



Making a difference

Empowering young people

Inspiring change



IMPACT REPORT

2023

Bullies Out[®]
www.bulliesout.com

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ABOUT BULLIESOUT

Award-winning charity BulliesOut, founded in 2006, is one of the UK's only charities dedicated to anti-bullying. Our work is delivered across the UK and through our work we provide mentoring and counselling support, workshops, training, and youth engagement programmes to over 10,000 people each year.

OUR VISION, MISSION AND VALUES

Our Vision:

Our vision is to empower and inspire children, young people and adults to overcome bullying behaviour, recognize their self-worth and achieve their full potential.

Our Mission:

Our mission is simple; to support individuals, schools, youth and community settings and the workplace through positive and innovative anti-bullying programmes, and to empower individuals to achieve their full potential.

Our Values:

- » **Ambitious:** We are ambitious, hardworking, and dedicated to supporting those we work with.
- » **Community:** We will continue to collaborate with organisations and partners in the community to complement the existing resources available.
- » **Empowerment:** We will strive to deal with the systemic issue of bullying and empower our beneficiaries to speak out and inspire change.
- » **Excellence:** Leading the field in best practice and high standards. To continue to grow, adapt and deliver our services with experience, passion, and skill.
- » **Integrity:** We are honest and fair and consistently act in-line with a moral code in all that we do.

We do our utmost to be ambitious and continue to deliver an excellent service to the people with whom we work.

The children and young people we work with are full of potential and have the power to inspire change. We will continue to empower them to speak out against bullying behaviour, behave with integrity and act as role models within their communities.

A MESSAGE FROM LINDA JAMES MBE, FOUNDER/CEO

This year, we have embarked on a journey that has explored the profound impact of our collective efforts over the past year. This impact report is not merely a compilation of statistics and figures, it is a testament to the transformative power of our actions, dedication, hard work, and positive change we have ignited in the communities in which we work.

All our services, including anti-bullying workshops and training programmes, have continued to be in demand and our fantastic trainers have delivered our work with dedication, positivity, and huge smiles!

In a world marked by constant change and challenges, our team's commitment to BulliesOut has been unwavering and this report goes beyond the numbers and delves into the stories of the lives we have touched, communities uplifted and the sustainable imprint we have left. It is a narrative of progress, resilience, determination, and the relentless pursuit of a world without bullying.

As you navigate through the pages of this report, I encourage you to reflect on our journey. Each programme, initiative and partnership represented is a building block in the foundation of BulliesOut. We have not only measured success in terms of outputs, but also in the lasting changes experienced by individuals and communities.

Our work extends far below the surface, reaching into the very core of the communities in which we engage with. It is a mosaic of empowerment, education, awareness, and sustainability that paints a vivid picture of our commitment to making a meaningful, long-lasting difference. This report encapsulates the essence of our ethos - the belief that positive change is not only possible, but achievable through concerted, strategic, and compassionate effort.

As you read our report, please celebrate our achievements, and acknowledge the challenges we face as we chart a course for the future. We are architects of transformation, and this report serves as a testament to the indelible mark we are leaving on the world.

My heartfelt thanks to our amazing team, our wonderful beneficiaries, our partners, ambassadors, supporters, and fundraisers. Your unwavering commitment is helping us create a brighter tomorrow for those affected by bullying behaviour.

We will continue to forge ahead, knowing that our impact is not just a reflection of our past, but a beacon guiding us towards a future of limitless possibilities.



Linda

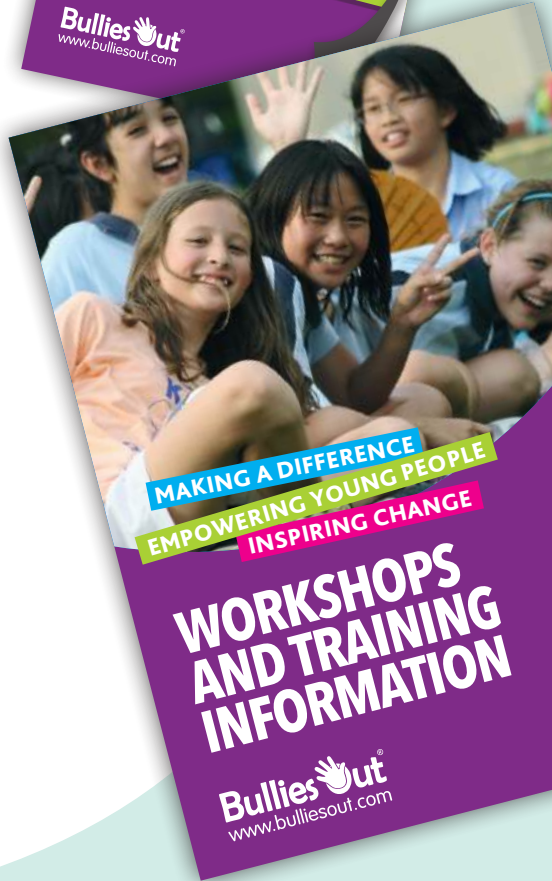
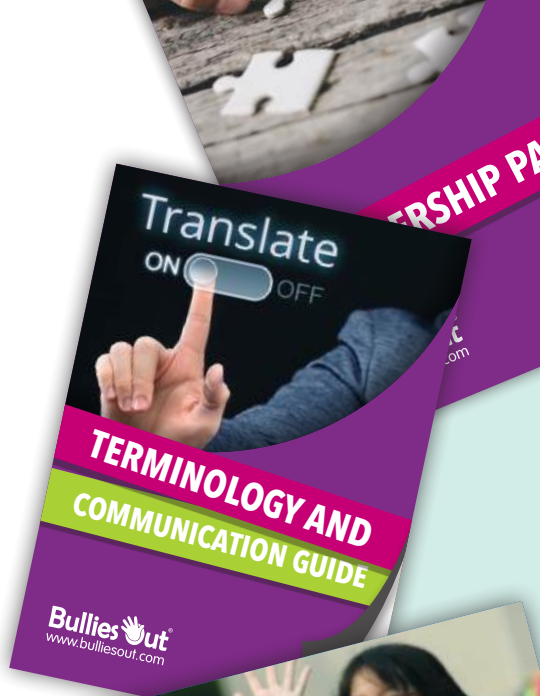
MAKING A DIFFERENCE SINCE 2006

Most people will be affected by bullying behaviours at some point in their lives, be that as someone who has been affected by bullying, a bystander, or even the person displaying the behaviour. For over 17 years, we at BulliesOut have worked tirelessly to improve the lives of those affected by bullying behaviour, and we're needed now more than ever.

Through our workshops, resources and training programmes, we aim to educate people on the impact of bullying behaviours, and ultimately reduce the proliferation of bullying in schools and workplaces. For those currently struggling with the impact of bullying behaviours, we provide much-needed counselling and e-mentoring support.

What difference does our work make?

- Helps children, young people and adults recognise and respond to bullying behaviour
- Reduces feelings of loneliness and build support networks for those who have been bullied
- Boosts confidence, self-esteem and overall mental health
- Champions resilience as a tool to improve well-being
- Challenges attitudes and motivates people to create a safe, inclusive and accepting environment
- Teaches conflict resolution skills and how to build and maintain positive and respectful relationships



THIS YEAR AT A GLANCE

- » We have used our expertise and enthusiasm to run interactive workshops and training programmes in schools and workplaces across the country.
- » Our peer mentoring programmes have helped transform schools and playgrounds into happier, safer places for everyone.
- » Our CPD Certified training sessions have helped to create safe, respectful, anti-bullying working environments.



- » We added new downloadable resources to our website including posters, activity sheets and informative anti-bullying publications, many of which are available in Welsh.
- » We continued to work collaboratively with our public, private and third-sector partners to maximise the impact of our work and share our expertise with other professionals.



THIS YEAR IN NUMBERS

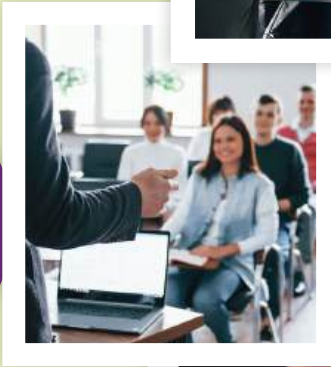
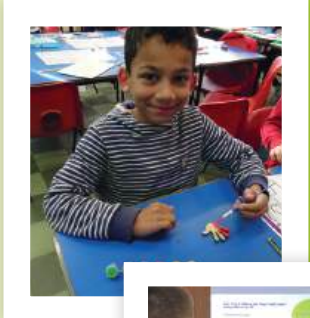
WORKED WITH 152 SCHOOLS

DELIVERED TO 9 NEW BUSINESSES

WORKED WITH 201 PARENTS

ACTIVITIES TO 3895 CHILDREN AND YOUNG PEOPLE THROUGH COMMUNITY EVENTS

WORKING WITH A TOTAL OF 19,714 CHILDREN, YOUNG PEOPLE AND ADULTS



A SUCCESSFUL YEAR FOR OUR SERVICES & PROJECTS

PEER MENTORING

Peer2Peer

In 2023, we delivered our award-winning Peer2Peer training to **500 young people**. The programme involves a full day of engaging, interactive sessions designed to train young people in valuable skills such as active listening, confidentiality, and managing conflict.



Playground Pals

This year we delivered our Playground Pals training to **202 primary school children**, empowering them to promote inclusion, friendship and kindness through games, art, stories and drama.



“This day has surpassed expectations. It was truly excellent. Abigail was fantastic, engaged with myself and the children. The Playground Pals course has propelled our school further down the anti-bullying journey. Thank you. I would love to engage with BulliesOut on an annual basis if possible and would be happy to promote the charity in any way we can in the North East.”

SCHOOL WORKSHOPS

Our interactive and creative workshops cover a range of anti-bullying and wellbeing themes and are suitable for schools as well as youth and community settings. The sessions are designed to encourage debate and participation in order to motivate children and young people to create safer, happier environments.

In the past 12 months, we delivered inclusive, engaging and age-appropriate workshops to **9830 children and young people**.

In 2023, we also delivered our Stand Up, **Speak Out, Stay Safe** assembly to **4197 children** in schools throughout the UK.

“

“A fantastic engaging lesson - very relevant for the age of the children. The children were focused and motivated throughout. Thanks for an excellent lesson.”

Online Safety Workshop

”



COUNSELLING & E-MENTORING

e-Mentoring

To challenge barriers of distance and location, we began an e-Mentoring service to offer one-to-one support via email to those affected by bullying. As face-to-face counselling can be a scary step for many people, e-Mentoring is an alternative solution that encourages open and honest conversation.

This year we provided **210 e-Mentoring sessions** to people in need of support.



'Talk2Us' Counselling Service



For those affected by bullying behaviours, it can be tough to find someone you trust to share your experience with. Our Talk2Us counselling service provides people with a safe space in which to explore the bullying behaviour they've experienced, while rebuilding their self-confidence and self-belief.

In 2023 we provided **60 counselling sessions** to people who have been impacted by bullying.



Workplace Training

Every year, over 18 million working days are lost due to bullying behaviour and 1 in 3 employees say they have been bullied at work. At BulliesOut, we are constantly raising awareness of bullying in the workplace and our training programmes teach employees and employers how to recognise the signs of bullying and what to do if it happens to them.

In 2023, we delivered training to **256 adults** through our 'Lunch & Learn Sessions', promoting mental and physical well-being whilst building social skills and confidence.

We also delivered **CPD certified training** to a further **592 adults in the workplace**, empowering people to create a positive working environment.



Parents, Carers & Guardians

To create a safe space in which young people can learn and grow, adults must understand how to recognise bullying behaviours, as well as when and how to step in.

This year we **worked with 201 parents, guardians and carers** to build on their anti-bullying knowledge and skills through carefully created training sessions.



SCHOOL STAFF AWARD

2023 saw our third annual School Staff Award Wales, run in collaboration with our friends at the Anti-Bullying Alliance. The award aims to recognise and celebrate school staff who go beyond the call of duty to support children and young people and is unique in that all nominations come directly from pupils and winners are chosen by a panel of young people.

An overview of this year's awards:

We'd like to extend a big thank you to everyone who submitted nominations and to the wonderful panel of young people who rose to the challenge of choosing the winners!



Over 400 nominations submitted from England, Wales & Northern Ireland

More nominations in Wales in 2023 than in the previous two years

Prizes generously provided by Radnor Fam



THIS YEAR'S WINNERS:

- » Miss Houston, St Peter's RC Primary School, Cardiff: "I have nominated Miss Houston because she takes time for us to understand the lesson and make fun things happen... She talks to us about being a good friend and tells us to use kind hands, kind feet and kind actions, and to include everyone in our games."
- » Miss Sana Ali, Blackwood Comprehensive School: "Miss Ali is kind and caring: She taught us how to react to different types of bullying and listens when someone is talking about something that is going on."

Congratulations to our winners and to all of the inspirational staff who were nominated for helping to make schools safe and happy places for children and young people.

FUNDRAISING FOR BULLIESOUT

Fundraising directly impacts how much support we, as a charity, can provide but it can also be a rewarding and life-changing experience for the fundraisers themselves. This year, we saw passionate individuals, dedicated school groups and hard-working corporate teams raising vital funds for BulliesOut through a range of activities. Some of the events and challenges undertaken in 2023 included;

- » Sponsored runs/walks including our annual Step into September campaign and the Cardiff Half Marathon
- » A sponsored skydive from 12,000 feet
- » Abseiling from Newport Transporter Bridge
- » Climbing Pen Y Fan
- » Bake sales and fancy-dress days for our yearly Go Purple campaign week
- » And much more!



Fundraising Hero Awards

Every year, we like to celebrate some of the amazing fundraisers who take on all sorts of challenges to raise money for BulliesOut. Without their commitment to our mission, we would not be able to deliver the award-winning programmes and services that improve the lives of so many people affected by bullying behaviours.

Our Fundraising Hero Awards recognise the outstanding fundraiser in the following four categories:

- » Fundraiser of the Year
- » Young Fundraiser of the Year
- » Corporate Fundraiser of the Year
- » School Fundraiser of the Year

MEET OUR 2023 FUNDRAISING HEROES:



Fundraiser of the Year:
Joshua Lovell



Young Fundraiser of the Year:
Keira John



Corporate Fundraiser of the Year: Vetro Recruitment

Awards and Recognition

Year after year, BulliesOut receives widespread recognition for our anti-bullying efforts in the form of national and regional award nominations, as well as accolades from accreditation bodies. This year was no different, and we're proud to share the following list of achievements from the past year:



2023

- » Re-Achieved the Investing in Volunteers award
- » Charity Finalist, Cardiff Life Awards
- » Winner, Best Anti-Bullying Non-Profit 2023 (UK), The GHP Mental Health Awards
- » Winner, Best Anti Bullying NPO, International Elite 100 Global Award
- » Winner, Best Peer Mentoring Secondary Education Programme, International Elite 100 Global Award
- » Winner, Best Anti-Bullying NPO (UK), Global 100
- » Winner, Best Peer Mentoring Programme (UK), Global 100
- » Winner, Anti-Bullying Organisation of the Year, UK Enterprise Awards



Continuing successful partnerships with local councils

All local councils have a level of responsibility to ensure that the young people being educated within their area are protected and safeguarded from harm, and addressing bullying is an increasingly vital aspect of this. As a charity based in South Wales, BulliesOut are delighted to have the support of both the Vale of Glamorgan Council and Caerphilly Council.

For the past 6 years, our partnership with the Vale of Glamorgan Council has allowed us to deliver invaluable workshops and training sessions in their schools. As well as making an immediate difference to the young people involved in our activities, the council's show of support for our work has a positive impact on the wider community, increasing respect, tolerance and compassion among its residents.

In 2023, we also began working with Caerphilly Council and look forward to developing our partnership with them in years to come in the same way as we have with the Vale of Glamorgan.



FEEDBACK



"Excellent session. Great pace and range of activities. Diolch!"

Online Bullying Workshop



"A stimulating workshop. Good opportunities for discussion provided.

A good balance of individual/group tasks."

Positive Friendships Workshop



"The trainer is outstanding in their delivery of the workshops. They are enthusiastic and engaging. They care and understand the children's needs. Great workshop."

Hand of Courage Interactive Workshop



- Archbishop of Wales Fund for Children
- Millennium Stadium Charitable Trust
- Asda Store, Leckwith, Cardiff
- People's Postcode Lottery Community Fund
- Comic Relief Community Fund
- Principality Trial and Learn Fund
- The 29th May 1961 Charitable Trust
- Groundwork UK – Tesco Community Grants
- The Ratcliffe Foundation
- The Woodward Charitable Trust
- Cardiff Cohesion Fund
- United Way UK Ltd
- Lisa Johnson
- BNI Cardiff Bay
- Louise Hamlin
- HWRK
- RM Bariatrics
- Karolo Ltd
- Martyn Prowel Gartside Solicitors
- Vetro Recruitment
- Ascari
- Farsight Films
- Badwolf
- Nigel Owens MBE
- Introbiz Cardiff
- Bisley Office Furniture
- Katy Wowers

THANK YOU!

We'd like to extend a massive thank you to all the funders, ambassadors, and corporate partners who supported BulliesOut in 2023.

As you have seen in this report, our work has made a massive difference to people this year, but we couldn't have done it alone. It is thanks to generous contributions from these businesses, organisations and individuals that we can continue to offer anti-bullying programmes and support services nationwide.



If you're interested in supporting BulliesOut as a corporate partner, please get in touch with us at mail@bulliesout.com and we'll be happy to send you our Partnership Pack.

LOOKING TO THE FUTURE

THE ROAD AHEAD

Our mission is to support individuals, schools, youth and community settings and the workplace

through positive and innovative anti-bullying and well-being programmes and to empower

individuals to achieve their full potential and this forms the catalyst for our future journey.

We have conducted a SWOT analysis and have identified the internal and external factors affecting our charity. In our strategy, we have planned how we will leverage our strengths, address weaknesses, capitalise on opportunities, and mitigate threats. This will enable us to successfully navigate the road ahead.

We understand the importance of transparent communication with stakeholders and we will ensure that

our beneficiaries, partners, funders, employees, volunteers and other relevant parties are kept informed and engaged throughout the journey.

We are looking forward to expanding our range and developing new campaigns, programmes and projects. To help us do this, we will grow and develop our team - both employed and voluntary.

In the New Year we will be opening our first Pre-Loved Charity Shop. Based in Cardiff, this long-term vision of ours is finally becoming a reality. We have been busy collecting and preparing donations and the doors will open on January 29th 2024. The shop will not only help us raise much needed funds, but will also raise awareness and we hope that it will become an integral part of the community.

Keep a look out on our social media platforms for the opening time and further information and pop down and see us!



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