

ANNUAL  
REPORT AND  
ACCOUNTS

2025



# advance

*A safe, just  
and equal world  
for women*





Advance Advocacy  
and Non Violence  
Community Education

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# We are **Advance**

**Advance is an innovative charity supporting women and girls to lead safe and equal lives.**

We help women and girls who have experienced trauma through domestic abuse, exploitation and the criminal justice system to rebuild their lives. We do this by providing practical and emotional support, wherever and whenever a woman or girl wants it. They're often facing multiple challenges at once, such as housing, mental health and personal safety.

We run services across London and the south of England in safe, women's spaces like our Women's Centres. We also work collaboratively in key locations, like police stations and housing offices, so that women and girls get help at the earliest opportunity. We work closely with a variety of partners offering specialist support, including for Black and minoritised women and those from LGBTQIA+ communities.



# 1 Women's Stories



## Elainah

I was six when my life turned upside down. My mum died from illness and my dad disappeared on the day she passed.

There is a lot that has happened throughout my life but I'd like to keep that part confidential.

In terms of parents, I have very few memories of my mum, and since she died and Dad ran off, I haven't felt like I've been genuinely loved by any people in my life. But with what Christ did on the cross for my sins and how Christ found me in the midst of all that was going on in my life I know that His loves surpasses all understanding.

In relationships, I think I've been sexually used because men see me as vulnerable and seeking love. So, they've pretended to give me that love just so they can use me. Haha. It's a cruel world we live in.

I'm a Christian and God has really helped me get through it all so now my life is not upside down anymore. Haha. God has been helping me stay focused on Him and His promises. I have also received some support from Advance.

I was introduced to **Advance's MAIA service** by the safeguarding team at college where I've just finished a graphic design course.

Advance has been like a family to me. Whatever I've needed – food voucher, a non-judgemental listening ear, comfort – my keyworker has given it. She even sorted out a phone for me. I had no way of getting one before.

Having a phone means that I can get work now in the summer before I go off to university to study interior design.

I have a bright future ahead.”





## Sammy's Story

"I was with my ex for three and a half years. For those first few weeks after we met in 2021, he was lovely. But that's how it always starts isn't it? Then they show their true colours.

We went to a carnival, and he got jealous because I said hello to someone I knew, who happened to be male.

When we got home, my boyfriend abused me for three hours, slapping me and pushing me around while my daughter was in her bedroom, aware of everything going on. I finally managed to trap myself in the bedroom with her, while we waited for the police to arrive. It was this incident that led to social services getting involved and me losing custody of my daughter to her dad.

A few months later, we were in a pub watching the football. Again, he got jealous and when we got back to mine, he lashed out again. Slapping me round the face and accusing me of flirting.

I had to get my sister round to help me get him out of my home, and I broke up with him. Determined to never get back with him. I did though, because we had a trauma bond.

On another occasion, I was in a pub, and my ex came in and started being aggressive towards me. I called the police but by the time they arrived, he'd gone.

Five months later, I called the police again after he punched my leg. I managed to get an injunction out against him but just weeks later I went back to him. He had such a hold over me, and that hold made me need him. Something I'd bitterly regret.

When he tried to strangle and suffocate me while my dad who has dementia was staying with me, I called the police. He was on the loose for three weeks before finally being arrested. I was terrified during that time. So scared, I couldn't eat.

My ex was charged with five offences including assault, non-fatal strangulation and breaches of non-molestation orders, and remanded in custody until his trial.

I've so lucky that I have a supportive boss and I've been able to carry on working as a TA in a school despite all the stress I've suffered. Work has been a blessing in terms of taking my mind of it all a little.

And the support of the Domestic Abuse Health Advocate at Advance has been a lifesaver. A friend of mine who survived domestic violence told me about Advance, said the charity had been so helpful to her, and that has totally been my experience too. I've spoken to or texted with Lucy every single day and know she's always there for me. I have ADHD, and Lucy is always so calming and supportive. She's also chased up the police for information, when I felt like they weren't telling me anything."

*\*Lucy supported Sammy throughout the course case, which unfortunately resulted in a not guilty verdict. Advance is now supporting Sammy to move to a location where she feels safer.*



# 2 Message from Chair and CEO



## Christine Losecaat Chair

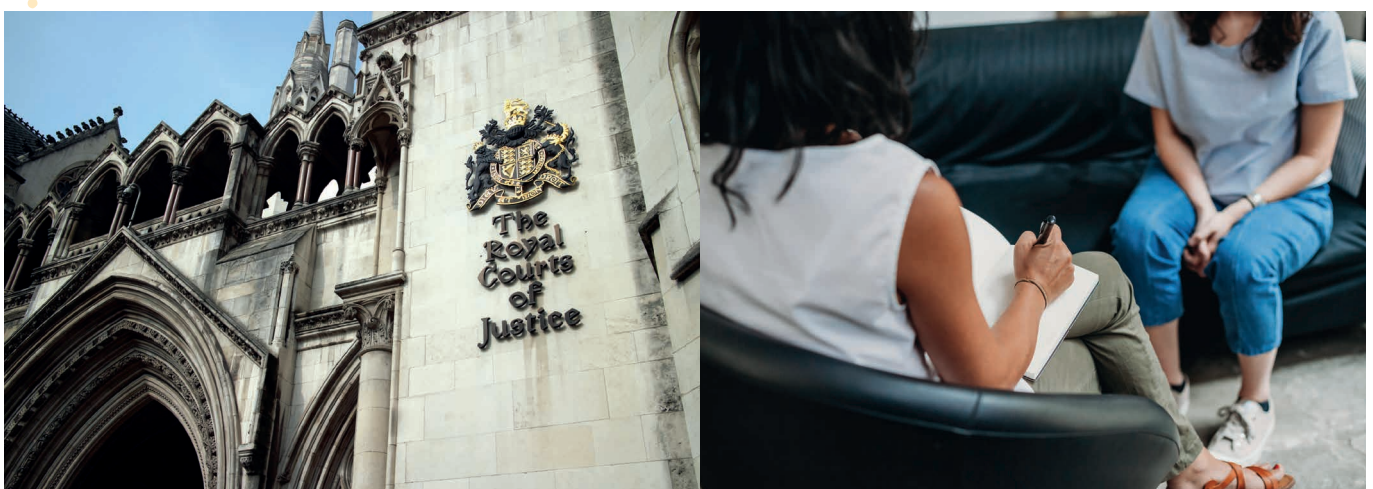
I have had the great privilege of being a Trustee for Advance for 13 years, and the Chair of Trustees for eight. I'm incredibly passionate about supporting women affected by domestic abuse in their communities and, where possible, enabling them to remain in their homes, a founding principle of Advance.

Twenty-seven years ago, Bear Montique OBE and Beryl Foster OBE recognised the need for a different approach to domestic abuse - one that ensured thousands of women who had previously been denied support could access it, within their own communities. They saw the importance of working within and alongside existing systems to change them from the inside. I am proud that this approach has endured.

I was a Trustee during the creation of the Angelou Partnership, and this year I was honoured to celebrate its 10-year anniversary. This innovative model brings together 10 specialist organisations to deliver a single service, offering victim-survivors the choice of who supports them, based on what works best for them and their needs.

During my tenure, I also witnessed the development of the Advance Minerva model, born from the clear link between women's experiences of domestic abuse and their criminalisation. We saw that too many women were not accessing the support they needed because they were being drawn into the criminal justice system—where their abuse and trauma were too often perpetuated. Our goal was to become an organisation that not only recognised this link but worked to address the root causes of criminalisation within the community, while also advocating for the women whose needs had been so clearly outlined in the Corston Report less than ten years prior.

We continue that fight to raise awareness, and while there have been successes, the work of Advance is far from over. It's no longer enough to provide support only after women and girls have endured some of the worst experiences of their lives. We have built a preventative model—to strive for a future where crisis and criminal justice support are no longer necessary.



Our Diversion service was created to work with police and meet women earlier in their journey, to prevent criminalisation. Our IDVA service has expanded to offer community-based support focused on housing needs - building on the founding principle of helping women remain safely in their homes, while holding perpetrators to account rather than punishing women and children further. We continue to work in healthcare settings, social care, housing offices, police stations and courts, meeting women where they are, training professionals to spot the signs of abuse, and referring women to support services.

Though our work now spans three major disciplines, our core principle remains unchanged: community-based, wraparound, women-centred support aimed at tackling the epidemic of violence against women and girls. This is central to all our services, whether domestic abuse, criminal justice, or work with young women and girls.

We have weathered many challenges: the privatisation and subsequent re-nationalisation of the probation service, austerity, the COVID-19 pandemic, the cost-of-living and housing crises, rising and increasingly complex needs, and the instability of commissioning models. Yet we endured. We adapted where needed, appointed more Trustees with specialist skills, recruited our first male Trustee in 2020, strengthened our safeguarding procedures with the appointment of a Head of Safeguarding, and built up our policy, communications, and fundraising teams to enhance our advocacy and awareness-raising strategy.

While I am sad to be stepping down, I will continue to support Advance from afar. I am confident the organisation will continue to go from strength to strength, remaining rooted in its core values: collaboration and partnership; delivering wraparound, community-based support by and for women, young women, and girls; promoting justice; and advocating for systemic change.

*"While I am sad to be stepping down, I will continue to support Advance from afar. I am confident the organisation will continue to go from strength to strength, remaining rooted in its core values:"*



Christine Losecaat MBE, Chair, Advance with founders Bear Montique OBE and Beryl Foster OBE at Advance Strategy launch, 2023.

# Message from **CEO**

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## **Liz Mack**

CEO

### **Liz Mack, CEO**

Twenty-seven years after Advance was founded, the systems that criminalise women while failing to protect them remain fundamentally unchanged. What has changed is our understanding of how these systems operate and our capacity to transform them from within.

This year, we've witnessed the continuation of a devastating pattern: women experiencing domestic abuse are increasingly criminalised through counter-allegations, breach prosecutions and a justice system that treats their survival responses as criminal behaviour. Meanwhile, perpetrators weaponise these same systems to extend their control.

### **Systemic Change Through Strategic Positioning**

The establishment of the Women's Justice Board represents a critical opportunity to embed community-based alternatives at the heart of government policy. As a member of the Partnership Delivery Group, I bring Advance's 27 years of evidence that women's centres and early intervention services don't just support individual women, they disrupt the embedded systems that too often channel women from abuse into criminalisation.

Our contribution to the Sentencing Review consultation wasn't merely consultation response, it was strategic positioning. We presented evidence that sustainable funding for women's centres, expanded liaison and diversion services and specialist courts represent essential infrastructure, not optional extras.

### **Evidence-Based Innovation**

The Angelou Partnership's ten-year anniversary demonstrates what becomes possible when we move beyond competitive commissioning toward collaborative systems design. Ten specialist organisations delivering a single service hasn't just survived difficult commissioning landscapes, it has proven that victim-survivors thrive when they can choose who supports them based on their actual needs, not funding constraints.

This model exposes the false economy of fragmented services. When women access appropriate support early, criminalisation decreases. When they receive trauma-informed responses, they don't cycle through multiple agencies. When they're treated as whole people with intersecting identities, they achieve sustainable independence and the opportunity to thrive.

### **Amplifying Suppressed Truths**

Our Her Story, Her Justice report continues to generate uncomfortable conversations because it names what many prefer to euphemise: our criminal justice system actively perpetuates the harms it claims to address. This year's truancy campaign revealed another dimension of this pattern, mothers criminalised for children's school absence while SEND support remains inadequate, mental health services overwhelmed and the aftermath of COVID pandemic trauma unaddressed.

*"The question isn't whether transformation is needed. The question is whether those with power to enable it will act on the evidence we've provided, or whether they'll continue managing the consequences of systems they refuse to change."*

These aren't separate issues requiring separate solutions. They're manifestations of systems that hold women responsible for managing the consequences of structural failures while denying them the resources to do so effectively.

### Strategic Growth and Adaptation

Demand for our services continues to rise, reflecting need that continues to outstrip provision. Growth without systemic change merely scales inadequate responses. Each centre becomes a place for experimenting with approaches that challenge conventional service delivery: embedding peer mentors with lived experience, co-locating with statutory partners and creating spaces where women can access both immediate necessities and long-term support.

The Young Londoners Victim Service partnership demonstrates our strategic evolution beyond crisis response toward prevention and early intervention. When we support girls and young women at an early stage, standing alongside them with deep listening and understanding of their experiences, we interrupt patterns that have remained unchanged for decades.

### Confronting Institutional Resistance

Working within systems to change them requires navigating institutional resistance while maintaining integrity. We've learned that polite requests for reform often receive polite dismissals. Direct challenge risks exclusion from decision-making spaces. Our approach transcends this false binary by demonstrating alternatives that make current approaches visibly inadequate.

When we showcase women's experiences alongside systemic analysis, we create cognitive dissonance that demands response. When parliamentary drop-ins and City Hall events centre lived experience voices, they reveal gaps between policy rhetoric and implementation reality. This isn't advocacy, it's strategic intervention.

### Financial Sustainability and Strategic Investment

The commissioning environment remains characterised by short-term constraints that perpetuate long-term costs. We continue building diverse funding partnerships because dependency on any single source compromises our ability to speak truth to power. Our supporters; statutory commissioners, trusts, foundations and individual donors, invest not just in services but in systemic transformation. We are so thankful for their vital support.

### Vision for Systemic Transformation

As we develop our 2026-2030 strategy, we're positioning Advance as essential infrastructure for a justice system that prioritises safety over punishment, healing over harm and

community solutions over institutional control. This isn't optimistic aspiration, it is strategic necessity.

The world we're building is one where domestic abuse doesn't lead to criminalisation, where women's survival responses are recognised as strength and where early intervention prevents the crises that currently overwhelm our systems. We're not waiting for permission to create this reality, we are demonstrating its possibility every day.

The question isn't whether transformation is needed. The question is whether those with power to enable it will act on the evidence we've provided, or whether they'll continue managing the consequences of systems they refuse to change.

None of our work would be possible without the tireless work and dedication of our colleagues, volunteers and trustees, and without the trust of the women we have the privilege to support.

We would also like to thank the many supporters who make our services possible. Whether statutory commissioners, trusts and foundations, or individual givers; we simply couldn't operate without this vital support. We look to the future, as we consult on our next strategy (2026 – 2030), with pragmatic optimism, continuing to advocate for the world we must see – a safe, violence free and equal one for women and girls.

Our 27 years of experience have taught us that institutional resistance eventually yields to persistent, evidence-based challenge. We remain strategically optimistic because we've seen what becomes possible when women are supported by systems designed for their success, not their failure.

Jess Asato, MP visiting Advance.



# 3 Impact At a Glance

## Vision and mission

**Our vision** is a world where women and girls **lead safe, just and equal lives.**

We achieve this through **our mission of delivering systems change and empowering women and children who experience domestic abuse, including those in contact with the criminal justice system, to lead safe, just and equal lives in their communities.**

Our expertise lies in decades of providing specialist support by women and for women and girls, to achieve safety, justice and equality at the intersection of domestic abuse and the criminal justice system.

## Last year Advance and partners supported thousands of women and children

We supported  
**4,324**  
individual women  
and girls

*"Nice to meet other service users and to learn more of the activities provided by centre"*

And carried out **274** Group sessions, with 700+ Group attendees resulting in women telling us:

**82%**

of women  
feel safer

**81%**

of women feel  
more confident  
and independent

**75%**

of women  
have improved  
wellbeing

*"Always eye opening and enlightening. Always learning something new and beneficial to help me (and others). Comfortable, open, understanding space made by facilitators"*

## Domestic abuse Services



*"Out of everything and all the support I've had you guys have been the best. you gave me confidence, you made me realise I wasn't going crazy, and you believed me. You have been consistent in keeping in touch and I can't thank you enough"*

This year we received **4,590** suitable referrals with a:

**75%**

successful  
contact rate

**86%**

engagement  
rate

**2414**

children were supported via their  
mothers accessing our services  
(children now recognised as DA victims)

**83%**

of women were  
at reduced risk

**87%**

of women said  
that they felt  
safer

**92%**

of women felt  
more supported

**74%**

of women said that  
their quality of life  
and well-being  
had improved

**Our Domestic Abuse Services include:** Co-located Social care IDVA, Co-located Housing IDVA, Criminal Justice IDVA, Early Help IDVAs, Non-Crime IDVA, Health Advocate Educators and IDVAs, London Whole Housing Service Partnership, Core IDVA Services, Angelou Partnership and Step-Down support.

## Criminal Justice Services



*"I don't think you understand the impact you've had on my life. You have been the hand that's been holding up. I was below rock bottom, and you helped me feel like I can breathe again."*

*"This year has been a crazy year for me. I can't believe I went through all that. You were the only constant person that no matter what was going on, was patient with me, always listened, was that calm and reliable presence I needed at times of chaos"*

This year we received **2,380** suitable referrals with a:

**80%**  
successful contact rate

**80%**  
engagement rate

**84%**  
of women reported feeling more confident to manage their own wellbeing

**73%**  
of women said that they felt safer

**86%**  
of women reported feeling more confident in accessing support services

**79%**  
of women reported feeling more confident in managing their needs independently

**Our Criminal Justice Services include** : Diversion, Minerva London, Minerva Kent, Minerva Essex, Minerva Hampshire, Minerva Hertfordshire, Minerva Thames Valley, Newham Young Persons, Sentenced/Unsentenced in HMP Peterborough/ Bronzefield and Minerva Bedfordshire

## Young Women and Girls Services



*"I feel I can make my own choices and my confidence has improved, and I've done so much stuff the old me wouldn't do. I care less about what other people think. I want to focus on being a better person in the future"*

This year we received **1366** suitable referrals with a **87%** successful contact rate.

**83%**  
of girls and young women supported by Maia felt a positive increase in making decisions and choices

**75%**  
of girls and young women supported by Maia felt empowered to make choices about their future

**100%**  
of girls and young women supported by Young Londoners Victims Service report feeling safer

**83%**  
of girls and young women supported by Young Londoners Victims Service had an improved understanding of healthy relationships

**Our Young Women and Girls Services** support those under 25 through: Maia, CouRAGEus and Young Londoners Victims Service.

We had a 16% engagement rate. This is due to the low engagement rate for the YLVS. This is due to the vast variety of young women and girls affected by crime in the capital. Not all will be ready or feel they need the support.



# 4 Prevention and early intervention



A cornerstone of Advance's theory of change is the need for prevention and early intervention to reduce the risk of harm to women and girls. For us, this means providing VAWG prevention support to girls and women of all ages, as well as specialist early intervention services for women in contact with the criminal justice system.

Here, we spotlight new prevention and early intervention initiatives that we have launched in 2024-25.

## Ctrl + Alt + Safety

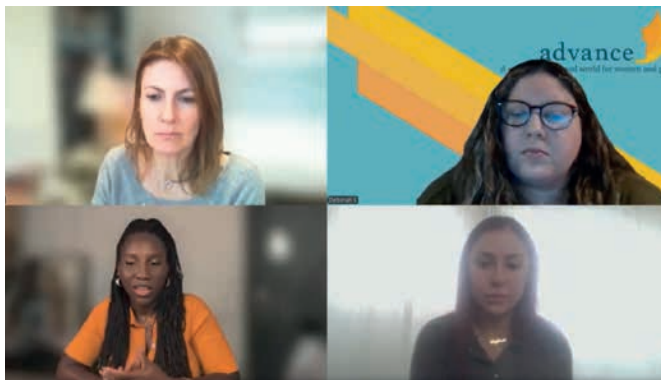
Technology and the online world are intertwined with the lives of us all. They provide opportunities for learning, exploration, and connection - but also expose users to risk of abuse, violence and misogyny. Online harm and tech abuse affect a significant proportion of the women and girls supported by Advance across all our services.

Coercive and controlling behaviour is a fundamental pattern of abuse, and perpetrators increasingly use technology and social media to exert control, making it harder for victims to escape.

Advance began providing gender-specific support to girls through the Young Londoners Victims and Witnesses Service in October 2024, and in that time, we have seen a huge number of referrals. In just three months (Oct-Dec), we found that **at least 10% of referrals were linked to online and social media activity**. This has included cases of unwanted explicit imagery, blackmail, grooming and rape.

To help respond to this, on Safer Internet Day in February, we launched our new toolkit Ctrl + Alt + Safety, which offers tips and tricks on how to stay safe on different platforms. The kit also covers red flags to look out for, as well as where to seek help if something bad happens.

Providing these resources are of course only one part of the puzzle, and we are committed to address underlying drivers of online misogyny and abuse and holding tech companies to account to ensure that the Internet is a safe place for us all.



Panelists (L to R):

Dolly Jones, Former Digital Director at Vogue,

Agyeiwaa Pepera, Author of Ctrl + Alt + Safety toolkit.

Deborah S., Head of YWG,

Tia S., YLVS Manager



KEEPING YOURSELF SAFE ONLINE Toolkit

Self-help Guide for Young Women & Girls  
Written by Agyeiwaa Pepera

?

## **Diversion**

Advance has been a leader in providing early intervention services for women caught up in the criminal justice system since 2015. Our Diversion services continue to go from strength to strength, working with women who have come into contact with the police and supporting them to successfully address any underlying factors which may have led to that contact. Evaluation of our London service in 2021 found that just 7% of women who engaged with the support offered were re-arrested, compared to a national reoffending rate of over 20%.

Our London Women's Diversion Service, a partnership with the Metropolitan Police Service, Women in Prison and other specialist providers, continues to work with women aged 18 and over who have been arrested for low-level offences. Our expert keyworkers reach out to women in custody, offering them support through 1:1 help in our women's centres, where they can also meet with peers with similar lived experience and enjoy practical and therapeutic sessions.

In 2024-25, the London Diversion Service received 51 referrals, with a 84% engagement rate. Women who received support from Diversion in London told us:

- **98%** felt more confident in managing their own wellbeing
- **89%** felt safer
- **98%** feel more confident in accessing support services
- **95%** felt more confident to manage their needs independently
- **98%** felt they would know what to do and who to reach out to if they experience violence or abuse in the future
- **100%** felt satisfied with the service they received from Advance



**This year has been a crazy year for me. I can't believe I went through all that. You were the only constant person that no matter what was going on, was patient with me, always listened, was that calm and reliable presence I needed at times of chaos."**

Woman supported by Diversion

**"I am so grateful for the centre. It's great to meet other women - I never had female friendships before I just had guy friends. I found it hard to trust other women. Now I feel like a woman - and it's great to be a woman!"**

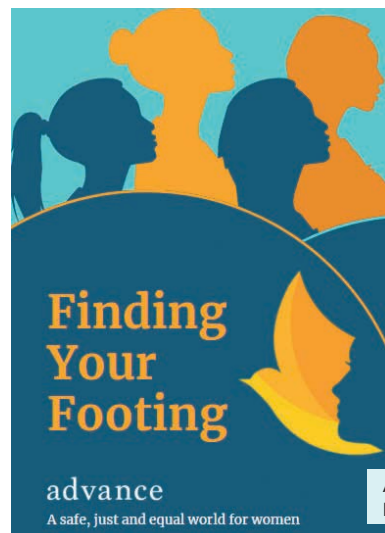
Woman supported by Diversion



We were also thrilled to showcase our Diversion service to colleagues from across the criminal justice system. Our East London team attended several engagement events for magistrates in the capital, raising awareness of the range of support on offer for women.

In March, Advance was also invited to publish an article in a special edition of the Prison Service Journal, edited by the Centre for Crime and Justice Studies alongside Clinks' women's forum. The article examined how Diversion services can offer women empowerment in practice through practical help and emotional support.

This year, we have been given the exciting opportunity to expand our Diversion offer, launching a new service for women in Portsmouth. Funded by Portsmouth City Council, this wide-ranging scheme supports women following contact with the police with a pending or discontinued investigation. Building on our work with women on probation in Hampshire, we are delighted to offer upstream interventions to reduce the number of women becoming trapped in the criminal justice system.



Advance Guide to  
PrisonRelease

# 5 Emergency response & safety planning



**A vital element of Advance's Theory of Change is providing emergency response and safety planning during the most challenging and dangerous moments in the lives of women and girls. We are there to work alongside her to safety plan and help her navigate dangerous situations.**

**In this section, we spotlight the new initiatives launched in 2024–25.**



## Young Londoners

The Young Londoners' Victim Service supports children and young people across London who have been victims or witnesses of crime, helping them to cope and recover from their experiences.

As part of our wider work with young women and girls, Advance provides tailored one-to-one emotional and practical support to girls and young women aged 13–18. We understand the importance of early intervention, which is why we work pan-London to reach and support young women as soon as a crime has been reported to prevent further harm.

Support includes safety planning, advocacy around healthy relationships, confidence-building, and access to our London Women's Centres. We also signpost and refer to specialist services to ensure they receive comprehensive, wraparound support.

The nature of crimes young women face varies greatly, which means engagement trends and support needs differ. This service is designed to be flexible, accessible, and there when and if they need it.

Since the service commenced October 2024 until end of June 2025:

- **32%** of valid referrals had been a victim of violent crime (716 girls)
- **28%** of valid referrals had been a victim of a sexual offence (629 girls)
- **19%** of valid referrals had been a victim of stalking and/or harassment (421 girls)



Lib Peck, Director of the Mayor of London's Violence Reduction Unit



During this time we engaged 269 girls. Initial assessments show that 14% of girls came to us with a high level of need, 66% with a medium level of need and 20% with a low level of need.

Client feedback:

- **100%** of clients felt satisfied with the support they received
- **100%** of clients were pleased to be offered support by a female specific service
- **92%** of clients felt better informed and empowered
- **85%** of clients felt like they can recover from the impact of crime.



**“Really helpful. Without it, I would've struggled a lot. Really helped me get through a difficult time”**

**“Service was good. Thank you, there are things that I didn't know or was unsure how to face it, but you helped me by giving me the information”**

**“I feel I can make my own choices and my confidence has improved, and I've done so much stuff the old me wouldn't do. I care less about what other people think. I want to focus on being a better person in the future”**

## Sentenced/unsentenced prison advocates

Leaving prison without support can be incredibly difficult. Many women struggle to access the help they need or even know where to start. Without the right guidance, they often find themselves back in the same challenging situations, such as unstable housing, unhealthy relationships, and poor mental health, which all contributed to their imprisonment. Our work aims to break this cycle.

We begin supporting women on remand and in the final weeks of their sentence, helping them prepare for release. This includes support with housing, finances, relationships, and community reintegration. We offer practical help such as securing accommodation, managing debt, reconnecting with family, and developing resilience to navigate life after prison.

Since the service commenced in October 2024 we have received **83 referrals** into our prison services, all presenting with multiple needs with accommodation being the most pressing. A significant majority of those referred were supported through our unsentenced service which means women who are in prison, but have not yet been formally sentenced.

HMP Bronzefield - Kent	3
HMP Bronzefield - South Central	3
HMP Peterborough - Sentenced	11
HMP Peterborough - Unsentenced	65
Other - Community	1
<b>Total</b>	<b>83</b>



## 6 Long-term support for women

Once safety is secured, women need a stable backdrop to rebuild and move forward with their lives. Short commissioning models are a significant barrier to this. As a women's organisation, it is essential we push for longer-term support and commissioning. The instability caused by short commissioning cycles leads to gaps in provision, making it difficult to deliver the sustained support necessary for lasting change.

### Angelou

This year we are celebrating the 10th year of the Angelou service - a collaboration of 10 organisations that offer 10 different types of expertise, and specialist support to those affected by gender-based violence living in Kensington & Chelsea, Hammersmith & Fulham, and Westminster boroughs. In addition, at Advance, we deliver the Angelou Step Down Service.

This support ensures that all women referred to the Angelou Partnership can access long-term support, regardless of risk level, and beyond the scope of crisis intervention. We focus on addressing the deep-rooted trauma many women experience, helping them overcome barriers to living independent and fulfilling lives. Through this service, we offer one-to-one support tailored to individual needs, while also fostering independence and connection as part of a long-term recovery journey.

#### Angelou step down:

Supporting women after crisis in Angelou Step Down Support. Due to support in Step down:

- **100%** felt more supported since working with Advance
- **100%** felt abuse had reduced due to support from Advance
- **100%** felt less isolated since working with Advance
- **100%** has improved understanding of VAWG and where to access support.



#### Angelou Partnership

A collaboration of 10 organisations that offer 10 different types of expertise, and specialist support to those affected by gender-based violence.

## The Domestic Abuse Health Advocacy Project

Domestic abuse survivors are 3 times more likely to experience serious mental health problems and twice as likely to have already experienced some form of mental health problem before they seek help for abuse. Yet commonly, health professionals are not equipped with the skills and confidence to identify domestic abuse, ask the right questions, and refer women to the right place for specialist support. Talking therapies are not equipped to treat domestic abuse victim/survivors due to their complex and intersecting needs, leaving women disempowered and trapped in a cycle of abuse. The Domestic Abuse Health Advocacy Project works within and alongside the Advance Domestic Abuse Team in Ealing to provide comprehensive support and advocacy to women with additional mental health needs as well as providing support and training to practitioners.

The Domestic Abuse Health Advocacy Project has been running since April 2024 and has had great success directly supporting women, embedding within healthcare settings and building relationships with professionals:

- **39** women have been directly supported to navigate domestic abuse and mental health:
- **80%** said they felt safer since working with Advance.
- **75%** have a better awareness of how to access support and/or options available to them.
- **83%** said their mental wellbeing and overall quality of life had improved.



### Rose's Story (Advance Domestic Abuse Mental Health Advocate)



*A social worker within the multi-disciplinary perinatal mental health team at Ealing Hospital approached Rose, the Advance Domestic Abuse Mental Health Advocate to support with a case of hers. While the social worker had been working with a family, the mother had disclosed that she was experiencing domestic abuse.*

*During the consultation, Rose and the social worker agreed with the woman that Rose would join the next social work appointment to understand more about the situation and provide advice. This joint meeting resulted in the woman being referred to the Domestic Abuse Mental Health project to receive ongoing specialist domestic abuse support to reduce her level of harm and to support with her mental health needs.*

*Rose supported the woman with coping strategies to support her mental health and also provided signposting to organisations that could help her to overcome suicidal ideation. In addition, Rose was able to advocate for the woman to be considered a priority need for social housing by the council on account of her DA experiences. As a result the woman has now been able to leave the abusive relationship and improve her safety along with the safety of her children.*

**A huge thank you to Islamic Relief for recognising the need and providing funding for the Domestic Abuse Health Advocacy Project.**

## Whole Housing Approach

Each year, around 1.6 million women experience domestic abuse - one of the leading causes of homelessness among women. Yet the responsibility to leave often falls on the victim and their children, rather than the perpetrator. Safe and stable housing is a fundamental need for survivors, but it remains one of the most difficult to access or maintain. The lack of housing can affect every aspect of a survivor's life, and for many, the absence of options can leave them feeling as though returning to the perpetrator is their only choice.

The London Whole Housing Services Partnership (LWHSP), led by us in collaboration with specialist domestic abuse partners, including services for Black, minoritised, migrant, and LGBTQ+ women, aims to increase both safety and choice for women and children. Our Whole Housing Approach, based on a model developed by Standing Together Against Domestic Abuse and the Domestic Abuse Housing Alliance, provides coordinated, holistic support to survivors in need of accommodation.

We work closely with Local Authority housing teams to reduce immediate harm and promote long-term safety. Our borough-specific services address a wide spectrum of needs, from homelessness prevention and housing advice to support with debt, welfare, and mental health. We also provide targeted outreach for women who are sleeping rough. Our Housing Advocates are embedded within housing teams to secure emergency accommodation, long-term housing, and in-home safety upgrades. We offer long-term, personalised care, including support for women with caring responsibilities or complex needs, and advocacy to ensure minoritised and LGBTQ+ women can access inclusive services.

This approach ensures women can stay in their homes where appropriate, and receive comprehensive, wraparound support to rebuild their lives safely and on their own terms.

804 women were supported by our LWHSP service told us:

- **95%** felt safer
- **95%** felt a reduction in the level of risk
- **88%** felt there had been improvements in their quality of life
- **94%** felt safe from physical harm

## Women's centres

Advance delivers frontline services through its dedicated Women's Centres located across Kent, Hampshire, Essex, Berkshire, Hertfordshire, and North, East and West London. These centres serve as safe, confidential environments where women and girls can receive emotional support and practical assistance. They also offer opportunities to meet with keyworkers, engage with professionals, and participate in structured activities aimed at building confidence, wellbeing, and community. Each centre acts as a sanctuary, supporting women to reclaim autonomy and develop personally and socially in a non-judgemental space.



*"No stress at the centre, just relax. There are always people to talk to and I have met new people"*

Women access the centres for a range of reasons: to attend group workshops and drop-in sessions, to meet with professionals for one-to-one appointments, or simply to use the available facilities such as kitchens, bathrooms, and laundry areas.

Centres also provide essentials through donation access. Regularly hosted sessions include legal and financial clinics, sexual health services, and a wide array of group activities such as coffee mornings, arts and crafts workshops, wellbeing programmes, poetry groups, and more. These offerings respond to the complex needs of the women Advance supports, addressing



**“Advance Charity’s Women’s Centres are safe spaces that women can access to meet with their support workers, attend groups or workshops, drop in for a chat and refreshments, as well as access donations of clothing and toiletries. They are non-judgmental spaces that women can come to with full confidence that their confidentiality and needs will be respected. We understand that each woman is an individual and will always take the time to welcome you and have a chat with you where possible.”**

– Advance London West Women’s Centre Coordinator

issues around experiences of domestic abuse, social isolation, mental health, recovery from substance misuse, and economic insecurity.

Client feedback underscores the effectiveness and importance of Advance’s centres. Between February 2023 and July 2024, feedback was gathered from **191 women across more than 20 different groups**. Of those, **85% rated sessions 5/5**, 84% found them useful, and **98% said they were likely to recommend or return**. Barriers to attendance primarily included distance, travel costs, health issues, and childcare.

In 2023, Advance expanded its provision by opening a new Women’s Centre in Chelmsford, Essex. The centre provides vital support within walking distance of probation services, offering wraparound assistance that includes mental health and emotional wellbeing support, practical guidance with housing



and employment, and community-led activities. As one Minerva Essex Manager put it, “The Centre is a safe, welcoming, confidential space for the women we support to come together and get the vital help they need in the community in one place.”

# 7 Changing The System

Through our influencing, campaigning, and research, Advance aims to embed long-term, systemic change in line with our vision for a safe, just, and equal world for women and girls.



We look forward to advocating for the needs of women and girls, promoting preventive and early interventions such as Diversion, as well as community solutions in women's centres.



## Women's Justice Board

Liz Mack, was chosen to take a seat on the Women's Justice Board Partnership Delivery Group (PDG),

#NotGoingBackToSchool



@AdvanceCharity

## Truancy campaign

In September 2024 Advance launched our #NotGoingBackToSchool campaign.



## Neurodiversity and abuse research

The research findings will be published in Autumn 2025.



## Women's Justice Board PDG

In March, Advance's CEO, Liz Mack, was chosen to take a seat on the Women's Justice Board Partnership Delivery Group (PDG), representing community services for women. The Women's Justice Board aims to reduce the number of women entering prison and address the unique needs of all women in the criminal justice system. The PDG will support the delivery of the Board's strategic aims through the contribution of expertise in policy and practice.

Advance has a long and rich history of providing a coordinated community response to women and girls, alongside our voluntary sector and statutory partners. We understand that women and girls are multi-faceted and therefore require a multi-faceted and holistic approach to support. The opportunity to represent community services on the PDG will allow us to highlight the range of policy and operational changes that should be implemented to ultimately reduce the number of women entering the criminal justice system.

## Truancy campaign

In September 2024, Advance launched our #NotGoingBackToSchool campaign. This campaign highlights the disproportionate impact on women of truancy criminal law – at least 70% of truancy prosecutions are brought against mothers – and calls for decriminalisation and a more compassionate approach to school absence.

The campaign has gained traction in the media and significant public support, with over 150 signatories to an open letter addressed to the Secretaries of State for Education and Justice. It has also generated interest from influential MPs and has led to Advance's first mention in a parliamentary debate.

We will continue to pursue avenues to influence the Government to end the disproportionate criminalisation of women for their children's school absence.

## Research on young women's experiences of neurodiversity and abuse

To remain at the cutting edge of service delivery, Advance regularly conducts and commissions research to investigate emerging areas of need. In October, we were awarded a research grant by London's Violence Reduction Unit, in partnership with Kingston Council and the University of Bedfordshire's Safer Young Lives Research Centre.

The research has explored the complex intersection of trauma and neurodiversity, drawing on the experiences of girls and young women with ADHD and/or an autism spectrum condition, who have also experienced sexual violence and/or domestic abuse. The findings will be used to make recommendations for internal and external practice and policy, to ensure that services are fully equipped to support neurodiverse girls and young women who have experienced VAWG.

The research findings will be published in Autumn 2025.

## Advance BIG GIVE Campaign

Advance participated for the first time in the Big Give's Women and Girls match funding campaign, specifically raising funds for our Young Women and Girls services.

We know that girls and young women under 25 are disproportionately affected by domestic abuse, including coercive control and sexual violence and this is why we created the #MyFirstLove campaign.

Falling in love for the first time should be a special time in a person's life. For many this feels amazing, but for some it isn't ... sometimes it's abuse. For many girls, regardless of their differences, spotting the signs of abuse can be near impossible.

### Campaign Aims

Ensure young women & girls understand domestic abuse and related Violence Against Women and Girls (VAWG) issues and are empowered to make informed choices and access support at the earliest point. Our work helps by:

- o Direct Support – Enabling continued delivery of direct support and advocacy for young women & girls directly affected by domestic abuse (aged 13-24). Via one-to-one support and group sessions, helping them to feel confident and empowered to live fulfilling lives free from abuse.
- o Prevention – Supporting the development and delivery of prevention and early intervention strategies and programmes (including work in schools/colleges and creation of YW&G toolkits), to improve awareness of DA and VAWG, healthy relationships, well-being and self-esteem, and routes to support.
- o Changing Culture and Systems – Helping us to continue developing our innovative models and services, sharing best practice through partnerships, programmes, and training, and working with policymakers to improve systemic and structural responses to young women & girls needs.

**A big thank you to all those who generously supported our Big Give campaign 2024 and raised a fantastic £20,000 to support young women and girls.**



# 8

## Press and Events

Advance hosted an event at London's City Hall bringing together an incredible mix of women with lived experience, sharing their time, stories, and expertise, and inspiring us all with their courage and insight.

### SNAKES & LADDERS: CRIMINAL JUSTICE SHOWCASE IN COLLABORATION WITH WOMEN WITH LIVED EXPERIENCE

Alex Davies-Jones MP, Minister for Victims and Tackling Violence Against Women & Girls,



The day's themes—chosen by our ambassadors with lived experience—focused on the challenges women face in the justice system, including trauma, caregiving responsibilities, and the stigma that so often follows them. We also explored sources of strength and healing that have helped them. It was a day of real conversations, genuine connection, and hope for change.

We were grateful to keynote speakers Alex Davies-Jones, Minister for Victims & Violence Against Women and Girls, Paula Harriott, CEO of Unlock, and the Deputy Mayor of Policing and Crime, Kaya Comer-Schwartz.

#### As we looked to the future, we called for:

- Investment in women's centres to keep them thriving as community resources.
- More support for early intervention and prevention services.
- A commitment to making sure women with lived experience have a seat at the table when it comes to shaping policies and services.

Women's experiences reminded us of the importance of keeping their voices front and centre in shaping the future. We talked about how Women's Centres are a key part of the answer, offering safe community spaces that help with healing and support.



*"We were inspired and energised by the opportunity to come together to hear the voices of women"*

Liz Mack CEO

# Press Coverage

Here are examples of where lived experience voices have been heard in the national media. Our Lived Experience Ambassadors will often work closely with our Communications and External Affairs team, using their experience to provide insights into the challenges women face.

Using their voices they work with the team to influence and change local and national policy. This will include providing evidence for research and consultation, talking with politicians, statutory agents such as local authorities or police and speaking with journalists.

## CLOSER

**CLOSER NEWS REPORT**

### SHOULD MORE FEMALE OFFENDERS BE SPARED JAIL?

Is a sentencing review proposing ways to tackle the prison population. Closer looks at what it might mean for women who have often been coerced into crime.



**WHAT DOES THE REVIEW RECOMMEND?**

- A review of the sentencing of women offenders.
- A focus on women who have been coerced into crime.
- A review of the impact of prison on women.
- A review of the availability of community sentences for women.
- A review of the effectiveness of probation for women.
- A review of the role of the judiciary in sentencing women.
- A review of the role of the Crown Prosecution Service in charging women.
- A review of the role of the police in investigating and prosecuting women.
- A review of the role of the courts in sentencing women.
- A review of the role of the prison service in managing women.
- A review of the role of the probation service in supervising women.
- A review of the role of the judiciary in sentencing women.
- A review of the role of the Crown Prosecution Service in charging women.
- A review of the role of the police in investigating and prosecuting women.
- A review of the role of the courts in sentencing women.
- A review of the role of the prison service in managing women.
- A review of the role of the probation service in supervising women.

**IMPRISONING MUMS MEANS PUNISHING THEIR CHILDREN**

**MAGISTRATES**

**DISADVANTAGES**

**ADVICE**

**WORDS**

**OPINION**

**REAL LIFE**

**CLOSER ONLINE**

**As a sentencing review proposes ways to tackle the prison population, Closer looks at what it might mean for women who have often been coerced into crime.**

*"He threatened to hurt my two adult children, one of whom is severely disabled, as well as my employer himself if I didn't take the cash. I told myself I was keeping everyone safe, but after I was jailed Teddy ended up in foster care. When I finally got released, he was a different child. Imprisoning mums means punishing their children."*

## TAKE A BREAK

### SHOULD WE REALLY BE TAKING SCHOOL MUMS TO COURT?

Last year, over 18,000 parents faced convictions for their children missing school – over 70 per cent of them women. But the reasons behind 'school refusal' are often complex...



**COULDN'T PHYSICALLY DRAG HER TO SCHOOL...**

**MAGISTRATES**

**DISADVANTAGES**

**ADVICE**

**WORDS**

**OPINION**

**REAL LIFE**

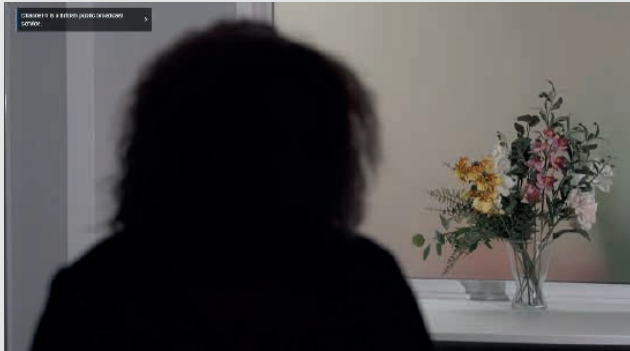
**Last year, over 18,000 parents faced convictions for their children missing school – over 70 per cent of them women. But the reasons behind 'school refusal' are often complex...**

*"Towards the end of YR7, Chelsea went into a unit for children who were suffering with mainstream school. Then covid hit. When schools reopened, the unit closed and Chelsea ended up back at her mainstream school.*

*Her unit had only had six pupils. Chelsea wasn't used to classes of 30 kids and walking around a massive school anymore and she found it completely overwhelming. Before long, she was point blank refusing to get out of bed on school mornings and I couldn't physically drag her to school. Before long I'd accumulated fines of £2000 and been sentenced to a year's probation."*

## CHANNEL 4 NEWS

**Violence against women and girls as big a threat as terrorism warn police**



Advance Lived Experience Ambassador featured on Channel 4 News talking about her experiences of domestic abuse.

*"It was my child who called the police and the first few visits they were very supportive. But it was dealt with as an isolated event. We are talking years of systemic abuse. Attempted murder, GBH, the list is endless, child abuse, strangulation. And he got away with all of it."*

## LONDON WORLD

**Deputy Mayor of London visits national women's charity**

Advance was visited by a Deputy Mayor of London to discuss the challenges women face when it comes to housing. Tom Copley, Deputy Mayor for Housing and Residential Development, was accompanied by Sem Moema, London Assembly member for Hackney, Islington and Waltham Forest, and lead member for housing.

During the visit to Advance's Finsbury Park Women's Centre, Ms Moema and Mr Copley met with Liz Mack, CEO of Advance, and other members of the charity's leadership team. As well as women supported with their housing needs by Advance.

## DAILY MIRROR/DAILY EXPRESS



**Impact of Counter Allegations on Survivors of Domestic Abuse**

*"Once my son started school, I found a career in social work while walking on eggshells at home. The night before I was due to attend court to support a client, I ended up in a police cell because I'd made my partner's nosebleed when he was attacking me. "When one of the officers who I knew said, 'Michelle, I'm sorry. I have to arrest you as he's made a counter allegation of assault', I couldn't believe it. "They knew I was telling the truth. They'd been to my address more than once. I wasn't interviewed until gam the next morning – when I was due in court – and received a caution."*

Advance Peer Mentor



*"While we are helping women navigate their housing journey, our women's centres provide a safe space where they can come and have a shower, wash their clothes and use the microwave to have something hot to eat."*

# Events

## ADVANCE'S PARLIAMENTARY DROP-IN

The beautiful Palace of Westminster was the venue for Advance's drop-in for parliamentarians. Andy Slaughter, Labour MP for Hammersmith & Chiswick, sponsored it; providing us with an opportunity to introduce MPs to Advance and the vital work that we do, particularly our criminal justice services,

to gain their interest and support. Liz Mack, Advance CEO, and Dali Kaur, Director of Criminal Justice and Young Women & Girls Services highlighting the harmful impact the prison system has on women and their families, as well as the need for specialist early intervention, such as our Diversion and Maia services.



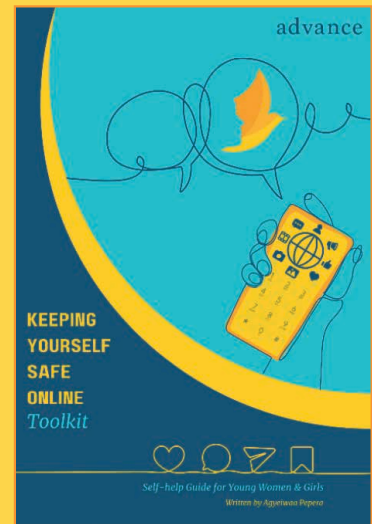
Andy Slaughter MP and Chair of the Justice Committee, alongside Liz Mack, CEO of Advance and guests.

*Liz said: "We are so grateful to MP Andy Slaughter for his support in facilitating a wonderful networking event in such impressive surroundings."*

*"We were inspired and energised by the opportunity to come together with representatives from across the women's sector, to be able to meet and talk with a number of MPs, all under one roof, giving us the opportunity to collectively galvanise discussion around the urgent response needed to the prison crisis, and the experiences of women in the criminal justice system."*

It was also a chance to talk about Advance's expertise in supporting women in the CJS for the past 15 years and the reasons why women are disproportionately affected by the criminal justice system, reminding us of the findings of the Corston report in 2007, which is still relevant today, calling for early intervention, prevention and gender-informed alternatives to custodial sentences.

## CTRL+ALT+SAFETY



On Safer Internet Day, 11 February, Advance published a resource to take a stand against online harm. The Ctrl+Alt+Safety launch webinar was hosted by Dolly Jones, former Vogue Digital Director and Advance Trustee, to discuss the importance of cyber security for young women and girls. Dolly chaired a discussion with Jay Agyeiwaa Pepera, cyber security writer and Frances Rahman, Head of Young Women and Girls at Advance.

The 2024 Girl's Attitude Survey by Girlguiding UK uncovered the growing extent of online harm and sexism. 77% of girls and young women aged 7–21 had experienced online harm in the past year. In response, Advance created the Ctrl+Alt+Safety guide to help individuals navigate their online journeys safely and confidently. It also serves as a tool for professionals working with young people, equipping them to provide practical advice and support for managing online challenges.

## ADVANCETALK

About Justice: Unpacking the Intersection of Domestic Abuse and the Criminal System

## UN'S 16 DAYS OF ACTIVISM

As part of 2024's 16 Days of Activism Against Gender-Based Violence, Advance relaunched the ADVANCETALK About Justice webinar series.

This four-part series tackled the vital yet often overlooked intersections between domestic abuse, violence against women and girls, and women's involvement in the criminal justice system.

The sessions explored trauma's role in women's offending, early intervention strategies, the transformative impact of Women's Centres, and the challenges posed by false counter-allegations. With expert panellists sharing critical insights, the series highlighted the need for systemic reform to create a safer, fairer society for women and girls.



Panelists (L to R)

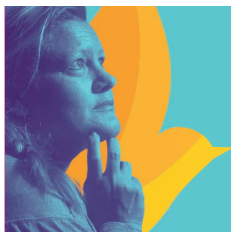
Leonie Loftus, Senior Policy & Campaigns Manager,

Ramisha P, Advance Health & Social Care Senior Service Manager,

Caroline P, Minerva Senior Service Manager for East of England & Kent


Sona Barbosa, Head of Therapeutic Services, Woman's Trust

### Explore Resources and Recordings



#### Alternative Paths: Diversion, Prevention & Police Discretion

01

 **Resources:** <https://www.advancecharity.org.uk/wp-content/uploads/2024/12/Alternative-Paths-Handout.pdf>



#### From Victim to Defendant: The Impact of Trauma on Women's Pathways to Offending

02

 **Recording:** [https://youtu.be/X\\_NO4TJnqew](https://youtu.be/X_NO4TJnqew)


 **Handout:** <https://www.advancecharity.org.uk/wp-content/uploads/2024/12/Advance-Victim-to-Defendant-Handout.pdf>

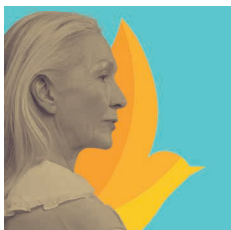


#### More Than Safety: The Role of Women's Centres in Empowerment

03


 **Recording:** <https://youtu.be/OMykiO7axRw>

 **Resources:** <https://www.advancecharity.org.uk/wp-content/uploads/2024/12/More-Than-Safety-Handout-.pdf>



#### A Call for Help: Counter-Allegations & Their Impact on Reporting Abuse

04

 **Recording:** <https://youtu.be/sTuZX7w80-4>

## KENT'S POLICE AND CRIME COMMISSIONER VISITS ADVANCE



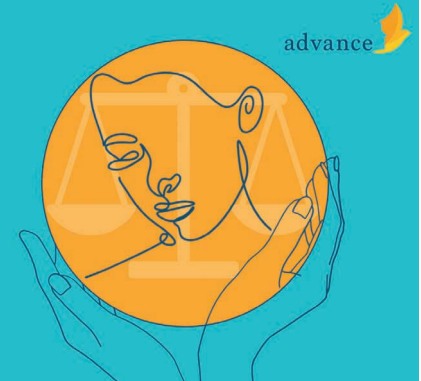
Kent's Police and Crime Commissioner, Matthew Scott, visited Advance's women's centre in Canterbury to meet staff and find out about the support the charity offers to women on probation.

The visit gave Advance staff the opportunity to highlight the gaps in provision for women in contact with the criminal justice system, such as the lack of long-term support and rehabilitation, and the vital need for more funding.

Advance has had a centre in Kent for four years and supports more than 400 women across the county. Many of whom are or have been victims of domestic abuse, and many of their crimes are directly linked to that abuse.

**Kent Police and Crime Commissioner Matthew Scott said:** "It was a pleasure to visit Advance and meet such a committed team. Breaking the cycle of offending, by offering comprehensive rehabilitation programmes is something I'm committed to. "Not only do such interventions help some of society's most vulnerable people, but they also prevent crime taking place in the future. The results Advance see speak for themselves and I'd like to congratulate the team's innovation and experience in this often-difficult area."

## LAUNCH OF LUNCH AND LEARN SESSIONS



This year we launched our inaugural Lunch & Learn series of national events, with the intention to engage and empower local communities in addressing issues facing women. This year, our sessions focused on the relationship between domestic abuse and women's contact with the criminal justice system.

### Dali Kaur, Director of Services at Advance said:

*Advance is rooted in our values of collaboration and partnership. We have been delivering services within communities for over 25 years. We know that working together in a coordinated approach and engaging with the various services women and girls will come in contact with is the best way to make change to best meet their needs. We are incredibly pleased that these Lunch & Learn sessions will offer the opportunity to put this into action.*

# 9 Looking to the future

## Strategy 2026-2030

2025 marks the final year of our three-year strategy. Our board, senior leadership, and colleagues from across the organisation have been coming together, along with women with lived experience, to evaluate progress and set the vision for the next strategy, which will begin in 2026 and take us up to the end of the decade.

The past three years have seen significant shifts, not least with a new government and continued challenging economic and financial picture. Our staff have continued to deliver high-quality and meaningful support to women and girls across London and the Southeast, despite the demanding environments in which we work.

We will draw on this delivery expertise of the challenges and successes and combine with the lived experience of women and girls we support, to develop a bold 2026-2030 strategy that centres best practice in providing effective community-based support.

## Government strategies

2024 brought a change in government and with it, the opportunity to radically improve the lives of women and girls. Advance called on the new government to develop tangible plans to tackle the deep-rooted and systemic misogyny in our society and build a long-term and sustainable plan for a safe, just, and equal world for women and girls through the publication of our Manifesto.



The Government's awaited VAWG and women's justice strategies must embed true cross-government collaboration to end VAWG, with efforts from all departments to ensure that women and girls have a safe, just, and equal world.



## Fundraising – thank you to all funders

Without your support and passion we would not be able to pursue our vision of a world that is free, just, and equal for women and girls.

**In particular, we would like to thank:**

**Barings**

**The Julia Rausing Trust**

**The Big Give Trust**

**T&J Meyer Family Foundation**

**The Stanley Grundy Foundation**

**AXA UK**

**Fidelity International**

**The Caring Family Foundation**

**The Hobson Charity**

**Islamic Relief UK**

**Benevity**

**Anglo Doorstep Collections**

**Daughters of Jesus**

Together, we are advocating for real change and providing meaningful support for women and girls in their communities.

**The Advance Team**





# Financial Statements

For the Year Ended 31 March 2025

The Trustees (who are also the Directors of the charitable company for the purposes of the Companies Act) present their combined Directors' report and Trustees' annual report, as required by company law, together with the audited financial statements of Advance Advocacy and Non Violence Community Education (the Charity) for the year ended 31 March 2025.

The Trustees confirm that the annual report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

## Governing document and Objectives

Advance is a charitable company limited by guarantee and is governed by a Memorandum and Articles of Association which was incorporated in August 2000, after its founding in 1998. Advance was registered as a charity in September 2000.

Our vision is a world where women and girls can live safe, just and equal lives.

The objects of the charity for the public benefit in 2024/25 are:

1. The relief and support of persons, including children, who have suffered or are in danger of suffering domestic violence;
2. To advance the education of voluntary and statutory agencies and the public in all aspects of domestic violence, including without limit, its causes and prevention and the relief of its consequences;
3. Divert women from the Criminal Justice System at the earliest opportunity, reduce re-offending amongst women and encourage desistance amongst repeat offenders; and
4. Reduce the number of custodial sentences imposed on women by the Courts and prevent families breaking down as a result of offending.

The Trustees have complied with the duty in section 17(5) of the 2011 Charities Act to have paid due regard to the guidance published by the Charity Commission on public benefit. In particular the Trustees consider how planned activities contribute to the achievement of the Charity's objects.

## Recruitment and appointment of new Trustees

The Directors of the company are also the charity Trustees. Trustees are appointed for the skills and experience that they bring and their ability to assist Advance in meeting its charitable objects. In 2024/25, Advance's Trustees brought diverse experience and a wide skill-base to the Board at a time of significant changes in the funding environment.

All new Trustees undergo a comprehensive induction process including in person meetings and on-line training. They are provided with Advance's Memorandum and Articles, strategic plan, quarterly management accounts and relevant reports, as well as access to all policies via a secure online shared resource. All new Trustees are also provided with the Charity Commission's 'The Essential Trustee' and invited to discuss any queries with the Chair.

The Articles of Association state that each year one third of the elected Trustees shall retire from office and these shall be those who have served longest in office. A retiring Trustee shall be eligible for re-election. The Board is able to decide how many vacancies there are subject to a minimum of three persons. Where a vacancy exists, the vacancy is openly advertised on Advance's website and networks, and applicants are interviewed and appointed by delegated Trustees.

Trustees are responsible for the overall direction and strategic development of the organisation. This involves overseeing the strategic plan, monitoring performance against set objectives, agreeing the annual budget, monitoring reserves, reviewing and developing policies and procedures, the recruitment of staff and managing other personnel issues that may arise.

The Board of Trustees meets quarterly and is supported by three Trustee sub-committees which also meet quarterly in-between full Board meetings, focussing on: People, Finance & Operations, Fundraising, Development & Communications; and Services and Safeguarding.

## Organisational structure

The Trustees delegate the management and delivery of services to meet the charity's objects to the Chief Executive Officer (CEO), and to the Senior Leadership Team consisting of the Director of Finance and Operations, the Director of People, the Director of Development and Insights, The Director of Services (Criminal Justice Service & Young Women and Girls) and the Director of Services (Domestic Abuse).

The senior staff remuneration at the levels below the CEO is set by the CEO in close consultation with the Board, particularly with reference to the People, Finance & Operations sub-committee which includes the Chair and also in relation to market rates. A salary scale is used to ensure consistency in similar roles. The salary of the CEO is set by the Board and all staff are eligible to receive an annual increment up to the top of the scale.

Employees are responsible for delivering the outputs and outcomes in line with funder requirements and Advance's objectives. This includes service delivery, training, consultancy, and other core areas related to administration, fundraising, finance and human resources.

Advance values diversity and welcomes applications from all sections of the community for its roles. In line with this we have developed policies to ensure that we have fair and transparent recruitment and selection processes in place that meet our equality and diversity policy.

Advance enjoys a strong working relationship with a number of partnerships, organisations and individuals and is represented on a number of working groups in order to further its charitable objectives.

## Delivering public benefit

Advance positively impacts the lives of women and their families, by reducing or diverting women from offending, reducing domestic violence incidents and risk of harm, increasing the safety and improving the quality of life of women, young women and children supported by our services.

During the year we were also able to deliver public benefit through further development and innovation, by extending our services and offering new services to women and children, as well as sharing best practice with practitioners, policymakers and organisations working with women and children affected by violence and abuse.

We continue to build our partnership working and deliver a coordinated community response to violence and abuse against women and girls, by participating in strategic and operational networks, locally and nationally, and developing and leading service delivery partnerships in London and nationally.

## Risk management

The Board of Trustees has conducted a review of the major risks to which the charity is exposed. A risk register has been established and is updated quarterly, overseen by the Trustee sub-committees with a focus on services and governance, finance, fundraising and people. Where appropriate, systems or procedures have been established to mitigate the risks the charity faces. The Board reviews the risk register quarterly through the year.

Internal control risks are minimised by the review of financial management procedures and implementation of procedures for authorisation of all transactions and projects. Procedures are in place to ensure compliance with health and safety of staff, clients and visitors. The implementation of National Quality Standards for domestic violence services and review and implementation of safeguarding children and adults at risk procedures ensure a consistent quality of delivery for all operational aspects of the charity. These procedures are periodically reviewed to ensure that they continue to meet the needs of the charity.

The Board has agreed and oversees a three-year strategic business plan 2023/26. This sets out plans to allow for the diversification of funding and activities and an action plan is refreshed annually.

**The main risks identified and the mitigating responses to manage these risks include:**

<b>Risk identified</b>	<b>Response to Risk</b>
<p>Challenging climate due to the cost-of-living crisis, public sector cuts, leading to increasingly competitive tendering.</p>	<p>Advance continues to build on its high-quality services through continuous innovation; aims to reach more women and girls across new geographic areas and broaden access to its services; engages with local and central government to influence provision of services needed by women; develops new services aligned to its mission and policy frameworks; develops hardship and flexible funding to support women and children affected by the crisis; collaborates with statutory and voluntary service providers to develop best-practice partnerships.</p>
<p>Increasingly competitive funding and commissioning environment due to larger number of providers vying for contracts and smaller number of funding opportunities. Furthermore, the size of Advance as a mid-sized organisation limits its eligibility for a number of funding opportunities.</p>	<p>Advance has built the capacity of its fundraising resources; developed and launched a new fundraising strategy; is diversifying its funding streams; continues to build and strengthen relationships with commissioners; is building on its specialist local experience and understanding of needs; ensuring continued improvement and value for money of tender proposals; monitors key performance indicators and reports regularly to the Board of Trustees.</p>
<p>Recruiting and retaining sufficient and highly skilled staff to maintain quality of services and capacity for growth.</p>	<p>Advance has built the capacity of its human resources, finance and data insights team; developed its recruitment and people development processes and systems and grown its service delivery management structure and team. Advance continues to invest in training and development of staff; engages and responds to team feedback through an annual staff survey and organises frequent team away days.</p>
<p>Sufficient unrestricted reserves to enable sustainability and support significant growth.</p>	<p>Advance has implemented its fundraising strategy to diversify its funding streams; continues to ensure full-cost recovery for funded services; is developing proposals to fund capacity building and core costs; is building relationships with individual donors and events with communities to raise awareness and support for its activities; monitors reserves and reports regularly to the Board of Trustees.</p>
<p>Information and systems security breach.</p>	<p>Advance uses a cloud-based data environment; has encryption in place for its systems and devices; has expert advice for its data protection processes and systems; has clear policies on confidentiality, privacy and data protection; regularly reviews systems security; has been accredited at IASME standard.</p>

# Financial Overview

**Following another year of significant funding pressures and challenges in the commissioning landscape faced by the women's sector, we have benefited from the work undertaken by the charity to strengthen our financial management systems, policies and procedures, enabling us to maximise opportunities that arose in 2024/25.**

## Funding sources

Our success in securing existing contracts and obtaining additional funding to extend service delivery into new areas demonstrates the confidence commissioners and funders have in our delivery and approach. Our fundraising strategy complements our success in achieving restricted funding by targeting designated and unrestricted funding towards our business services and other core costs.

The principal funding sources for the charity in 2024/25 were from the following:

- London Borough of Brent
- London Borough of Ealing
- London Borough of Hammersmith & Fulham (LBHF)
- Royal Borough of Kensington & Chelsea (RBKC)
- Westminster City Council (WCC)
- Bi-borough Family & Children's Services (RBKC, WCC)
- Greater London Authority
- Ministry of Justice domestic abuse services
- Ministry of Justice probation community services
- Mayor's Office for Policing & Crime (MOPAC) and the Violence Reduction Unit (VRU)
- Islamic Relief
- Julia and Hans Rausing Trust
- Daughters of Jesus
- Refuge (Greater London Authority)
- London Victim and Witness Service
- Eaton fund
- Health IRIS Advocacy

Additional financial donations and contributions to help us support families using our services have been received from other donations.

## Financial Review

The Trustees consider the financial performance by the charity during the year to have been satisfactory given the initial

reserves position of the organisation, the funding environment and the expansion of services undertaken. The financial statements are set out on pages 39 to 51.

The annual income for 2024/25 as shown in the Statement of Financial Activities was £9,410,545 (2023/24: £8,232,444), an increase of 14%, with annual expenditure of £8,992,656 (2023/24: £8,311,941), generating an overall annual surplus of £417,887 (2023/24: deficit of £79,498).

Despite a challenging funding environment, the increase in income has been a result of new grants and contracts from statutory and independent funders, aimed at supporting charities through the difficulties brought about by Covid-19 and the cost-of-living crisis. The increase in annual expenditure was due to the provision of new services and programmes.

The total funds at the year ended 31 March 2025 stands at £1,506,198 (2023/24: £1,088,309) of which unrestricted funds are £1,087,746 (2023/24: £984,327) and restricted are £418,452 (2023/24: £103,982). Cash balances at the year-end were £1,502,393 (2023/24: £499,611).

## Reserves policy

The Board of Trustees reviewed Advance's Reserves Policy in response to the charity's main risks and the current funding environment and agreed that unrestricted funds held should be equivalent to up to two months of staff costs, three months of premises costs and one month of running and activities costs for all projects.

In 2024/25, Advance continued to expand its services and income, and unrestricted reserves are needed to meet the charity's working capital needs and support further development of its services.

The Board has agreed a plan to increase unrestricted reserves to a target of £1,275,000 over the next 3 years. This is deemed realistic and has been achieved through effective financial management, focusing on boosting unrestricted income and improving the agreed level of future contributions from restricted projects towards core costs and unrestricted reserves.

The Free unrestricted reserves on 31 March 2025 amounted to £1,032,898 (2023/24: £928,329). The Board consider that Advance can continue its current activities with existing reserves.

# Structure, Governance and Management

## Registered Company number

04064660 (England & Wales)

## Registered Charity number

1086873

## Registered office

Advance Advocacy  
and Non-violence  
Community Education

c/o Knox Cropper LLP,  
65-68 Leadenhall Street,  
London EC3A 2AD

## Auditors

Knox Cropper LLP,  
65 Leadenhall  
Street,  
London EC3A 2AD

## Bankers

CAF Bank Ltd,  
25 Kings Hill Avenue,  
Kings Hill,  
West Malling,  
Kent ME19 4JQ

## Trustees

Christine Losecaat MBE

Chair

Christine Mullin

Treasurer (stepped down as treasurer on 25 March 2025)

Emily Midwood

Chair, Services and Safeguarding Sub-Committee

Meeta Luthra

Chair, People, Finance and Operations Sub-Committee

Anita Hamilton

Chair, Fundraising and Communications Sub-Committee

Tania Bookallil

Treasurer (appointed 25 March 2025)

Karthik Mahadevan

Ludovico Giannotti

Kate Parsley

Charmian Sedman

Prof. Susan Edwards

Elly Crawford

(resigned 29 September 2025)

Abundance Temile

Geraldine Berg

Deborah Parkin

(resigned 29 May 2025)

Dr Michael Short

Helen Soulsby

Tracey King

## Senior Management

Elizabeth Mack

Chief Executive Officer

Kitty McKay

Director of People (appointed 19 May 2025)

Dr Summer Alston-Smith

Director of Development and Insights

Vicki Osunde

Director of People (resigned 12 February 2025)

Vanessa Penzo

Director of Finance and Operations

Dali Kaur

Director of Services for Criminal Justice & Young Women and Girls (appointed 22 July 2024)

Amy Glover

Director of Services for Domestic Abuse (appointed 22 July 2024)

Judi Braddock

Director - Transformation Lead – interim (contract end date 30 August 2024)

# Statement of trustees responsibilities

The Trustees (who are also the directors of Advance for the purposes of Company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law and Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

## Auditors

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting. This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

## On behalf of the board:



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Christine Losecaat MBE, Chair  
Chair 26 January 2026



# Independent Auditor's Report to the Members of Advance

## Opinion

We have audited the financial statements of Advance (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

### In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the

charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the Report of the Trustees has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

## Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.



# Independent Auditor's Report to the Members of Advance

## Use of the audit report

This report is made solely to the charitable company's member in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's member for our audit work, for this report or for the opinions we have formed.

Shoaib Arshad  
Senior Statutory Auditor  
for and on behalf of Knox Cropper LLP  
Chartered Accountants and Registered Auditors  
65 Leadenhall Street  
London. EC3A 2AD

27 January 2026

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# Statement of Financial Activities

(Incorporating an Income and Expenditure Account)  
For the year ended 31 March 2025

Statement of Financial Activities		Year ended 31 March 2025			Year ended
		Unrestricted Fund	Restricted Fund	2025 Totals	31 March
Income:	Notes	£	£	£	£
Charitable activities	2	81,158	9,307,126	<b>9,388,284</b>	8,217,450
Investment income – Interest receivable		22,261	-	<b>22,261</b>	14,994
<b>Total incoming resources</b>		103,419	9,307,126	<b>9,410,545</b>	8,232,444
<b>Expenditure:</b>					
<b>Costs of Raising Funds:</b>					
Fundraising costs	3	-	380,738	<b>380,738</b>	334,188
<b>Expenditure on Charitable Activities:</b>					
Total Charitable Activities	3	-	8,611,918	<b>8,611,918</b>	7,977,753
<b>Total expenditure</b>	3	-	8,992,656	<b>8,992,656</b>	8,311,941
<b>Net income / (expenditure) for the year</b>		<b>103,419</b>	<b>314,470</b>	<b>417,889</b>	(79,497)
Transfers between Funds	10	-	-	-	-
<b>Net Movement in Funds for the year</b>		<b>103,419</b>	<b>314,470</b>	<b>417,889</b>	(79,497)
<b>Reconciliation of Funds</b>					
Total Funds brought forward		984,327	103,982	<b>1,088,309</b>	1,167,806
<b>Total Funds carried forward</b>	9-10	<b>1,087,746</b>	<b>418,452</b>	<b>1,506,198</b>	1,088,309

All income and expenditure derive from continuing activities.

# Balance Sheet

## Advance Advocacy and Non Violence Community Education

Charity no. 1086873 Company no. 4064660

	Notes	As at 31 March 2025 £	As at 31 March 2024 £
<b>Fixed assets</b>			
Tangible assets	5	117,359	120,001
<b>Current assets</b>			
Debtors	6	1,315,422	1,873,343
Cash at bank and in hand		1,502,393	499,611
		2,817,815	2,372,954
<b>Liabilities:</b>			
Creditors falling due within one year	7	(1,428,976)	(1,404,646)
<b>Net current assets</b>		1,388,839	968,308
<b>Net assets</b>	11	1,506,198	1,088,309
<b>Funds:</b>			
Unrestricted income funds	9	1,087,746	984,327
Restricted funds	10	418,452	103,982
<b>Total Funds</b>		1,506,198	1,088,309

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies. The notes on pages 42 to 51 form part of these accounts.

Approved by the Trustees and authorised for issue on 26 January 2026, and signed on their behalf by



Christine Losecaat MBE, Chair



Tania Bookalil, Treasurer

# Statement of Cashflows

For the year ended 31 March 2025

	Year ended 31 March 2025 £	Year ended 31 March 2024 £
<b>Net Movement in Funds</b>	<b>417,889</b>	(79,497)
<b>Adjustments for:</b>		
Depreciation of tangible assets	<b>56,132</b>	26,968
Interest received	<b>(22,261)</b>	(14,994)
(Increase) / decrease in debtors	<b>557,921</b>	(537,657)
Increase / (decrease) in creditors	<b>24,330</b>	235,547
<b>Net Cash generated from Operating Activities</b>	<b>1,034,011</b>	(369,633)
<b>Cash flows from investing activities:</b>		
Purchase of tangible fixed assets	<b>(53,490)</b>	(78,897)
Interest	<b>22,261</b>	14,994
<b>Net cash from investing activities</b>	<b>(31,229)</b>	(63,903)
<b>Cash flows from financing activities</b>		
Interest paid		-
<b>Net cash used in financing activities</b>		-
<b>Net increase / (decrease) in cash and cash equivalents</b>	<b>1,002,782</b>	(433,536)
<b>CASH AND CASH EQUIVALENT AT BEGINNING OF PERIOD</b>	<b>499,611</b>	<b>933,147</b>
<b>Cash and cash equivalent carried forward</b>	<b>1,502,393</b>	<b>499,611</b>
<b>Cash and cash equivalents can be analysed as follows:</b>		
<b>Cash in hand</b>	<b>1,502,393</b>	499,611

# Notes to the Accounts

For the year ended 31 March 2025

## 1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

### a. Basis of Preparation

The financial statements have been prepared under the historical cost convention, and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.

Advance is a charitable company limited by guarantee (company number 04064660 and charity number 1086873). The registered office is Advance Advocacy and Non-violence Community Education c/o

Knox Cropper LLP 65-68 Leadenhall Street, London EC3A 2AD.

The presentation currency of the financial statements in pound sterling (£).

### b. Key Judgements and Assumptions in applying Accounting Policies

There are no key judgements or assumptions used in applying the accounting policies.

### c. Preparation of the Accounts on a Going Concern basis

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern. The charity has cash resources and has no requirement for external funding. The directors have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. They continue to believe the going concern basis of accounting appropriate in preparing the annual financial statements.

### d. Incoming Resources

All income is recognised in the Statement of Financial Activities on an accruals basis once the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received, and the amount can be measured reliably. For unsolicited donations this is when received.

In particular, revenue grants are recognised as income at the earlier date of when they are received or when they are receivable, unless they relate to a specified future period or the completion of unmet performance related conditions outside the control of the charity, in which case they are deferred. Deferred income is released to income in the reporting period in which the performance-related or other conditions that limit recognition are met.

### e. Resources Expended:

All expenses are accounted for on an accrual's basis.

#### i. Fundraising costs

These costs are incurred in seeking voluntary contributions. Direct fundraising costs consist of external direct costs and a proportion of direct salary costs calculated on the basis of estimation of time spent on fundraising activities.

#### ii. Allocation of Support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs includes costs and services, such as finance, payroll and governance costs which support the charity's work. Support costs have been allocated directly against charitable activities.

### f. Staff Pensions

Advance operated a defined contribution pension scheme (DCS) during the year. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate. At 31 March 2025, Advance had 135 (2024: 126) active members in the scheme. Total contributions to the DCS for the year were £211,935 (2024: £86,739).

**g. Tangible fixed assets**

Tangible fixed assets are stated in the balance sheet at cost less depreciation. These items are depreciated on a straight-line basis so as to write off their cost over their estimated useful lives. The rates used are as follows:

Buildings and Refurbishment	10% or the length of the lease, whichever is shorter
Computers	33%
Fixtures & Fittings	20%

Items costing less than £500 are written off in full in the year of acquisition.

**h. Debtors**

Debtors are recognised when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

**i. Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than 3 months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**j. Creditors**

Short term creditors are measured at the transaction price. Creditors are recognised when the charity has a present legal or constructive obligation resulting from a past event to make payment to a third party, it is probable that settlement will be required and the amount due to settle the obligation can be measured or estimated reliably.

**k. Restricted funds**

Restricted funds are accounted for in accordance with the particular terms of trust arising from the express or implied wishes of donors in so far as these are intended to be binding on the Trustees. Where any such wishes are not intended to be legally binding, they are taken into account and recognised in appropriately designated funds.

**l. Unrestricted funds**

Unrestricted funds are those which are not subject to any special restrictions and they are classed within the General fund.

**m. Foreign exchange**

Transactions denominated in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences arising in the ordinary course of business are included in incoming resources or resources expended. Assets and liabilities denominated in foreign currencies are translated into sterling at the exchange rates ruling at the balance sheet date.

**n. Operating Leases**

Rentals under operating leases are charged to the Statement of Financial Activities on a straight line basis over the lease term.

# Notes to the Accounts

For the year ended 31 March 2025

## 2. Income from Charitable Activities

	Year ended 31 March 2025 Unrestricted Funds £	Year ended 31 March 2025 Restricted Funds £	Year ended 31 March 2025 Totals £	Year ended 31 March 2024 Totals £
Grants: Community-based Advocacy & Support	19,754	9,307,126	<b>9,326,880</b>	8,208,583
Donations & gifts	36,395	-	<b>36,395</b>	8,617
Other income	25,009	-	<b>25,009</b>	250
	81,158	9,307,126	<b>9,388,284</b>	8,217,450

Grants received, included in the above, are as follows:

	Year ended 31 March 2025 £	Year ended 31 March 2024 £
<b>Unrestricted Grants</b>		
The Caring Foundation	<b>6,250</b>	-
Barings	-	15,000
T&J Meyer Family Trust	-	10,000
Aurum Charitable Trust	-	30,000
Benevity	<b>4,089</b>	2,400
Trowers & Hamlins	<b>317</b>	503
Anglo Recycling	<b>2,500</b>	16,246
The Talisman	-	400
RGA UK Services	<b>798</b>	-
The Stanley Grundy	<b>2,500</b>	-
FIL Investment Management	<b>2,300</b>	-
Elly Tomlin	<b>1,000</b>	-
	<b>19,754</b>	74,549

# Notes to the Accounts

For the year ended 31 March 2025

## 2. Income from Charitable Activities (Continued)

	Year ended 31 March 2025 £	Year ended 31 March 2024 £
<b>Restricted Grants</b>		
London Borough of Brent	472,561	495,955
London Borough of Ealing	128,000	108,817
London Borough of Hammersmith & Fulham (LBHF)	353,395	428,771
Royal Borough of Kensington & Chelsea (RBKC)	263,000	293,000
Westminster City Council (WCC)	408,633	390,547
Greater London Authority	1,324,451	1,152,926
Bi-borough Family & Children's Services (RBKC, WCC)	52,000	52,500
London Victim and Witness Service	103,966	-
Ministry of Justice domestic abuse services	310,000	310,000
Ministry of Justice probation community services	4,068,413	3,644,927
Mayor's Office for Policing & Crime (MOPAC)	165,308	158,850
Violence Reduction Unit (VRU)	835,135	572,258
Eaton Fund	16,000	-
Islamic Relief	53,333	35,778
Daughters of Jesus	10,000	-
Julia and Hans Rausing Trust	50,000	50,000
Health IRISi Advocacy	430,059	181,503
Women In Prison	-	10,400
Refuge (Greater London Authority)	262,872	247,020
<b>Total Grants Received</b>	<b>9,307,126</b>	<b>8,133,252</b>

# Notes to the Accounts

For the year ended 31 March 2025

## 3. Analysis of total expenditure

	Direct Costs £	Staff Costs £	Support Costs £	Year ended 31 March 2025 Total Costs £	Year ended 31 March 2024 Total Costs £
<b>Expenditure on Charitable Activities</b>					
<b>Cost of generating funds:</b>					
Fundraising costs	19,518	361,220	-	<b>380,738</b>	334,188
<b>Charitable activities:</b>					
Community-based Advocacy & Support	2,318,534	5,603,176	666,023	<b>8,587,733</b>	7,927,946
Governance Costs	-	-	24,185	<b>24,185</b>	49,807
<b>Total Charitable activities</b>	<b>2,318,534</b>	<b>5,603,176</b>	<b>690,208</b>	<b>8,611,918</b>	7,977,753
<b>Total Expenditure 2025</b>	<b>2,338,052</b>	<b>5,964,396</b>	<b>690,208</b>	<b>8,992,656</b>	
Total expenditure 2024	2,078,140	5,565,330	668,471		8,311,941
<b>Direct costs include:</b>					
<b>Direct costs related to community-based activities</b>					
Partners' activities costs				<b>1,744,389</b>	1,594,174
Service-user activities				<b>72,566</b>	36,146
IT & Telecommunication Costs				<b>388,722</b>	319,254
Other Direct Costs				<b>112,857</b>	109,181
				<b>2,318,534</b>	2,058,755
<b>Support costs include:</b>					
HR & payroll				<b>12,299</b>	10,497
Premises & storage				<b>95,845</b>	80,688
Lease costs				<b>362,342</b>	358,189
Staff related support costs				<b>120,947</b>	102,822
Other Support Costs				<b>18,458</b>	39,500
Depreciation				<b>56,132</b>	26,968
				<b>666,023</b>	618,664
<b>Governance costs</b>					
Legal & Professional fees				<b>13,262</b>	37,194
Auditors' fees				<b>7,620</b>	5,400
AGM / Annual Report				<b>3,303</b>	3,301
Trustee and Board meeting expenses				-	3,912
Governance review				-	-
				<b>24,185</b>	49,807

# Notes to the Accounts

For the year ended 31 March 2025

## 4. Trustees and employees

Staff costs:	Year ended 31 March 2025 £	Year ended 31 March 2024 £
Salaries	4,811,255	4,525,726
Social security costs	450,517	415,817
Pension scheme contributions	211,935	86,739
Redundancy	-	-
Consultants & Agency staff	353,495	339,728
Recruitment and training	137,194	197,320
	<b>5,964,396</b>	<b>5,565,330</b>

	Year ended 31 March 2025 Number	Year ended 31 March 2024 Number
The average number of persons employed during the year was:	<b>154</b>	150

The charity considers its key management personnel to comprise the Trustees, the Chief Executive and the Directors. The total employment benefits including employer pension contributions and national insurance contributions of the key management personnel were £107,038 (2024: £123,314).

There were no redundancy payments in 2024/25 (2024: £nil).

The Trustees and persons connected with them have not received or obtained any remuneration or other financial benefits as a trustee for the period directly or indirectly from Advance's funds. The aggregate amount of expenses reimbursed to Trustees to cover travel expenses during 2024/25 was £nil (2024: £nil).

### Key Management were:

Salary	No. of Employee	
	2025	2024
£60,001 - £70,000	0	0
£70,001 - £80,000	2	0
£80,001 - £90,000	3	2
£90,001 - £100,000	0	1
£100,001 - £110,000	1	0

# Notes to the Accounts

For the year ended 31 March 2025

## 5. Tangible fixed assets

Cost	Buildings £	Fixtures & Fittings £	IT Equipment £	Totals £
Balance at 1 April 2024	134,345	20,322	150,794	305,461
Additions	8,916	-	44,574	53,490
Balance at 31 March 2025	143,261	20,322	195,368	358,951
<b>Accumulated Depreciation</b>				
Balance at 1 April 2024	71,296	19,929	94,234	185,460
Charge for period	16,726	393	39,014	56,132
Balance at 31 March 2025	88,022	20,322	133,248	241,592
<b>Net book value at 31 March 2025</b>	<b>55,239</b>	<b>-</b>	<b>62,120</b>	<b>117,359</b>
Net book value at 31 March 2024	63,048	393	56,560	120,001

## 6. Debtors

	At 31 March 2025 £	At 31 March 2024 £
Accrued income and grants receivable	1,127,846	1,632,264
Prepaid expenses	144,061	198,740
Other debtors	43,515	42,339
	<b>1,315,422</b>	1,873,343

## 7. Creditors amounts falling due within one year

	At 31 March 2025 £	At 31 March 2024 £
Grants payable	512,206	596,375
Taxation and social security	135,312	116,909
Accruals and Other Creditors	636,307	456,130
Deferred Income	145,151	235,232
	<b>1,428,976</b>	1,404,646

Deferred income reflects grants received during the year for which performance conditions have not been met at the year end. Deferred income recognised at 31 March 2025 was recognised in full in the current financial year.

# Notes to the Accounts

For the year ended 31 March 2025

## 8. Operating Lease Commitments

	Land & Buildings	
	At 31 March 2025 £	At 31 March 2024 £
<b>Minimum Lease Payment Falling Due:</b>		
Within 1 year	329,501	333,694
Within 2 to 5 years	226,382	391,626
	<b>555,883</b>	725,320

The Hammersmith office lease contains a break clause in year three which, if exercised, would reduce the overall commitment falling due within 2 to 5 years by £226,382.

## 9. Unrestricted Income Funds

	Balance at 1 April 2024 £	Incoming/ (Outgoing) Resources (£)	Transfers (£)	Balance at 31 March 2025 £
<b>Advance General Fund</b>	984,327	103,419	-	1,087,746

	At 31 March 2025 £	At 31 March 2024 £
The Unrestricted Income Funds are classified as follows		
Free Reserves (incorporating General Fund)	1,032,898	928,246
Tangible Fixed Assets in use	54,848	56,081
<b>Total</b>	<b>1,087,746</b>	984,327

	Balance at 1 April 2023 £	Incoming/ (Outgoing) Resources (£)	Transfers (£)	Balance at 31 March 2024 £
<b>Unrestricted Income Funds Comparative</b>				
Advance General Fund	1,158,713	(174,386)	-	984,327

	At 31 March 2024 £	At 31 March 2023 £
The Unrestricted Income Funds are classified as follows		
Free Reserves (incorporating General Fund)	928,246	1,132,243
Tangible Fixed Assets in use	56,081	26,470
<b>Total</b>	<b>984,327</b>	1,158,713

# Notes to the Accounts

For the year ended 31 March 2025

## 10. Restricted Funds

Restricted funds are accounted for in accordance with the terms of trust arising from the express or implied wishes of donors in so far as these are intended to be binding on the Trustees. Where any such wishes are not intended to be legally binding, they are taken into account and recognised in appropriate alternative funds, and shown as transfers.

The increase in restricted reserves has arisen due to timing differences between the receipt of funds and the corresponding expenditures. These reserves remain designated for their specified charitable purposes and are expected to be utilised in the period following the financial year-end.

	Balance at 1 April 2024 £	Incoming Resources £	Transfers £	Resources expended £	Balance at 31 March 2025 £
Domestic Abuse services	250,599	5,070,862	-	(4,913,146)	<b>408,315</b>
Criminal Justice services	(146,617)	4,236,264	-	(4,079,510)	<b>10,137</b>
<b>Total</b>	<b>103,982</b>	<b>9,307,126</b>	<b>-</b>	<b>(8,992,656)</b>	<b>418,452</b>

**Domestic abuse (DA) services:** Services are provided to twelve boroughs in West and Central London, including core services in Brent, Ealing, Hammersmith & Fulham, Kensington & Chelsea, Westminster, and through a number of programmes including the Angelou Partnership VAWG Services, Social Care DA services, Health DA services, Housing DA services and the Criminal Justice and Police DA services.

eight counties in South and east of England through our Minerva and Diversion programmes, including our collaboration with Ministry of Justice, National Probation Service, the Metropolitan Police and the Mayor's Office for Policing and Crime (MOPAC).

**Criminal Justice (CJ) services & Young women and girls (YWG) services:** Services are provided pan-London and in

Young women and girls (YWG) services are provided across West and Central London through our Maia and Courageous services, including our collaboration with the Mayor's Office for Policing and Crime MOPAC and the London Violence Reduction Unit.

Restricted Funds Comparative	Balance at 1 April 2023 £	Incoming Resources £	Transfers £	Resources expended £	Balance at 31 March 2024 £
Domestic Abuse services	169,570	4,349,207	-	(4,268,178)	<b>250,599</b>
Criminal Justice services	(160,477)	3,784,045	-	(3,770,185)	<b>(146,617)</b>
<b>Total</b>	<b>9,093</b>	<b>8,133,252</b>	<b>-</b>	<b>(8,038,363)</b>	<b>103,982</b>

## 11. Analysis of the charity's net assets by Fund

Fund balances at 31 March 2025 are represented by:	Unrestricted Fund (£)	Restricted Funds (£)	Total 2025 (£)	Total 2024 (£)
Tangible fixed assets	54,848	62,511	<b>117,359</b>	<b>120,000</b>
Debtors	187,576	1,127,846	<b>1,315,422</b>	<b>1,873,344</b>
Cash at bank and in hand	892,825	609,568	<b>1,502,393</b>	<b>499,611</b>
Creditors: amounts falling due within one year	(47,503)	(1,381,473)	<b>(1,428,976)</b>	<b>(1,404,646)</b>
	<b>1,087,746</b>	<b>418,452</b>	<b>1,506,198</b>	<b>1,088,309</b>

# Notes to the Accounts

For the year ended 31 March 2025

## 12. Taxation status

Advance is a registered charity and is exempt from corporation tax on income applied to charitable activities.

## 13. Related party transactions

There were no connected charity transactions during the year.

There were no related party transactions during the year. None of the Trustees receive remuneration or other benefit from their work with the charity.

## 14. Comparative 2024 Statement of Financial Activities

Statement of Financial Activities	Year Ended 31 March 2024		2024 Totals (£)
	Unrestricted Fund (£)	Restricted Fund (£)	
<b>Income:</b>			
Charitable activities:			
Domestic violence advocacy projects	84,198	8,133,252	8,217,450
Investment income – Interest receivable	14,994	-	14,994
<b>Total incoming resources</b>	<b>99,192</b>	<b>8,133,252</b>	<b>8,232,444</b>
<b>Expenditure:</b>			
<b>Costs of Raising Funds:</b>			
Fundraising costs	-	334,188	334,188
<b>Expenditure on Charitable Activities:</b>			
Total Charitable Activities	273,578	7,704,175	7,977,753
<b>Total expenditure</b>	<b>273,578</b>	<b>8,038,363</b>	<b>8,311,941</b>
<b>Net income / (expenditure) for the year</b>	<b>(174,386)</b>	<b>94,889</b>	<b>(79,497)</b>
Transfers between Funds			-
<b>Net Movement in Funds for the year</b>	<b>(174,386)</b>	<b>94,889</b>	<b>(79,497)</b>
<b>Reconciliation of Funds</b>			
Total Funds brought forward	1,158,713	9,093	1,167,806
<b>Total Funds carried forward</b>	<b>984,327</b>	<b>103,982</b>	<b>1,088,309</b>

All income and expenditure derived from continuing activities.

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**Advance Advocacy and Non Violence Community Education**