Power of Zero

Annual Report 2025

powerof0.org

Annual Report

June 15, 2026

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Legal and Administrative information

Power of Zero is a Charitable Incorporated Organisation that brings together parents, educators, researchers, NGOs, corporate citizens and philanthropic foundations to ensure the well-being of children in an increasingly online world.

We were established as a CIO on 25 August 2020 and we are registered in the United Kingdom under charity number 1191012. Our principal address is 57 Linden Avenue, London NW10 5RG.

The names of our trustees, who manage Power of Zero, including those who have held office for all or some part of the accounting period from 1 January 2025 to 31 December 2025, are:

Marie Cudennec (until 30 September 2025)
Alessandro Ferrari (until 6 February 2025)
Narmada Guruswamy
Simon Hampel
Philip Jonckheer
Read Leask
Sebastian Miller
Steve Oliver
Yasmine Roulleau

Our Chief Executive Officer as at 31 December 2025, is Nicholas Carlisle.

Our lawyers are A&O Shearman (formerly Allen & Overy), based at One Bishops Square in London.

The individual appointed to conduct an independent examination of our accounts (as required by the Charity Commission) is Brian Dorgan, FCCA

Message from the Board Chair

At the start of 2025, our board chose a theme for the year: building the team. I am delighted to report that we did it!

We welcomed Sophie Martin, based in Bogotá, Colombia, to manage our evolving programs across Latin America and around the world. Marie Cudennec retired from the board in September to look after our growing HR needs across the world. And we welcomed a new board member Read Leask, who hit the deck running, rolling up his sleeves to help build the strategy that will allow us to scale internationally.

I am always struck by the generosity of the people who rally around a good cause. Time and again this year, professionals with demanding careers gave us their evenings, their weekends, and their expertise for no reason other than a belief that every child deserves to grow up free from bullying, online and offline. That generosity is the quiet engine of this charity.

People sometimes ask me how a small UK charity can have a global reach. The answer lies in our sister organization in the United States, the Power of Zero Foundation. The Foundation is an independent 501(c)(3) organization with its own directors, though I have the privilege of serving as chair of both boards. This structure allows us to bring our programs to the United States and, increasingly, to Latin America. Our chief executive officer, Nicholas Carlisle, spends significant time running the Foundation, and in return for the program materials and the management that we provide, the US entity pays our UK charity a management fee. Two organizations, one mission and a far greater reach for the children and teens we serve than either could achieve alone.

Looking back on the year - the completion of our Superpowers pilot in Portugal, the launch of our pilot in Colombia, keynote invitations from Lebanon to Argentina - what stands out to me is not any single achievement, but the team behind them. We set out to build that team in 2025, and we did. Now, with the right people in the right places, we are ready to scale.

Gratefully,



Philip Jonckheer
Chair of the Board of Trustees

Objectives and Activities

The objectives of Power of Zero are the advancement of education of children in the United Kingdom and countries across the world. Children are now online from their earliest years. By the time they are eight they average five hours a day online. We want to ensure that every young child learns the life skills that they need for the digital age. We aim to achieve this by:

- Providing early educators, teachers, school leaders, parents and caregivers with lessons, videos, books, and games to teach children social and emotional skills and digital literacy both online and offline;
- Providing teacher training to early educators and teachers in preschools, kindergartens, primary and secondary schools in how to teach children social and emotional skills and digital literacy;
- Educating parents and caregivers on how to mediate the Internet use of their children and teach them the skills and values that they need for digital parenting;
- Training teachers and other school personnel in interventions for preventing and responding to student online and school bullying.

The objectives set out above fall within the purposes set out by the Charities Act 2011. We have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives, and in planning our future activities.

Achievements and Performance

Power of Zero pursues three major initiatives to ensure the well-being of children and teens

- The Superpowers Classroom Program, which gives young children (ages 4 to 8) the social, emotional, and digital literacy skills they need to navigate their online and offline lives.
- The No Bully Program, which supports schools in preventing and responding to bullying and cyberbullying.
- The Digital Parenting Program, providing parents and caregivers with tools to guide children safely through the digital world.

Power of Zero operates as a global movement through two legal entities: Power of Zero UK, which develops and owns our programmes, and our sister charity Power of Zero Foundation USA, which delivers programmes under licence from the UK charity. During 2025 the UK charity also provided management and programme-development services to the Foundation under a management services agreement (see Structure, Governance and Management below). The achievements described in this section reflect the work of the global movement; where activities were delivered by the Foundation, this is indicated.

1. Superpowers Classroom Program

Activities

Following the successful completion in 2024 of our three-year pilot for kindergarteners in the Philippines — co-created with the University of the Philippines and the Philippines Mental Health Association, and evaluated by the University of Melbourne — 2025 was a year of international expansion for the Superpowers Classroom Program, with new pilots in Europe and Latin America.

Achievements

- We completed the Superpowers kindergarten pilot in Portugal, supported by our corporate sponsor Start Campus. Building on its success, we are now creating the programme for grades one and two for Portugal, and are exploring a more ambitious scale-up to bring Superpowers to early primary schools across the country.
- We launched a pilot of the Superpowers programme in Colombia, operated through our sister organisation Power of Zero Foundation USA. The pilot will continue through 2028 and represents a significant opportunity to demonstrate evidence of the impact of the Superpowers programme on children's empathy, resilience, critical thinking, and emotional regulation skills.

Plans for the Future

In 2026, we plan to:

- Develop the Superpowers programme for grades one and two and progress plans for a national scale-up across early primary schools.
- Continue the Colombia pilot, building the evidence base for the programme's impact on children's social and emotional skills.
- Begin development of a Superpowers programme for Guatemala in Central America, through our sister organisation, commencing in July 2026.

2. No Bully Programme

Activities

The No Bully Programme trains schools in bullying prevention and response, using a whole-school approach that builds inclusion and kindness. We continue to be recognised as thought leaders in how to create schools where students can find belonging.

Programme delivery is primarily carried out by Power of Zero Foundation USA under licence from Power of Zero UK, with the UK charity providing licensing oversight, programme development and management support. During the year the UK charity also delivered keynote and programme services directly, generating £26,592 of programme income.

Achievements

- Our chief executive officer was invited to give keynotes in Lebanon and Argentina, reflecting the growing international recognition of our approach to building schools of belonging.
- We continued to support leading international schools in Singapore and Hong Kong.
- With school budgets in the United States continuing to be cut, we invested in developing a budget-friendly version of the No Bully programme, making it accessible to a wider range of schools.

Plans for the Future

In 2026, we plan to create the School of Belonging: an online learning series of modules for school pastoral teams and student support services, helping schools build the skills to prevent and respond to bullying and create a culture of belonging.

3. Digital Parenting Programme

Activities

Digital Parenting, launched in 2024, provides parents and caregivers with tools to guide children safely through the digital world, anchored by the First Device Campaign and the Heroes of Zero animated video series that we host on our website and on YouTube Kids.

Plans for the Future

- We are seeking to progress funding and production of new Heroes of Zero episodes - the first season was hugely successful and has received over 2 million views worldwide. With this in place we plan to launch another parent facing campaign.
- We are developing two digital workshops for parents - one for parents of young children and one for parents of teens - and will integrate parent guidance into Superpowers and No Bully training materials.

Structure, Governance and Management

Power of Zero is a Charitable Incorporated Organisation governed in accordance with the terms of its written Constitution. The Board of Trustees is responsible for its management.

Trustee appointments are made by the Board of Trustees in accordance with the provisions of the Constitution.

Our relationship with the Power of Zero Foundation

Power of Zero works alongside its sister charity, the Power of Zero Foundation, a non-profit organisation registered in the United States. The two entities share a common mission and operate in practice as a single global movement, while remaining legally independent and separately governed.

Power of Zero is the owner and developer of the Superpowers, No Bully and Digital Parenting programmes, and licenses these programmes to the Foundation for delivery in the United States and other markets. In addition, under a management services agreement, the UK charity provides the Power of Zero Foundation with management, programme development and administrative services. In return the UK charity received a management fee of £65,496 in 2025, which represented its largest single source of income for the year.

The trustees keep this arrangement under review to ensure that it is in the best interests of the UK charity, that services are provided on appropriate terms, and that any conflicts of interest are identified and managed in accordance with our Conflict of Interest Policy.

Policies

We have a commitment to upholding the highest standards of safeguarding, ensuring that our safeguarding measures are robust and reflect the environments in which we work. Since 25 August 2020 when Power of Zero was incorporated, the Trustees have approved and adopted a Conflict of Interest Policy; a Safeguarding of Children Policy; a Sponsorship Policy; a Reserves Policy; a Risk Policy; a Formation of Partnerships and Business Relationships Policy; and a Whistleblowing Policy.

Global Standards, Regulations and Conventions

As we work for children all over the world, we must ensure that we live up to the standards and regulations that we demand of all actors influencing children's lives. Globally, Power of Zero adheres to national and international standards and regulations. We are also committed to supporting the implementation of internationally recognised conventions, including the United Nations Convention on the Rights of the Child, the Convention on the Elimination of All Forms of Discrimination Against Women, and the UN Convention of the Rights of Persons with Disabilities, with a focus on promoting and protecting the rights of children with disabilities.

Financial Review 2025

The Statement of Financial Activities shows income of £114,609 for the year ending 31 December 2025. Of this, £26,592 was income from our No Bully programme for schools, £22,521 was in the form of corporate sponsorship and individual donations, and £65,496 was a management fee received from our sister charity, Power of Zero Foundation USA, for management and programme development services provided by the UK charity (see Structure, Governance and Management above).

Our total expenditure in 2025 was £111,064, including a net exchange loss of £661, resulting in net income for the year of £3,544. We ended the year with total funds of £81,931.

Income for the year was below budget by 26%, principally because No Bully licence income and corporate sponsorship were lower than planned, reflecting the continuing transition of front-line programme delivery to Power of Zero Foundation USA. Expenditure was carefully managed at 95% of budget, allowing the charity to end the year with a modest surplus.

Reserves Policy

Under the Reserves Policy the trustees aim to keep three months of core operating costs in the charity's unrestricted reserves. This equates to unrestricted funds of £28,000 based on the core operating costs for 2025. As stated above, we closed the year in alignment with our reserves policy.

Trustees' Declaration

Trustees' Responsibilities

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. Under that law they are required to prepare our financial statements in accordance with UK Accounting Standards.

Under charity law, the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and the excess of income over expenditure for that period. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern;
- use the going-concern basis of accounting, unless they either intend to liquidate the charity or to cease operations or have no realistic alternative.

The trustees are responsible for keeping adequate and proper accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity. They are responsible for such internal control as they determine necessary to enable the preparation of financial statements free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website.

The Trustees declare that they have approved the Trustees' report above.

Signed on behalf of the Charity's Trustees



Philip Jonckheer
Chair

Statement of Income and Expenses

For the Year Ended December 31, 2025

Basis of Preparation: Accrual Basis | All Figures in GBP (£)

I. Income

Revenue Stream	Actual Year-End Total (£)
Educational Programs	
* No Bully Key Note Fees	13,021.74
* No Bully Program	13,570.71
Total Educational Programs	**26,592.45**
Fundraising Revenue	
* Corporate Sponsorship Unrestricted	19,732.18
* Individual Donations	2,788.47
Total Fundraising Revenue	**22,520.65**
Management Fees	**65,495.96**
===	===
TOTAL INCOME	**£114,609.06**

II. Expenditures

Expense Category	Actual Year-End Total (£)
Communications & Campaigns	
* Conferences & Events	560.40
* Digital Marketing	813.73
* Website	796.00
Total Communications & Campaigns	**1,170.13**
Dues and Subscriptions	**673.66**
Educational Program Development	
* Educational Consultants	12,464.43
* Program Evaluation	2,138.78
* Program Graphic Design	3,000.00
Total Educational Program Development	**17,603.21**
Human Resources	
* Insurances	299.85
* Professional Development	2,500.00

Total Human Resources	**2,799.85**
Office & Administrative Expenses	
* Accounting Fees	1,993.20
* Bank Service Fees	173.51
* Filing Fees	32.51
* Legal Fees *(CEO Employment Contract)*	1,000.37
* Liability Insurance	380.94
* Office Supplies	35.01
* Printing	121.36
* Software	830.82
* Telephone/Internet	192.92
Total Office Expenses	**4,760.64**
Payroll Expenses	**75,030.10**
Travel and Meals	
* Airfare	5,936.39
* Lodging	599.39

* Other Travel	508.96
* Travel Meals	322.01
Total Travel and Meals	**7,366.75**
===	===
TOTAL EXPENDITURES	**£110,403.34**

II. Financial Summary

Summary Line Item	**Actual Year-End Total (£)**
NET OPERATING INCOME	**£4,205.72**
Less: Exchange Gain or Loss	(661.25)
===	===
NET SURPLUS FOR THE FISCAL YEAR	**£3,544.47**

Independent examiner's report to the trustees of Power of Zero

I report to the trustees on my examination of the accounts of Power of Zero (the Charity) for the year ended 31 December 2025.

Responsibilities and basis of report

As the charity trustees of the Charity 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 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

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

- accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
- the accounts do not accord with those records; or
- 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.



Brian Dorgan

FACCA

117 Clock House Road Beckenham, BR3 4JY

Date: 19 July 2026