have beat the cyber bullies all because of you. Never be afraid to contact Cybersmile because they will always send you a smile back! The advice and help is brilliant and I highly recommend them to anyone who is being cyber bullied.”*  
United Kingdom

Over the past year, Cybersmile has supported over 2.8 million internet users around the world through our Global Support Team.

## **EDUCATION – PROVISION AND RESOURCES**

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### **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.

Continuing our acquisition of key corporate sponsor partnerships this year, we have teamed up with influential brands, including, Urban Decay, ST. Moriz and BT Sports, to create new modules that expand our interactive learning curriculum and provide tailored education across a number of key social issues. These include – body image, allyship and upstanding behaviours, and tackling online hate. The new modules have been designed to encourage people to think more about supporting and encouraging meaningful conversation and building diverse and inclusive online behaviours and cohesive communities.



#### **Parental Guidance**

Learn how to keep young internet users safe online



#### **Positive Gaming**

Learn how to get the most out of gaming online



#### **Livestream Basics**

Learn how to get the most out of livestreams as a streamer and a viewer



#### **Gender Awareness**

Learn the basics around the topic of gender identity



#### **Digital Civility**

Learn the importance of interacting online with respect and compassion



#### **LGBT Awareness**

Learn the basics around the topic of sexual orientation

Since launch, our learning platform has educated over 320,000 internet users.

### **Cybersmile.org**

Cybersmile.org remains our primary resource for education, awareness, and guidance - engaging with diverse audiences, both socially and geographically, to facilitate delivery of our advisory and educational resources to internet users across the globe.

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.

## HELP CENTER



Access to our resources is promoted throughout the year to our audience of over 2 million followers on social media, and to global digital communities worldwide through diverse promotional campaigns and organic viral messaging.

Following our strategic UX and UI review last year, we have been busy redesigning the site to encompass the findings of our review - in an effort to surpass our expectations regarding user flow, user behaviours, wireframe implementation and overall accessibility. The new version of Cybersmile.org is expected to be ready in the second quarter of 2023.

Cybersmile.org provided guidance, advice, education and support resources for over 2.7 million internet users this year

## **RAISING AWARENESS – ONLINE ENGAGEMENT & ACCESSABILITY**

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Our online engagement activities are mostly supported via our corporate partnership campaigns, helping us to address specific issues throughout the year and also providing 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 2021**

Stop Cyberbullying Day 2021 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.

Stop Cyberbullying Day 2021 saw a host of familiar brands, organizations, governments, media companies and celebrities pledge their support for an inclusive internet.

Influencers and celebrities from the worlds of sport and entertainment used their powerful platforms to raise awareness of the event while offering tips, advice and insights through exclusive interviews and social media posts.

### **Social media support examples for Stop Cyberbullying Day 2021:**

- “The cast of TROLLHUNTERS: RISE OF THE TITANS has an important message on Anti-Cyberbullying Day. Let’s work together to create a safe space for our kids on the internet. And remember #DontFeedTheTrolls” – [@netflixfamily](#)
- “Urban Decay believes that in diversity there is beauty and power, and that’s why we are adding our support for a kinder, more inclusive internet by supporting #StopCyberBullyingDay today!” – [@UrbanDecay](#)
- “It’s a sad truth that NordVPN’s research team uncovered while preparing for #stopcyberbullyingday: Almost 50% of all young people have been bullied online. And that number is not going down. Here’s what we found.” – [@NordVPN](#)
- “Today is #StopCyberBullyingDay. We are joining @CybersmileHQ and others for the call to end #CyberBullying. We believe the internet should be an inclusive space. Now is the time to encourage unity and kindness within our communities online.” – [@ComSecYouth](#)
- “#STOPCYBERBULLYINGDAY Today, we encourage unity and acceptance online, diverse and inclusive internet # We want you to have trust and feel safe while using internet. EU Cybersecurity Act strengthens Europe’s cybersecurity. Read more 🍌” [@DigitalEU](#)
- “La Escuela de Influenciadores de UNICEF Colombia y @Tigo\_Colombia apoyamos el uso seguro, responsable y creativo de Internet. Únete al #StopCyberbullyingDay incríbiéndote en Misión #Ciberconscientes y aprende a ejercer una ciudadanía digital responsable 🍌” – [@UNICEFColombia](#)

### **Some examples of this year’s Stop Cyberbullying Day activations include:**

- A global call-to-action video from the cast members of “TrollHunters” animation film produced by DreamWorks Animation to help people affected by cyberbullying.
- Twice BAFTA nominated game developer Weather Factory launched an online fundraiser in support of Cybersmile, encouraging its community to support the day.

- Various governments and political figures pledging their support for Stop Cyberbullying Day.
- NordVPN revealed the findings from new cyberbullying research.
- Cartoon Network launched a cyberbullying hub for its viewers.
- European Commission calling for unity and acceptance online.
- Victoria Police in Australia launch resources and videos for online bullying while calling for an inclusive internet.
- Telenor reveals Digital World, a new platform to help youth navigate the internet safely.
- CEO of BT, Marc Allera issues a public letter to its customers about Stop Cyberbullying Day and cyberbullying from a parental perspective.

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.

### Research Partnership Campaigns

As part of our work with corporate partners, we launched national report in partnership with Co. by Colgate, focusing on the prevalence and emotional impact of identity-based cyberbullying on Gen Z in the U.S.

In addition to offering powerful insights into the realities of life online for Gen Z, 'The State of Play Report' also contains expert advice for being a better digital citizen, best practice tips for dealing with cyberbullying as an intended target as well as a bystander and a series of direct links to Cybersmile education and support resources.



In September 2021 we launched the “Online Bullying Hurts IRL,” global initiative created to bring deeper awareness to the personal toll of online bullying and promote digital wellbeing. The campaign, a collaboration with brand partner Urban Decay, was part of a 3-year incentive to guide and educate the brand’s consumers, fans and corporate community across the brand’s website and social channels.

The core of this global initiative was to recognize the very tangible and negative impacts that result from both seemingly innocent teasing to very severe, obvious bullying in a effort to help make the Internet and social media a space that is safe for all – educating consumers, fans and employees, enabling them to recognize the signs, responsibly intervene and positively change the conversation.



## **Testimonials from our brand sponsors and corporate partners.**

*“Working alongside Cybersmile has allowed us to continue the vital work that Hope United kickstarted last year: to tackle online hatred and cyberbullying that is sadly part of everyday life. We’re also incredibly excited to further support grassroots football communities across the UK as part of our long-term partnership with the four UK home nations football associations to up-skill millions of players, coaches and fans.”*

Pete Jeavons, Marketing Communications Director, BT.

*“Social media can be such a powerful place for good. A place where we learn from each other. A place where we can be allies together. Unfortunately, it is also a place that gives scale to online bullying, which hurts in real life. This partnership to help educate our community is not just a moment for us, it’s a constant commitment to be changemakers where we can help empower our community to stand up in their indifference.”*

Malena Higuera, General Manager, Urban Decay Cosmetics.

*“Here at ST. Moriz we are passionate about encouraging body positivity and positive self-image. Cyberbullying is the increase and we have heard first-hand the effect that it can have on people’s self-esteem and feelings of self-worth. We want to demonstrate to our customers that we don’t just say, we do. Therefore, we are thrilled to announce our new partnership with Cybersmile and we hope that we can be part of preventing cyberbullying and can encourage people to be kind online.”*

Belinda Parkinson, Senior Brand Manager, St. Moriz

## **Fundraising and Corporate Donations**

This year we have raised £116,767 through 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 £576,767 in donated services from organisations and companies that have supported our mission this year by donating essential resources and services completely free of charge. These include, Twitter, META (Facebook & Instagram), Ten Toes Media, adam&eveDDB, and Pearle & Dean.

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31/05/2022**

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**Prepared By:**

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2022**

**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

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The Cybersmile Foundation

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**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2022**

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**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31/05/2022**

The trustees present their report and accounts for the year ended 31/05/2022

**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 27/02/2023

S El-Haffar  
Secretary

**INDEPENDENT EXAMINER'S STATEMENT**

**FOR THE YEAR ENDED 31/05/2022**

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

I report on the accounts of the company for the year ended 31/05/2022 .

**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 31/05/2022**

**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: 24/02/2023

Eightoaks Limited  
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River Lawn Road  
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TN9 1EP

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**The Cybersmile Foundation**

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**Statement of Financial Activities  
for the year ended 31/05/2022**

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>	<b>Total</b>	<b>Total</b>
			<b>£</b>	<b>£</b>
<b>Income</b>				
Income from generated funds				
Donations and legacies	576,767	-	576,767	417,732
<b>Total Income and endowments</b>	<b>576,767</b>	<b>-</b>	<b>576,767</b>	<b>417,732</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	7,643	-	7,643	15,247
Expenditure on Charitable activities	598,005	-	598,005	412,475
<b>Total Expenses</b>	<b>605,648</b>	<b>-</b>	<b>605,648</b>	<b>427,722</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(28,881)</b>	<b>-</b>	<b>(28,881)</b>	<b>(9,990)</b>
<b>Gains/(losses) on revaluation of fixed assets</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(28,881)</b>	<b>-</b>	<b>(28,881)</b>	<b>(9,990)</b>
Total funds brought forward	181,428	-	181,428	191,418
<b>Net funds carried forward</b>	<b>152,547</b>	<b>-</b>	<b>152,547</b>	<b>181,428</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 31/05/2022**

	Notes	2022 £	2021 £
<b>FIXED ASSETS</b>			
Tangible assets	4	2,571	2,824
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	5	27,698	23,673
Cash at bank and in hand		<u>129,377</u>	<u>164,742</u>
		157,075	188,415
<b>CREDITORS: Amounts falling due within one year</b>	6	<u>7,099</u>	<u>9,811</u>
<b>NET CURRENT ASSETS</b>		149,976	178,604
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>152,547</u>	<u>181,428</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>			
General fund	8	<u>152,547</u>	<u>181,428</u>
		<u>152,547</u>	<u>181,428</u>

For the year ending 31/05/2022 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 27/02/2023 and signed on their behalf by**

.....  
S El-Haffar  
Trustee

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2022**

**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>2022</b>	<i>2021</i>
	<b>£</b>	<b>£</b>
Wages and salaries	<u>100,000</u>	<u>100,000</u>
	<u>100,000</u>	<u>100,000</u>

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

	<b>2022</b>	<i>2021</i>
	<b>No.</b>	<b>No.</b>
Management and administration	<u>2</u>	<u>2</u>
	<u>2</u>	<u>2</u>

**3. EMPLOYEES**

	<b>2022</b>	<i>2021</i>
	<b>No.</b>	<b>No.</b>
Average number of employees	2	2

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**The Cybersmile Foundation**

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**4. TANGIBLE FIXED ASSETS**

	<b>Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 01/06/2021	7,563	7,563
Additions	<u>604</u>	<u>604</u>
At 31/05/2022	<u>8,167</u>	<u>8,167</u>
<b>Depreciation</b>		
At 01/06/2021	4,739	4,739
For the year	<u>857</u>	<u>857</u>
At 31/05/2022	<u>5,596</u>	<u>5,596</u>
<b>Net Book Amounts</b>		
At 31/05/2022	<u><u>2,571</u></u>	<u><u>2,571</u></u>
At 31/05/2021	<u><u>2,824</u></u>	<u><u>2,824</u></u>

**5. DEBTORS**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Amounts falling due within one year:		
Other debtors	<u>27,698</u>	<u>23,673</u>
	<u><u>27,698</u></u>	<u><u>23,673</u></u>

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

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Taxation and social security	5,550	4,756
Other creditors	<u>1,549</u>	<u>5,055</u>
	<u><u>7,099</u></u>	<u><u>9,811</u></u>

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**The Cybersmile Foundation**

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**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 31/05/2022 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	181,428	576,767	(605,648)	-	152,547
	<u>181,428</u>	<u>576,767</u>	<u>(605,648)</u>	<u>-</u>	<u>152,547</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 31/05/2022**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>460,000</u>	<u>270,000</u>
	460,000	270,000
<b>Donations</b>		
General Donations	<u>116,767</u>	<u>147,732</u>
	116,767	147,732
	<u>576,767</u>	<u>417,732</u>
	<u>576,767</u>	<u>417,732</u>

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The Cybersmile Foundation

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**Expenses**  
for the year ended 31/05/2022

	2022	2021
	£	£
<b>Expenses</b>		
<b>Costs of generating funds</b>		
<b>Costs Of Generating Voluntary Income</b>		
Costs Of Generating Voluntary Income	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
<b>Charitable Activities</b>		
<b>General</b>		
Educational Resources	11,200	10,651
Website	25,000	22,445
International	11,227	27,073
Support Services	18,226	16,763
Marketing and Public Relations	474,180	286,758
Research	<u>16,813</u>	<u>11,788</u>
	<u>556,646</u>	<u>375,478</u>
<b>Governance Costs</b>		
Administrative costs	38,332	34,251
Legal & Professional costs	<u>3,027</u>	<u>2,746</u>
	<u>41,359</u>	<u>36,997</u>
	<u>605,648</u>	<u>427,722</u>

Registered number: 08081812

Charity number: 1147576

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**The Cybersmile Foundation**

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**UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31/05/2022**

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**Prepared By:**

Eightoaks Limited

Riverside House

River Lawn Road

Tonbridge

Kent

TN9 1EP

**FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31/05/2022**

**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

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The Cybersmile Foundation

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**ACCOUNTS  
FOR THE YEAR ENDED 31/05/2022**

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Report of the Trustees	3
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 31/05/2022**

The trustees present their report and accounts for the year ended 31/05/2022

**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 27/02/2023

S El-Haffar  
Secretary

**INDEPENDENT EXAMINER'S STATEMENT**

**FOR THE YEAR ENDED 31/05/2022**

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

I report on the accounts of the company for the year ended 31/05/2022 .

**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 31/05/2022**

**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: 24/02/2023

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 31/05/2022**

	<b>Unrestricted funds</b>	<b>Restricted funds</b>	<b>2022 Total</b>	<b>2021 Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income</b>				
Income from generated funds				
Donations and legacies	576,767	-	576,767	417,732
<b>Total Income and endowments</b>	<b>576,767</b>	<b>-</b>	<b>576,767</b>	<b>417,732</b>
<b>Expenses</b>				
Costs of generating funds				
Expenditure on Raised funds	7,643	-	7,643	15,247
Expenditure on Charitable activities	598,005	-	598,005	412,475
<b>Total Expenses</b>	<b>605,648</b>	<b>-</b>	<b>605,648</b>	<b>427,722</b>
<b>Net gains on investments</b>				
<b>Net Income</b>	<b>(28,881)</b>	<b>-</b>	<b>(28,881)</b>	<b>(9,990)</b>
<b>Gains/(losses) on revaluation of fixed assets</b>				
<b>Net movement in funds:</b>				
<b>Net income for the year</b>	<b>(28,881)</b>	<b>-</b>	<b>(28,881)</b>	<b>(9,990)</b>
Total funds brought forward	181,428	-	181,428	191,418
<b>Net funds carried forward</b>	<b>152,547</b>	<b>-</b>	<b>152,547</b>	<b>181,428</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 31/05/2022**

	Notes	2022 £	2021 £
<b>FIXED ASSETS</b>			
Tangible assets	4	2,571	2,824
<b>CURRENT ASSETS</b>			
Debtors (amounts falling due within one year)	5	27,698	23,673
Cash at bank and in hand		<u>129,377</u>	<u>164,742</u>
		157,075	188,415
<b>CREDITORS: Amounts falling due within one year</b>	6	<u>7,099</u>	<u>9,811</u>
<b>NET CURRENT ASSETS</b>		149,976	178,604
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>152,547</u>	<u>181,428</u>
<b>CAPITAL AND RESERVES</b>			
<b>Unrestricted funds</b>			
General fund	8	<u>152,547</u>	<u>181,428</u>
		<u>152,547</u>	<u>181,428</u>

For the year ending 31/05/2022 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 27/02/2023 and signed on their behalf by**

.....  
S El-Haffar  
Trustee

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31/05/2022**

**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>2022</b>	<i>2021</i>
	<b>£</b>	<b>£</b>
Wages and salaries	<u>100,000</u>	<u>100,000</u>
	<u>100,000</u>	<u>100,000</u>

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

	<b>2022</b>	<i>2021</i>
	<b>No.</b>	<b>No.</b>
Management and administration	<u>2</u>	<u>2</u>
	<u>2</u>	<u>2</u>

**3. EMPLOYEES**

	<b>2022</b>	<i>2021</i>
	<b>No.</b>	<b>No.</b>
Average number of employees	2	2

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**The Cybersmile Foundation**

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**4. TANGIBLE FIXED ASSETS**

	<b>Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost</b>		
At 01/06/2021	7,563	7,563
Additions	<u>604</u>	<u>604</u>
At 31/05/2022	<u>8,167</u>	<u>8,167</u>
<b>Depreciation</b>		
At 01/06/2021	4,739	4,739
For the year	<u>857</u>	<u>857</u>
At 31/05/2022	<u>5,596</u>	<u>5,596</u>
<b>Net Book Amounts</b>		
At 31/05/2022	<u>2,571</u>	<u>2,571</u>
At 31/05/2021	<u>2,824</u>	<u>2,824</u>

**5. DEBTORS**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Amounts falling due within one year:		
Other debtors	<u>27,698</u>	<u>23,673</u>
	<u>27,698</u>	<u>23,673</u>

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

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Taxation and social security	5,550	4,756
Other creditors	<u>1,549</u>	<u>5,055</u>
	<u>7,099</u>	<u>9,811</u>

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**The Cybersmile Foundation**

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**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 31/05/2022 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	181,428	576,767	(605,648)	-	152,547
	<u>181,428</u>	<u>576,767</u>	<u>(605,648)</u>	<u>-</u>	<u>152,547</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 31/05/2022**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<b>Incoming resources from generated funds</b>		
<b>Grants</b>		
Donated Services	<u>460,000</u>	<u>270,000</u>
	460,000	270,000
<b>Donations</b>		
General Donations	<u>116,767</u>	<u>147,732</u>
	116,767	147,732
	<u>576,767</u>	<u>417,732</u>
	<u>576,767</u>	<u>417,732</u>

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The Cybersmile Foundation

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**Expenses**  
for the year ended 31/05/2022

	2022	2021
	£	£
<b>Expenses</b>		
<b>Costs of generating funds</b>		
<b>Costs Of Generating Voluntary Income</b>		
Costs Of Generating Voluntary Income	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
	<u>7,643</u>	<u>15,247</u>
<b>Charitable Activities</b>		
<b>General</b>		
Educational Resources	11,200	10,651
Website	25,000	22,445
International	11,227	27,073
Support Services	18,226	16,763
Marketing and Public Relations	474,180	286,758
Research	<u>16,813</u>	<u>11,788</u>
	<u>556,646</u>	<u>375,478</u>
<b>Governance Costs</b>		
Administrative costs	38,332	34,251
Legal & Professional costs	<u>3,027</u>	<u>2,746</u>
	<u>41,359</u>	<u>36,997</u>
	<u>605,648</u>	<u>427,722</u>