ANNUAL REPORT 2024-2025

STRENGTH WITH IN ME FOUNDATION

A MESSAGE FROM OUR FOUNDER:

I am proud to present S.W.I.M Foundation's Annual Report for 2024–2025, a year in which our commitment to supporting children and young people affected by domestic abuse has remained as strong as ever, despite an increasingly challenging financial landscape.

The charity sector continues to face significant financial pressures, with competition for funding increasing and individual and corporate donations becoming harder to secure. S.W.I.M has not been immune to this. During this reporting period, we experienced a reduction in donations and some of the sponsorship opportunities we have previously relied upon were no longer available.

One of my key priorities has therefore been to secure sustainable core funding that will enable S.W.I.M to move to the next stage of its development. In particular, our aim is to secure sufficient unrestricted funding to bring at least one paid member of staff into the organisation. Much of S.W.I.M's work continues to be driven by the commitment of volunteers, Trustees and supporters, but for the charity to grow sustainably, increase our reach and strengthen our infrastructure, investment in people is essential.

The financial climate also affected our flagship fundraising and recognition event, The Baton Awards. The level of sponsorship we have historically secured was not available during this period, reinforcing the need for us to diversify our fundraising rather than depend heavily on a small number of income streams.

As a result, we have begun developing alternative and more community-led fundraising activities, including sponsored walks, dance sessions and other accessible events that bring people together while raising both funds and awareness of our work.

A particularly positive development this year was receiving funding from Sport England. This has enabled us to strengthen our relationship with Sport England while exploring more deeply how sport and physical activity can form part of a trauma-informed approach to our domestic abuse prevention and early-intervention work.

For many young people, traditional conversations about relationships, trauma and abuse can be difficult. Sport and movement can provide another route to engagement, helping to build confidence, connection, resilience, self-esteem and emotional wellbeing. We are excited about developing this area of our work further and embedding physical activity alongside the educational and preventative approaches for which S.W.I.M is known.

Our wider mission remains unchanged. We continue to advocate for Healthy Relationships education to be taken seriously and embedded within the national school curriculum. Prevention must begin before unhealthy and abusive behaviours become normalised. Giving children and young people the language, confidence and tools to recognise healthy and unhealthy relationships remains at the heart of what we do.

Despite the financial challenges facing the sector, I remain optimistic about S.W.I.M's future. This period has required us to think differently about sustainability, partnerships, fundraising and how we deliver our work. It has also reinforced the importance of building a charity that is resilient enough to continue supporting young people for years to come.

I would like to thank our Board of Trustees for their continued commitment, our funders and partners for believing in our work, and every individual and organisation that has donated, volunteered, made an introduction, provided in-kind support or helped us amplify our message.

As we move into the next year, our focus is clear: secure core funding, build organisational capacity, diversify our income and continue developing innovative, trauma-informed approaches that help children and young people understand that healthy relationships should be the expectation, not the exception.

There is still much work to do, but our purpose remains as important as ever.

D. Rhiney

Dr Diahanne Rhiney BCAe
Founder
Strength With In Me Foundation (S.W.I.M)

BACKGROUND

Strength With In Me Foundation (S.W.I.M) is a non-profit organization, providing comprehensive intervention in response to the prevalence of Domestic Abuse.

Founded in 2016 our mission is to reduce the incidence and minimize the impact of Domestic Abuse by teaching young people aged 11 years to 21 years old. how to effectively identify toxic relationships through our workshop programmes, events and services.

We also train and educate professionals to deliver workshops for young people on healthy relationships and best practice for working with young people who have experienced or are experiencing domestic abuse.

S.W.I.M is the acronym for our pioneering approach to Domestic Abuse, 'Strength With In Me' which highlights our purpose – to equip young people with the emotional tools to make informed relationship choices which we believe will contribute to combatting the Domestic Abuse pandemic from an emotional educational standpoint.

OUR APPROACH

S.W.I.M's approach is designed not solely as a reaction to an existing crisis, but one which primarily aims to grasp the issue and take charge of the actions, thoughts, cultures and beliefs which may make us vulnerable to being the victims of Domestic Abuse.

We understand that as individuals we cannot control the behaviours and actions of others however, at S.W.I.M we dare to believe that we have the strength within us to be well equipped upon entering any kind of relationship, to confidently ascertain what we are worthy and deserving of and to actively seek out positive relationships.

OUR OBJECTIVE:

- providing education and support to enable young people aged 11-21 years old, affected by domestic abuse to manage the emotional, physical, social, and financial effects on their lives .

- raising public awareness of domestic abuse issues and the effects on children and young people, both generally and in relation to their social exclusion, by undertaking research and advising agencies on best practice.

- providing workshops, forums, advocacy, and information to young people to break down the barriers of social exclusion caused by domestic abuse. providing workshops in schools and youth groups

- to empower young people to identify and foster healthy, safe relationships to prevent the likelihood of them becoming socially excluded as a result of domestic abuse."

OUR PLEDGE

- To recognise that Domestic Abuse is a pandemic which affects us as a global community and accept a wider responsibility for emotionally arming ourselves and others

- To isolate new and unspoken methods of Domestic Abuse

- To intervene early on in processes which draw individuals towards violent relationships

- To create a community which actively seeks to instil emotional tools to both prevent new incidents of Domestic Abuse and heal survivors

THIS YEAR:

GOVERNANCE

OUR NEW TRUSTEE BOARD MEMBERS:

Our longstanding Trustees supported the recruitment of new Trustees during 2023/2024. Our newly recruited Trustees joined our Founder and Chair Dr Diahanne Rhiney and Paula Rhone-Adrien;

Anya James - Anya brings extensive expertise in education, strategic leadership, inclusion and youth development to the Trustee Board. Her senior leadership experience, combined with her work in education consultancy and championing diversity, provides valuable insight into creating opportunities and improving outcomes for young people.

Rachel Shorter - Rachel has a successful career in finance, governance, strategic leadership and organisational growth to the Trustee Board. As an ACCA-qualified finance leader, her experience strengthens the Board's financial oversight, while her work supporting Black women brings valuable insight into wellbeing, inclusion and community empowerment.

Selma Nicholls - Selma has experience in creative leadership, diversity, inclusion and representation to the Trustee Board. As founder of Looks Like Me, her experience working with global brands and championing authentic representation brings valuable insight into community engagement, communications and creating opportunities for children and young people.

Courtney Daniella Boateng previously sat on our Youth Advisory Board and now brings a strong background in entrepreneurship, community building, digital engagement and women's empowerment to the Trustee Board. As co-founder of To My Sisters, her experience building a global community brings valuable insight into engaging women, creating meaningful connections and developing purpose-led communities.

We are excited about having our new Trustees on board to support us in moving the organisation forward.

FUNDING & DELIVERY:

We continue to develop workshops and session that encourage young people to share their experiences, thoughts and insights through artistic and creative streams. Our youth led workshops use music, poetry, story telling, dance and other creative streams to support the education and life skills young people need to identify unhealthy relationships and advocate for healthy relationships.
Our work was delivered in educational and community spaces supported by grants and funding.

SPORT ENGLAND

The S.W.I.M (Strength, Well-being, Independence, Mindfulness)
Sport England funded the programme to provide girls and young women with a safe and supportive environment to take part in physical activity and self-defence while developing confidence, resilience and emotional wellbeing. Participants also had opportunities for reflection, discussion and peer support.
The project helped address barriers to physical activity, including low confidence, social isolation and limited access to safe and supportive spaces. It also provided valuable learning about the benefits of combining physical activity with wellbeing and personal development.
With 150 participants in the project, SWIM significantly exceeded its original target of 60 young people demonstrating the strong demand for support that combines physical activity, self-defence and wellbeing within a safe and empowering environment. The project provides a strong foundation for continuing and developing this support for girls and young women.

POSTCODE LOTTERY

This funding enabled us to develop a programme to address issues affecting Black girls and young women aged 14–24 who face heightened risks of domestic violence due to racial inequity. We provided culturally competent, trauma-informed services tailored to their experiences, including workshops, mentoring, and advocacy. This work directly addresses the systemic barriers and biases these communities face, ensuring they receive the support, protection, and empowerment they need to thrive. This project was completed in May 2026.

We continue to apply for relevant grant funding to progress our work across London and the UK whilst developing a strategic plan that includes fundraising and regular donations from alternative routes to make the organisation sustainable for the future.

LOOKING AHEAD

OUR FOCUS FOR 2026

We remaian commited to educating young people about healthy relationships and want to ensure that S.W.I.M has the capacity to do this as part of our five year strategy.
In the year ahead we aim to:

1. Secure core funding
2., Build organisational capacity
3. Diversify our income
4. Continue to develop innovative trauma-informed approaches that help children and young people understand that healthy relationships should be the expectation, not the exception.

We look forward to sharing our progress with you and Thank you for your continued support.

OUR FINANCE REPORT:

Strength WithIn Me Foundation
Profit and Loss
2 December, 2024 - 1 December, 2025

	Total
Income	
Gifts and Donations Income	16,407.26
Grants	48,260.00
Total Income	**£64,667.26**
GROSS PROFIT	**£64,667.26**
Expenses	
Accountancy	54.25
Event Expenses	9,280.18
Funding Application	5,560.00
Insurance Expense	263.55
Marketing Expenses	10,450.00
Rent and Rates	150.00
Sub-contracting expenses	36,678.00
Telephone	63.00
Donation to other charity	750.00
Website Expenses	1,400.00
Total Expenses	**£64,648.98**
NET OPERATING INCOME	£18.28
Other Income	
Cashbacks	-
Total Other Income	**£0.00**
NET OTHER INCOME	**£0.00**
NET INCOME	**£18.28**

OUR TRUSTEES:

Trustees Serena Walker and Warren Powell stepped down as Trustees in December 2024. We thank them for their dedication and support throughout their time with S.W.I.M.



Dr Diahanne Rhiney BCA
Founder & Chair



Paula Rhone-Adrien
Trustee



Anya James
Trustee



Rachel Shorter
Trustee



Courtney Danielle- Boateng
Trustee



Selma Nicholls
Trustee



THANK YOU!

Strength With In Me Foundation

Charity No: 1165152

S.W.I.M
strength with in me

The Annexe, 104 Monks Avenue, Waltham Abbey, Essex EN9 1LJ
T: 0333 332 1900 | E: lifesaver@swim-dv.org | www.swim-dv.org

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CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A Independent Examiner's Report

Report to the trustees	STRENGTH WITH IN ME FOUNDATION		
On accounts for the year ended	01.12.2025	**Charity no (if any)**	1165152
Set out on pages	(remember to include the page numbers of additional sheets)		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **01 / 12 / 2025**.

Responsibilities and basis of report

As the charity's trustees, 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 Trust's accounts carried out under section 145 of the 2011 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

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales **(ICAEW)**.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did 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.

Signed:		**Date:**	29.09.2026
Name:	MUTIU ADEBUKOLA **ADEJUMOBI**		
Relevant professional qualification(s) or body	Institute of Chartered Accountants in England and Wales (ICAEW) ACA (41412371)		

(if any):	
Address:	39 Chatsworth Road
	Croydon
	CRO 1HF

Section B	**Disclosure**
	Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).
Give here brief details of any items that the examiner wishes to disclose.	