



# IMPACT REPORT

## 2022-2023

women's aid  
until women & children are safe

# A message

## from our Chief Executive

As I reflect on the past year, I feel proud of everything we've accomplished while acknowledging everything we have yet to do. From working with our members and lobbying government to raising life-saving funds and campaigning for change, we have never lost sight of women affected by male violence and the lifesaving services that support them.

**We thank every single person and organisation that has come together to make this progress possible.**

Our forces joined, we have remained unwavering in our commitment to building a world where women and children are free from harm. It is this relentlessness that has resulted in the Emergency Fund for survivors of domestic abuse – a change that we, along with many other organisations, tirelessly campaigned for.

Over the year, we also relaunched our Survivor's Handbook, enabling survivors to access practical support, and we have helped more survivors find safety through what has been a challenging year. The effects of the cost-of-living crisis are still being felt by survivors and services all over the country – underscoring the importance of supporting women to recover and creating a world where they never have to recover from domestic abuse in the first place.

With that being said, it feels like real progress is being made. It has been powerful to see more people discussing violence against women in the media and within institutions. Through our World Cup campaign, which acknowledges how existing abuse can become more frequent or severe during big sporting events, our flagship mental health campaign, which has reached its final year, and our progressive work with children and young people, we are stopping abuse before it starts and challenging the misogyny that underpins it.



**“It is this relentlessness that has resulted in the Emergency Fund for survivors of domestic abuse – a change that we, along with many other organisations, tirelessly campaigned for.”**

In this impact report, we share the incredible work that we have done over the past year as we continue with the movement that is Women's Aid.

But the fight is far from over. Next year, Women's Aid will commemorate 50 years of supporting survivors. As well as reflecting on how far we have come, we are more ambitious than ever in how far we have yet to go. To that end, we will continue to campaign and challenge violence against women, making it a national priority and keeping survivors at the heart of everything we do.

In truth, my hope is to one day be in a place where we needn't share the ambitions of Women's Aid. This would symbolise that we have progressed to a world where domestic abuse is no longer tolerated. Until then, let's keep listening, let's keep learning and let's keep prioritising the safety of women and girls.

**Farah Nazeer**  
**Chief Executive, Women's Aid**



# Coming together across society and communities to end domestic abuse

We know that domestic abuse is devastatingly common, with 1.7 million women experiencing it every year<sup>1</sup>. Domestic abuse is a gendered crime disproportionately affecting women and girls, and in particular marginalised women and girls who face additional inequality and discrimination. Yet the sexist and misogynistic attitudes that underpin abuse remain shockingly prevalent, with three women being killed a fortnight by a current or ex-partner<sup>2</sup>, so much needs to change before women and children are safe.

As experts working to end domestic abuse for nearly half a century, we know there is no quick fix. But to achieve our goal, we need people to **come together**, to **step up**, and **do what they can do in their communities and workplaces** to end domestic abuse. As Women's Aid heads towards its 50th birthday, we are asking everyone if they will **'Come Together to End Domestic Abuse'**; women, men and young people together. We trained **300 new advocates**, working within the sector, to support survivors and their children. Each advocate supported on average 50 women, totalling a **reach of 15,000 survivors per year**. 33 member coaching sessions were held and 23 member services were supported to achieve National Quality Standards Stage One, full awards or to complete quality reviews ensuring quality provision and services for survivors.

Our 'Come Together to End Domestic Abuse' campaign launched in summer 2022 at our annual National Conference, with a video featuring our ambassadors and supporters. We have since produced a **report on the attitudes underpinning abusive behaviour**, aiming to understand why domestic abuse is tolerated to inform campaigning strategy. We shared 'Come Together' at **political party conferences**, with our Patron, Melanie Brown MBE, in partnership with The Sun, and at our own Public Policy Conference. The Sun launched 'Speak Out Against Domestic Abuse' in support of the campaign reaching **over 86 million people**.

**#EndAbuseTogether**



[womensaid.org.uk/endabusettogether](https://womensaid.org.uk/endabusettogether)

<sup>1</sup> Office for National Statistics (ONS). (2022). *Domestic abuse victim characteristics, England and Wales: year ending March 2022*. Published online: ONS Domestic abuse victim characteristics. England and Wales - Office for National Statistics. (ons.gov.uk).

<sup>2</sup> Ibid.



# women's aid

until women & children are safe



#DeserveToBeHeard

of domestic abuse on the  
women and their child

**COMING  
TOGETHER TO  
PUT SURVIVORS  
AT THE HEART OF  
POLICY**



**Women's Aid brings together survivors and policymakers to ensure that survivors' experiences are understood, and their needs are central to funding and policy decisions.**



**£300,000**

Following nine months of campaigning, Women's Aid was awarded a £300,000 fund from the Home Office to help survivors flee abuse. Survivors have received **£250-£500** one-off payments.



Our campaigning led to a **specific focus on services supporting survivors of domestic abuse** in the £100 million committed by government to charities in the **2023 budget**.



**£370,000+**

Donations worth over £370,000 were shared with member services including toiletries, clothes and electrical goods helping to meet survivor essential needs



**3,000**

**survivors** attended our **Power to Change** recovery programme, receiving support on understanding their experiences of abuse and for the start of their journey to recovery.



**1,134**

**children and young people** were supported to understand the abuse that they had witnessed/experienced via our **Helping Hands** programme.



We led the way in evidence and data on domestic abuse. Over **21,000 people have downloaded our reports and publications**, sharing the latest research on survivor experience and our approach to ending domestic abuse.



Our Patron, **Melanie Brown MBE**, spoke out on key issues affecting survivors on our Speak Out Against Domestic Abuse panel at **our Public Policy Conference** with the Leader of the Labour Party, **Sir Keir Starmer** (pictured above, with Victoria Derbyshire and Women's Aid Chief Executive, Farah Nazeer). 140 people attended, including survivors, member services, corporates, and senior representatives from across government, parliament and statutory services. The panel made headlines across national papers, **reaching 1.7 million people**.

# We successfully campaigned for an

## Emergency Fund for survivors of domestic abuse

Survivors and lifesaving specialist domestic abuse services have been acutely exposed to the rising costs of living over the past year. We have worked quickly to respond to their needs, including campaigning for an 'emergency fund' for survivors of domestic abuse from July 2022 until March 2023, calling urgently for increased funding for frontline services and working in partnership with other charities including Surviving Economic Abuse, as well as the Domestic Abuse Commissioner for England and Wales, to highlight the severe impacts of the crisis on our sector.

In June-July 2022, during the height of the cost-of-living crisis, we conducted a survey<sup>3</sup> with women who were experiencing domestic abuse or who had experienced domestic abuse in the past 12 months. This research found that **73% of women living with and having financial links with their abuser struggled to leave the abuser due to the cost-of-living crisis**, saying it either prevented them from leaving or made it harder to leave.

**Our campaign, alongside nine months of close engagement with the Home Office and with the Home Secretary directly, has resulted in government funding a £300,000 emergency fund for survivors to access to escape abuse. While we initially campaigned for £1 million, this pilot scheme has enabled survivors to access between £250-£500 to flee abuse, centring survivor need during the cost-of-living crisis.**

Our research also demonstrated the devastating impact that the rising costs of living are having on specialist domestic abuse services – our survey with members found that **one in five (20%) services had staff who were using foodbanks, and 67% said that if this crisis continues without intervention, they would have to turn survivors away from existing support, reduce the support available or close all together**. This rose to 85% of services run by and for Black and minoritised women. Our campaign – which included awareness-raising activity, an event in parliament convening 39 MPs and direct engagement with Home Office ministers – has had results. As well as securing a **£300,000 pilot fund for survivors**, we secured a **specific focus on domestic abuse** within the £100 million pledged to charities in the Chancellor's March 2023 budget, and supported **By and For Black and Minoritised member services** with applications for up to **£10,000 each from the Caring Family Foundation**.



<sup>3</sup> Women's Aid. (2022). *Cost of Living and the impact on survivors of domestic abuse: A Women's Aid survey of women experiencing domestic abuse*. Bristol: Women's Aid.



## Experts by experience

We have continued to bring our **'Experts by Experience'** network of survivors together this year. The network provides support, skills and opportunity to ensure women's lived experience informs local practice and national decision-making.

The diverse community of survivors has shared their views, learnt new skills and connected with other women to promote empowerment and recovery from domestic abuse. Their voices and expertise have **influenced national decision makers**, including during parliamentary meetings, the development of legislation and at our Public Policy Conference.

"Whenever we come together, we become so much stronger, more determined to keep up the fight. Break down the very word **impossible** and it becomes **I'm possible.**"

*Expert by Experience*

The network has provided their expertise from lived experience to **Cafcass'** Domestic Abuse Learning and Improvement Board, the **Domestic Abuse Commissioner's** Perpetrator Strategic Reference Group and **Ministry of Justice** focus groups on the Victims and Prisoners Bill.

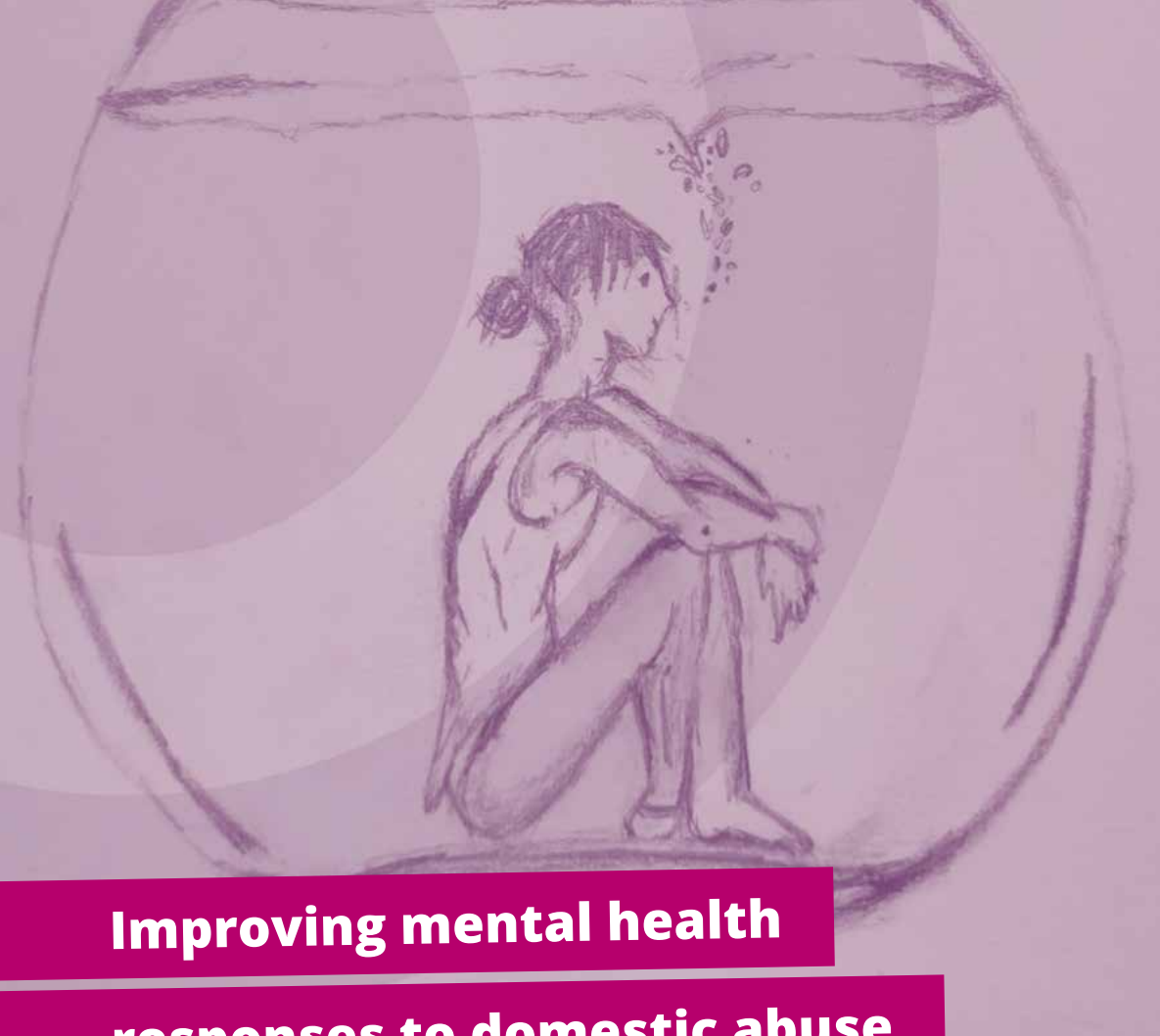
## Engaging decision makers

We work to ensure decision makers listen to the voices of survivors and specialist domestic abuse services.

- We responded to **13 consultations and inquiries from government, parliament and statutory agencies** – as a result we secured changes such as improvements to the statutory guidance on coercive and controlling behaviour, stronger government regulation of 'rogue' housing providers targeting survivors, and our key calls referenced in the Justice Committee's pre-legislative report on the Victims and Prisoners Bill.
- We contributed to **partnership working** within the violence against women and girls, housing and homeless and health sectors by **collaborating with sector partners**.
- We represented Women's Aid on **16 different government and agency advisory groups**, ensuring survivors' and specialist services' views are heard in policy making and development.
- We had a strong presence at both the **Labour and Conservative Party Conferences**, with three **over-subscribed fringe events** covering the Victims and Prisoners Bill, the 'Come Together' campaign and the need for a strategic health response to domestic abuse. Speakers included now-Treasury Minister James Cartlidge MP, the former government VAWG Advisor Nimco Ali OBE, then-Home Office Minister Mims Davies MP, Shadow Secretary of State for Women and Equalities Anneliese Dodds, VAWG policing lead DCC Maggie Blyth and online influencer Malin Andersson.

Our event at the Conservative Party Conference with Melanie Brown MBE resulted in front page coverage in The Sun newspaper, on the same day that Liz Truss's government U-turned on its economic policy.





## Improving mental health responses to domestic abuse

Our flagship **'Deserve to be Heard'** campaign continues to focus on improving the mental health response to survivors of domestic abuse and will conclude in September 2023. The campaign has featured spotlights on the experiences of Deaf survivors, older survivors and LGBT+ survivors and produced our survivor-led film, 'The Road We've Had to Walk' which launched in parliament to showcase what survivors want to see from mental health services.

The campaign successfully influenced the content of key government strategies including the Women's Health Strategy and the Home Office's Tackling Domestic Abuse Plan. The Women's Health Strategy, published in 2022, listed mental health and violence against women and girls as two out of six priorities and led to the appointment of the first Women's Health Ambassador.

The Tackling Domestic Abuse Plan provides millions of pounds of support to improve service provision for survivors and address abusers' behaviours. The campaign also focused on securing positive impact for survivors of domestic abuse through the Health and

Care Act 2022. While we did not manage to achieve our aim of ensuring a VAWG specialist was included on every new Integrated Care Board (ICB) across the country, the legislation does require that these new Boards include a mental health expert, which is a critical step to ensuring effective health commissioning for survivors in England. Following our subsequent engagement with NHS England, we also managed to ensure that the new guidance for ICBs explicitly references domestic abuse - essentially holding local health bodies responsible for meeting the needs of survivors.

- **£7.5 million** over three years to enable healthcare professionals to better identify, refer and support victims and survivors of domestic abuse.
- **£15.7 million** of the proposed funding each year to be spent on community-based services supporting victims and survivors of domestic abuse and sexual violence.



**Our open letter to the Women's Health Ambassador was signed by 478 #DeserveToBeHeard campaigners,** leading to her speaking at our Parliamentary film launch and prompting Parliamentary Champion sign-up, ensuring survivors' voices are heard within government.

'Deserve to be Heard' has continued to raise awareness of the impact of domestic abuse on the mental health of survivors throughout the media. Coverage included an interview with our Ambassador Alice Liveing in Grazia magazine, commentary from survivors on politics.co.uk and our Chief Executive, Farah Nazeer, in Marie Claire calling out the misogyny that underpins the abuse women experience.

**2,018**

people are now  
**#DeserveToBeHeard**  
campaigners.

**1,059**

campaigners  
signed our cost-  
of-living pledge with **518**  
**writing to their MPs** to commit to supporting  
survivors through the cost-of-living crisis.

**36**

**MPs** have pledged to 'hear' the  
voices of survivors, including one  
government minister.

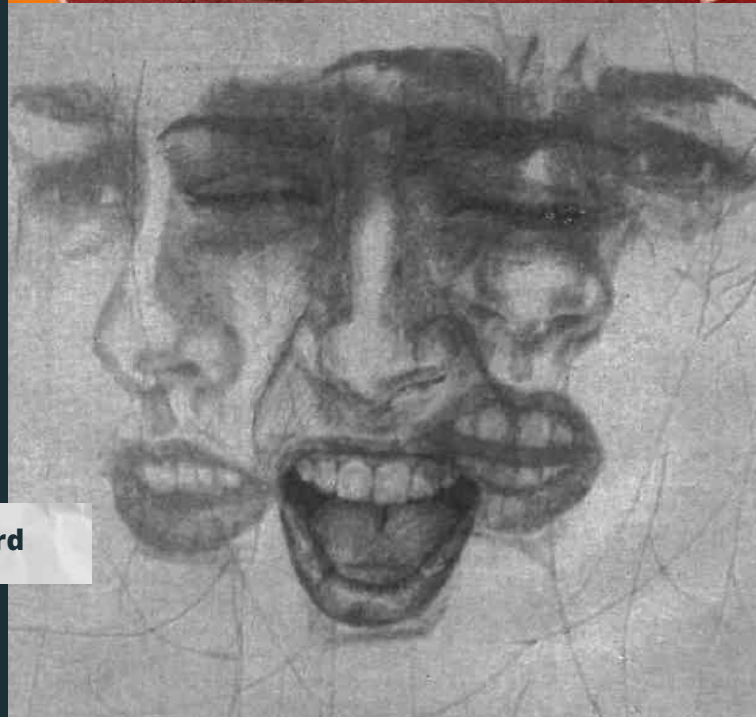
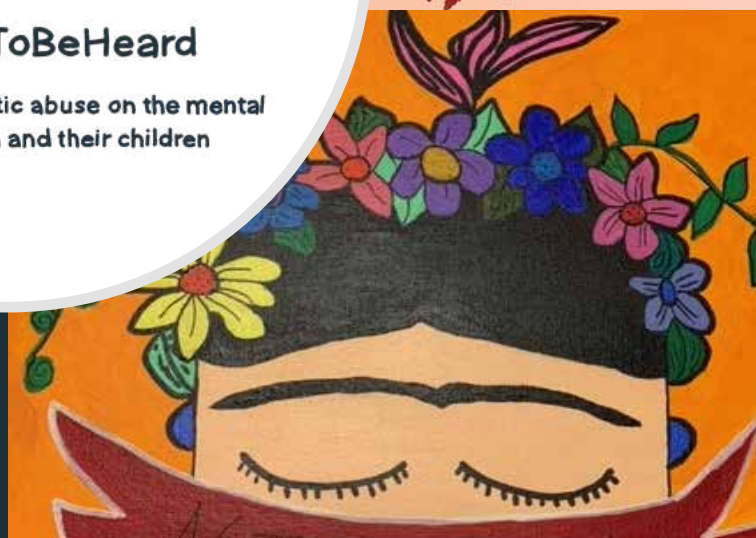
**7**

The campaign is supported by seven  
Parliamentary Champions, across three UK  
political parties (Conservative, Labour and  
Green), many of whom have gone on  
to attend and speak at Women's Aid events and  
frequently raise questions in parliament about  
domestic abuse and mental health.



**#DeserveToBeHeard**

The impact of domestic abuse on the mental  
health of women and their children



[www.womensaid.org.uk/deservetobeheard](http://www.womensaid.org.uk/deservetobeheard)



# COMING TOGETHER TO CREATE LIFELINES

**"I truly believe  
that some women  
have nothing else,  
nowhere else to  
turn, and I have  
never found any  
other place of  
such eye-opening,  
unjudgemental  
support for women."**

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*Survivors' Forum 2022  
Evaluation Survey*



**Women's Aid provides support and advice to women and their children through our range of lifesaving services.**



Our team of support workers was contacted over **16,200** times on **Women's Aid Live Chat**. Of these contacts, more than 87% were with survivors, while others included concerned friends and family, or professionals working with survivors.



We responded to more than **10,300 helpline emails**. Over **78%** were from **survivors**. 1,800 professionals, friends and family members concerned about survivors they know were also supported.



Our **dedicated service for professionals** supporting survivors was contacted by **480** professionals and the opening hours of this service have been extended to Monday-Friday 10am-4pm.



Our **Rail to Refuge** scheme is being **expanded** to other forms of transport to allow more survivors to flee abuse. **70% of survivors** using the scheme stated that they **wouldn't** have travelled unless the ticket was paid for.



Our **Survivors' Forum** supports over **13,500 members** and had more than 1.85 million page views last year. In our survey, **96%** of respondents said they feel **more supported** after joining.

## New support service launches

Our vital resource, 'The Survivor's Handbook', provides practical support and information for women experiencing domestic abuse. Since its relaunch, it has been **viewed 61,000 times** and our additional language audio versions have been **listened to 12,000 times**. We also launched our signposting and support page, the accessibility toolbar and a new search function enabling more survivors to access our lifesaving services.

# The Survivor's Handbook



[www.womensaid.org.uk/information-support](http://www.womensaid.org.uk/information-support)



## Our **No Woman Turned Away** project

gives tailored support to women

left with nowhere to turn



The No Woman Turned Away (NWTa) project provides dedicated support and telephone advocacy to women experiencing domestic abuse who face barriers in accessing a refuge space or safe accommodation.

In 2022, the No Woman Turned Away project received 394 referrals and 254 women completed the programme. We opened two new referral pathways and hosted workshops and webinars for members to find out more about the support the team offer.

At the end of support from the NWTa team, 25% of women were accommodated in a suitable refuge space and 19% were accommodated in emergency accommodation. When asked about their sense of safety, 55% of the survivors who gave us their views on this said there had been a significant (45%) or some (10%) improvement in their safety after working with the project.



**254** women engaged with the project and finished support between 1st January 2022 and 31st December 2022

**64** women (25.2%) were accommodated in a **refuge**

**49** women (19.3%) were found **emergency accommodation**



Our **National Training Centre** trained **100 advocates** to support survivors with immigration issues, with **each advocate supporting an average of 20 women per year.**

**"I feel like if I hadn't turned to No Woman Turned Away, I wouldn't have been able to get the right support for my client, and I personally wouldn't have been able to get them their needs met."**

*Local service support worker, 'Nowhere To Turn, 2023: Findings from the seventh year of the No Woman Turned Away project'*



[www.womensaid.org.uk/evidence-hub](http://www.womensaid.org.uk/evidence-hub)



**Sally\*** contacted our **Live Chat**

service when her ex-partner

continued to control her and push her

into debt during the cost-of-living crisis

Sally separated from her abusive partner last year, but he has been stalking her since they separated. There is an injunction in place which he keeps breaching, but he's not been arrested yet, so he continues to contact her on different platforms.

While they were together, Sally experienced extensive economic abuse. Her partner forced her to take out several loans and credit cards in her name. She had no access to the joint bank account which became overdrawn. This was part of a wider pattern of coercive control where he continuously put her down and insulted her and her parenting. Previously, the perpetrator threatened her employer and made allegations about her, so she lost her job. Sally is now in considerable debt.

The abuser has access to money and a well-paid job, but he is refusing to pay anything towards their child. He has said that he will pay, but only if she agrees to drop the injunction. Sally knows he is lying and trying to manipulate her, but she started to consider this – despite the risk to her safety – as she is feeling so desperate to look after her child.

Sally made contact with Women's Aid through Live Chat to seek some support, as she felt she was out of options. Sally has really felt the impact of the cost-of-living crisis and she's struggling to pay the bills. Sally often goes without and she's worried about going into arrears and losing her home. She's struggling to see a way forward now she doesn't have a job.

The support worker she spoke to provided emotional support and reassurance that there were routes for her to consider. Together, they talked through options to address the debt she's facing, how to access free housing advice, resources to access benefits she's entitled to, and links to potential advocates if needed with her housing provider. The support worker validated Sally's experience and made it clear that it was understandable that the abuse she'd been through had an ongoing impact on her finances, her wellbeing and self-esteem. We signposted her to courses on recovering from trauma and her local domestic abuse service for ongoing support.

*\*The name and other identifying information from this survivor have been changed to protect her anonymity.*



**For help: [chat.womensaid.org.uk](https://chat.womensaid.org.uk)**



# COMING TOGETHER TO CHANGE ATTITUDES





Women's Aid has a huge impact on awareness of domestic abuse through our work in the media, and our work within communities through schools, employers and public engagement.



We have achieved over **12,253 media mentions**, with a total reach of **165 billion**. Our news stories and media commentary regularly extend beyond the UK into the international news cycle.



This year, Women's Aid's profile has soared, and for the second year running, we have been voted the **most loved social justice charity by Savanta**.



Highlights have included an interview with our Patron Melanie Brown MBE on Newsnight and **front page coverage in The Sun** during the week of the Conservative Party Conference.



We **launched our TikTok channel**, with **24.7 million views** so far, sharing information on coercive control and early warning signs with millions of people.



We have over **358,700 followers** on social media, giving us a platform where we can change attitudes and increase understanding of domestic abuse with new audiences.

## 'He's Coming Home': Our award-winning campaign

'He's Coming Home', our advertising campaign made in collaboration with **House337**, has had **23 million views on TikTok**, a reach of **560,000 on Instagram** and **1.1 million impressions on Twitter**. The advert won one Silver and two Bronze British Arrows advertising campaign awards.

The advert highlights that domestic abuse can become more frequent or severe during big football tournaments, including the FIFA World Cup. The campaign had an enormous impact, **reaching over 12 billion people** with the average number of page views on the **Women's Aid support page rising 26.1%** during the period of the World Cup compared to the annual average.

On matchdays, the average number of users on the **Survivors' Forum** was **11.7% higher** compared to the annual average, and usage **continued rising into the day after matchdays to 13.9% above average**, showing that the signposting was continuing to have an effect.

Our 'Football United Against Domestic Abuse' campaign has led to commentary in the press about violence against women and the footballing community, resulting in front page stories in both The Sun and The Mirror and increasing understanding of domestic abuse and the role everyone must play to end domestic abuse.

# 12 billion reach

## +26.1%

page views on the Women's Aid support page during the period of the World Cup

## +11.7%

number of users on the Survivors' Forum

Previous page: Still from 'He's Coming Home'



[youtu.be/8BTCSYFmXvU](https://youtu.be/8BTCSYFmXvU)



## New TikTok channel launched

Building on our huge social media influence and reach, Women's Aid launched its TikTok channel in November 2022, to coincide with '16 Days of Activism'. The purpose of the channel is to reach the younger audiences who engage with TikTok, but who are absent from our other social media strongholds.

Within two weeks of the launch, we gained **more than 11,000 followers**, demonstrating the appetite for education around domestic abuse with this age group. When we relaunch our microsites for young women and children and young people, TikTok will be a key tool to promote the sites and their content.

## Raising journalistic standards when reporting domestic abuse

Women's Aid has worked with the Independent Press Standards Organisation (IPSO) to develop guidance for journalists as well as contributing to the IPSO podcast on best practice when reporting domestic abuse.

Our **media guidance now features on IPSO's website** and is highlighted on the **Editors' Codebook**. It ensures that journalists understand the intricacies of domestic abuse, that survivors are treated with dignity, and understand that only perpetrators are responsible for their actions.

## Partnership with YSL Beauty



*Image from Abuse Is Not Love, YSL Beauty*

Our partnership with YSL Beauty has led to a number of media and communications wins, resulting in significant awareness raising. Over the past year, the partnership has featured in **Marie Claire**, with a **reach of two million people**, interviewing ambassadors Michelle Griffith-Robinson and Alice Liveing, and supporter Phoenix Brown, about their lived experience of domestic abuse. **YSL Beauty also created a video** with these women to support **Women's Aid's launch onto TikTok in November 2022**.

## **'Ask Me'** continues to **create safe spaces** in communities for women to open up about abuse

'Ask Me', the communities strand of our Change That Lasts programme, delivered in partnership with Welsh Women's Aid, continues to be popular. Through training sessions, community members are equipped with an understanding of domestic abuse, how to challenge myths and victim blaming and how to provide a supportive response to survivors to play an active role in ending domestic abuse.

This year, 'Ask Me' has:

- **Supported four Women's Aid member services to deliver Ask Me in their local communities.**
- **Delivered six 'Ask Me' online courses, for people who can't access Ask Me in their local area, to a total of 63 people.**
- **Delivered sessions to corporate clients, including Apple, Bloom and the media.**

Attendees are given the skills to raise awareness about domestic abuse, challenge victim blaming and sexism, and support survivors to access specialist support. Many people speak about how they feel empowered after the training and inspired to take action in their communities following on from the training. Survivors who attend 'Ask Me' training have shared that they feel more equipped to raise awareness and support others and that the training has helped them personally as part of their healing journey.

**"Following the training, I definitely feel confident in speaking about domestic abuse and what we can do as communities to support survivors. It's also made me EVEN MORE DETERMINED to shout loudly about the changes we need in society to stamp out domestic abuse."**

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*Ask Me training attendee, March 2023*







**COMING  
TOGETHER TO  
STRENGTHEN  
LOCAL SERVICES**

Women's Aid is a proud federation, offering support and representation to our members for almost 50 years.



Our **Emergency Fund** has enabled survivors to access funding via local member services to leave abuse.



Over the past year there were over **180,000 logins to Routes to Support**, the UK violence against women and girls directory of services and refuge vacancies, run in partnership by the four UK Women's Aid federations.



Our **On Track dataset** continues to grow with **97 member services** using it and **68,316 survivors' experiences** included, strengthening domestic abuse services and improving outcomes for survivors.



We have shared our learning through the **On Track** workshop programme, delivering 36 workshops for members using On Track, and talking about and measuring their impact. After attending, **92% had more confidence articulating outcomes to funders**.



We supported **13 members** across the country during the first six months of the **local influencing strategy**, ranging from tailored political advice on the local stakeholder landscape to secure additional funding, to working with lawyers to provide legal advice to members looking to challenge commissioning practice.

## For every **£1 invested, £9 is saved**

In February 2023, we released a cost-benefit analysis of fully-funded specialist domestic abuse service provision, which showed that for every £1 invested, there would be a saving to the public purse of at least £9. Conducted by the think tank ResPublica, 'Investing to save: the economic case for funding specialist domestic abuse support' was launched by Women's Aid at our Public Policy Conference. Its findings played an important part in making the case for additional government funding and the Emergency Fund for survivors of domestic abuse, which was announced by the government on 31st March 2023.

The report was also influential amongst the conference delegates, which included survivors, member services, corporates, and representatives from across government, parliament and statutory services. 88% of attendees either 'agreed' or 'strongly agreed' that the conference would be likely to influence their thinking or decision-making.



[www.womensaid.org.uk/investing-to-save-report/](http://www.womensaid.org.uk/investing-to-save-report/)

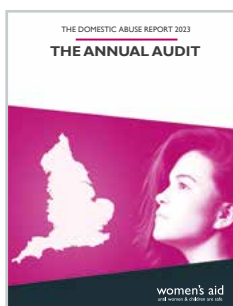


## Direct commissioning and funding support

Commissioning and funding pose a major threat to domestic abuse services providing specialist support to survivors. Women's Aid has expanded our direct support to members facing these issues, helping to resolve them by changing local commissioning practices and supporting members to navigate challenging funding and commissioning problems.

Over the past year we have:

- Provided **tailored 1-1 support to 13 members** across England – our work has helped lifesaving services to navigate challenging funding and commissioning issues, supported them to build relationships and influence, and in some cases led to commissioners re-evaluating their funding decisions.
- Published a new range of briefings, guidance and tools to support our members to influence funding and commissioning locally – we launched a suite of resources at the **Domestic Abuse Commissioner's Festival of Practice** for commissioners and specialist women's services.
- Identified new funding opportunities and promoted these, such as the **London Cost of Living** fund, **Integrated Care Board** health funding and more.
- Led workshops and webinars for members, local councillors and commissioners – such as ahead of the local elections to **provide members with support for how to engage with new councillors**.
- Our **'Annual Audit'** provides an overview of the provision, usage and experiences of domestic abuse services in England. This year, a webinar about our findings was attended by 105 people, including representatives from government, academia and local services.





## On Track: supporting local services and providing national insight

On Track is Women's Aid's case management and outcomes measurement system. It contains data on the experiences of over 100,000 women supported by local domestic abuse services across England, as well our own Live Chat, email and No Woman Turned Away project. On Track reports to a core outcomes framework for survivors, developed in partnership with Imkaan.

### It's all about using data to strengthen domestic abuse services and improve outcomes for survivors.

Our On Track dataset has reached a milestone with 97 member services using and contributing to On Track data and 68,316 survivors' experiences included. We have been able to use survivors' experiences to feed into our evidence base and



On Track: The Women's Aid Outcome Measurement System

**97**

members  
are now  
using On  
Track

**68,316**

survivors'  
experiences  
have been  
included

influence policy and practice, notably through our 'Annual Audit' report.

We have developed a standardised national dataset using data from all organisations using On Track. This dataset will allow us to improve identification of national trends from our national data.

## Our much-loved **National Conference** was back 'in person' for the first time since the pandemic

'Come Together to End Domestic Abuse' launched at our National Conference with our members, highlighting why we all have a role to play in ending domestic abuse. This event was the first opportunity since the pandemic to bring together our federation of member organisations with leading experts from within and beyond the domestic abuse sector. Speakers included ambassador and Olympian, Michelle Griffith-Robinson and Anneliese Dodds MP, Shadow Secretary of State for Women and Equalities.

We have since launched a report into the attitudes that underpin abusive behaviour and raised a huge amount of awareness with the 'Come Together' campaign, from party conferences to our Public Policy Conference, and in the media – with The Sun launching 'Speak Out' in support of the campaign.

**"I always get so much from attending and being around women who truly understand the sector and the unique barriers we face. I really appreciated the support of colleagues as well as a solutions-focused approach to issues we all face"**

*Women's Aid National Conference 2022 delegate*

# COMING TOGETHER FOR WOMEN EVERYWHERE





# A very special **thank you** to our supporters



Our fundraisers continue to inspire us with everything they do to raise funds for Women's Aid. This year, they have **walked, run, cycled, jumped out of planes** and **canoed** as well as hosted **events, art exhibitions** and held **charity bake sales**.

Companies are supporting us through workplace events, product sales and team challenges. Donations from our corporate partners have funded projects including Expect Respect: our healthy relationship toolkit, our direct services, the development of our research, our conference events, as well as our core functionality. We also received funding from trusts and foundations to support the Deserve to Be Heard campaign, our direct services, and our work to strengthen our federation, as well as statutory funding to support our data and research work, our programmes with children and young people, and our sustainability as an organisation.

**All our work is only made possible thanks to our amazing supporters.** The impact of funds raised and donated to Women's Aid reaches across the organisation and all the survivors that we support. Thank you to everyone who has fundraised or donated this year. **If you have been inspired to fundraise for us, please get in touch at [fundraising@womensaid.org.uk](mailto:fundraising@womensaid.org.uk).**

## The '1.6 Challenge'

Nearly 300 supporters signed up for the Women's Aid '1.6 a Day, Your Way Challenge' – taking on the challenge to move 1.6 miles every day in September for the 1.6 million women who experienced domestic abuse that year.

**Together they raised over £20,000!**



## 2024: A milestone for Women's Aid

Nearly 50 years ago, Women's Aid was founded by a group of determined women coming together to create a national network of refuges, and to end domestic abuse. Our **Come Together** campaign embodies that spirit, highlighting how everyone has a part to play in building a safe world for women and children.

Our impact is seen across the country. Over **21,000 people** have downloaded our reports and publications centering the voices of survivors and their experiences. When 73% of survivors told us they were struggling to leave an abuser due to the cost-of-living crisis, we listened, and in response **successfully campaigned for a £300,000 emergency fund** to help survivors escape and recover from abuse. Our mental health campaign, **Deserve to Be Heard**, continues to change the response to survivors, having successfully influenced the Women's Health Strategy for

England 2022. And our amazing fundraisers continue to raise life-saving funds for us. Together, they have **raised over £250,000** - with every penny making a difference for survivors.

**While we celebrate all we have achieved this past year, we can't forget all that is left to do.** We know 1.7 million women have experienced abuse in the past year. That is 1.7 million too many. It only inspires us to be even more determined in our goal to create a world where domestic abuse is no longer tolerated. We will continue to **strengthen our support services** for survivors, reaching more children and young people, continue to **cheer on our fantastic fundraisers** and supporters and **speak up against violence against women**, prioritising the safety and wellbeing of survivors and the specialist member services that work tirelessly to support them.



# THANK YOU

**to all our amazing and generous supporters**

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Avon	Edward S Smyth Trust	Sisters Trust
YSL	Van Neste Foundation	The Minto Charitable Trust
L'Occitane	Michael and Anna Wix Charitable Trust	The Sydney Black Charitable Trust
OKA	Association of British Insurers	Cobalt Trust
Bloom	Betty Messenger Foundation	Ian Askew Charitable Trust
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Dinny Hall	CVC Foundation	The Oak Foundation
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