

Tender

acting to
end abuse



ANNUAL IMPACT REPORT 2019 - 20

WELCOME!

It is August 2020 and we are in the midst of the COVID-19 pandemic. It has been a summer of much reflection for the Tender team.

Writing this report offers a moment to consider all we have achieved, both since Tender's foundation, but particularly in the last year from April 2019 to March 2020 in which we essentially fitted 12 months of achievements into 11.

Since 2003, Tender has educated over 500,000 young people aged 8 - 25 years about healthy relationships: preventing domestic abuse and sexual violence through creative programmes.

The rates of domestic abuse in the UK remain consistently high, with young people aged 16 - 25 at the greatest risk. Our mission is to stop it before it starts: preventing young people from becoming victims or perpetrators and empowering them to build relationships based on equality and respect.

Tender's relationship with young people takes many forms. Some explore relationships through participating in a drama project at their school; some join our Youth Board; some train to become facilitators; and some become ambassadors to advocate for positive, safe, equal relationships, in unique, self-determined ways. In 2019/20, Tender's project teams have grown, innovated and worked harder than ever to:

- Enable young people to develop positive attitudes towards relationships in order to prevent domestic abuse and sexual violence
- Equip adults with the skills and resources they need to promote healthy relationships amongst young people and amongst their own peers
- Empower people to seek support if they, or someone they know, is experiencing abuse.

Inevitably, due to COVID-19, a number of our projects were cancelled or postponed towards the end of the financial year. In trademark Tender style, we took this as an opportunity to respond and adapt our practice in our teams, our projects and our organisation as a whole.

I am exceptionally proud of how our team have collaborated to develop new, creative ways of working that adhere to social distancing measures, harness the opportunities on the growing digital landscape and create space for young people to explore their relationships with others, with technology, and with themselves.

And I am most proud that, throughout this past and current year, Tender continues to listen, learn and connect to a generation defined by their empathy, innovation and desire for equality. It is our privilege to equip them with the skills to forge happy, equal relationships that enrich their lives and communities, and we look forward to the year ahead.

Susie McDonald, Chief Executive



In 2019/20...



We delivered **256** projects, trainings and events



35,290 young people took part in our projects



We provided courses, events and seminars to **1,654** adults

126,624 additional beneficiaries received education about healthy relationships through campaigns and resources



As a result of taking part in a Tender project:



93% of young people now understand it is never okay to be violent to someone

99% of young people can name at least one early warning sign of an unhealthy relationship



96% have more knowledge about where to seek support for relationship abuse



Despite the challenges of COVID-19, we made significant progress in all our programmes, developed our provision for young people with SEND and began to expand our online resources.

Schools Programme

This year, our Education Team worked with **24,812** young people across **119** primary schools, secondary schools and other education settings to promote healthy relationships through:

- Workshops
- Enrichment Days
- Intensive 10 Hour Projects
- Creating educational resources for their peers.

“A good friend is someone who will support me and will not treat me badly.
Who has a different opinion but listens to mine”

Primary school participant, aged 9

Spotlight

December 2020 brings to a close our three-year pilot of a Whole School Approach to preventing abuse. This work is funded by MOPAC and based in 4 Croydon schools: Broadmead Primary Academy, Kingsley Primary Academy, Forestdale Primary and St. Mary's Catholic High School. The work included whole school assemblies, targeted group work for vulnerable children, staff training and bespoke campaigns to promote healthy relationships.

As part of the project's evaluation, we invited Year 10 students from St Mary's Catholic High to undertake peer-review research, presenting their findings alongside our external evaluators, DMSS Research, in March 2020.

Young people with special educational needs (SEN)

Young people with SEN are particularly vulnerable to abuse and face specific challenges in forming intimate relationships. This year, we invested in a year-long consultation with young people in specialist schools and their caregivers, resulting in us devising new workshop plans, and creating specialist resources to meet their needs.

Thanks to grants from **Comic Relief** and the **Garfield Weston Foundation**, amongst others, we are developing an exciting **new online game** for young people with SEN to practice and learn about healthy relationships.

We will continue to develop the game during 2020/21, ready for roll out by **March 2021**.



Youth Engagement Programme

This year, we extended our work with especially vulnerable young people, including refugees, asylum seekers, those at risk of homelessness and those with complex needs.

1,517 young people and 56 adults benefited from our Youth Engagement projects in 49 settings, with a further 64,490 beneficiaries reached through our youth-led campaigns.



Spotlight

This year, we launched Thrive in partnership with youth organisations Young Roots, New Horizon and Phoenix Place. Drawing on the experience and perspective of young people from different cultures, the work culminated in a fantastic radio show that gave a platform for participants to discuss, sometimes for the first time, what healthy relationships meant to them, interspersed with their favourite love songs.

We also began developing a new project to support young care leavers and those in the care system. Commissioned by Greater London Authority Young Londoners' Fund, this work will begin in late 2020, building on the preparatory work completed prior to lockdown measures.

National Programme

Throughout 2019/20, there has been significant activity to build and develop Tender's National Programme. A network of 9 delivery teams reached 2,210 young people and 541 school and setting staff in Hull, Merseyside, Essex, Kent, Hertfordshire, West Yorkshire, Avon & Somerset, Norfolk and Devon.

This year also marked the first time our National team delivered projects in both primary and specialist schools; a great milestone in extending our work to those that need it most. 1,429 young people became active champions of violence prevention, creating and sharing strong, informative performances with a further 6,278 children.

"[Students have learned] so much; the change in their attitudes and respect and understanding for victims. Students are often guilty of victim blaming and misogyny. A great change in attitude across the board" - Teacher

Universities and Sixth-Form Programme

Our university and sixth form programme began from a standing start in 2017, with seedcorn funding from the **Rosa Fund**. Prompted by members of our Youth Board's concerns about the specific vulnerabilities of the 16 – 25 age group as they become more independent from family and long-term friendship networks. This important programme demonstrates the practical application of our youth-led ethos.

Now in its third year, our **Shoulder2Shoulder** campaign, which tackles sexual violence on university campuses and is generously funded by **Clifford Chance LLP**, has reached nearly **2,000** young people across **60** campuses, with plans for further growth into the new financial year.

This year, we engaged student union officers to better identify abusive behaviour and provided them with the necessary skills to respond sensitively to disclosures. We developed and piloted a series of workshops for sixth-formers, as preparation for their move into tertiary education and the challenges of forming new relationships at uni.

In this new financial year, partly in response to the pandemic, we are addressing how we can best transfer our training sessions to online delivery, in order to sustain the momentum we have begun. This creates an opportunity to reach a wider geographical spread of universities with relative ease.



Spotlight

We have developed a particularly close relationship with the University of Exeter. As a result, we have been able to pilot a number of training programmes, each tailored to present key healthy relationships messages and information on how to keep safe, to different audiences within the university setting.

Adult Training

OUR IMPACT



Our adult training offer continues to flourish. It divides into two categories; domestic abuse awareness training for staff working with vulnerable families and children, and addressing bullying and harassment by creating healthy workplaces.

This year, we delivered **13** training programmes to social welfare and family support professionals, reaching **261** beneficiaries. These included Early Help teams, Centrepont staff teams, professionals working in virtual schools, as well as foster parents and carers.

We expanded our workplace training to working with businesses to review policies, develop initiatives to support employees and change organisational behaviours and cultures. **Key achievements include:**

- Training for **12** members of the leadership team of a leading professional services firm
- Training for Inclusion Advocates at a Magic Circle law firm, plus additional training for their Dubai office
- Ongoing Domestic Abuse Awareness training with a blue-chip financial services provider, including training a new specialist team dedicated to supporting victims of domestic abuse
- Building a new initiative with a government department to address bullying, harassment and discrimination.

"[This training helped] To hold ourselves as professionals to account. Particularly when thinking about the language we use. And to try and see young people's experiences through a lens of context, personal circumstances and empathy." - Training attendee

Spotlight

We have continued to provide adult training during the early months of the Covid-19 pandemic. We worked hard and fast to adapt our resources to suit online delivery. We also expanded our repertoire of course materials for adults working with young people and families as an alternative to direct contact with young people ourselves.

We also produced new training programmes for employers, including government departments and overseas colleagues of existing corporate partners. We anticipate retaining a digital offer within our training programme. It is both a cost-effective, flexible option and an excellent model for working with busy, time-poor professionals.

Our Youth Board

OUR IMPACT

“I got involved with Tender because I love how Tender actively tries to prevent the issue in a way that immediately helps change lives. It's amazing to feel like a proper part of that at the Youth Board.” - Youth Board member

Tender's Youth Board is core to our strategic development, giving authentic and meaningful voices to young people. That helps us design and build programmes that are really relevant and reflect life as they experience it.

This year, our Youth Board held **9** monthly meetings involving **20** members and engaged actively in abuse-prevention workshops, alongside Tender facilitators. Highlights included:

- Co-facilitating **7** projects in schools and youth centres and participating in masterclasses on topical issues including first aid for knife crime victims, sexual harassment and assault in the night-time economy and learning more about economic abuse
- Bringing Tender's work to life at the Southbank Centre's Women of the World Festival (WOW), as part of International Women's Day
- Organising “Tender Expressions”, a national art competition exploring relationships and open to young people between 5 and 25, in three different age categories.

“If you've been lucky enough to find out about Tender, don't waste the opportunity to engage. They're a rare space to feel heard and empowered as a young person. The Youth Board is our space, full of our ideas and we have a chance to make real impact. They take their youth led initiative seriously and it shows.” - Youth Board member



ANNUAL AWARDS

In May 2019, we came together to celebrate the inspirational achievements of young people at our annual **Tender Annual Awards**.

Held at the National Theatre, Will Greenwood, Rufus Norris, Jess Phillips MP, Jordan Stephens and our Patron, Olivia Colman, presented awards to our deserving winners:

- Champion Primary School - Broadmead Primary Academy
- Champion Secondary School - St Philip's School
- Champion Business - Clifford Chance LLP
- Fundraising Team of the Year - Haberdashers' Aske's Crayford Academy
- Outstanding Creative Response - Rokeby School
- Most Supportive School - Queen Elizabeth's School, Crediton
- The Being Brave Award - Akua Reeves

Akua Reeves - The Being Brave Award

In 2019, our Education Team were contacted by a Year 8 student - Akua Reeves - to request a project for her school, Duke's Aldridge Academy. At only 12 years old, this young woman bravely stepped forward on behalf of her school, and in doing so enabled **200** of her peers to learn about healthy relationships through a 2-day project with Tender: education which could change their lives.



Rokeby School - Outstanding Creative Response

Since starting work with Tender in 2018, Rokeby School has been a brilliant advocate for healthy relationships. One group of young men - Rickardo, Daniel, Marcus, Alfie and Ryan - engaged particularly keenly with our use of drama as a tool for recognising and tackling abuse. Drawing inspiration from Tender's scripts, and with support from their teacher, they devised several mature and sensitive scenes depicting the controlling nature and impact of abusive relationships, which they performed in front of the National Theatre's Artistic Director, Rufus Norris, at this year's awards.



SPREADING THE WORD

The Evening Standard

Following our Annual Awards in May 2019, our patron Olivia Colman featured in **The Evening Standard**, with a particular focus on her support for Tender's work. She said:

“All our children should be able to recognise when it’s not going well...and they deserve to be happy and loved. Tender’s work can enable a child to break free of what they’ve seen before, or if they’ve never seen it, to know the warning signs.”

Read the full article here:

EveningStandard.

16 Days of Action

In November 2019, we supported a global campaign, 16 Days of Action Against Domestic Violence, by launching our own social media campaign **#16DayswithTender**; an opportunity for us to share daily tips and advice on healthy relationships based on our preventative work in schools.

Young women from Lift, a youth hub in Islington, with Youtuber Hannah Witton, discussing sex and relationships as part of #16DaysWithTender.



Channel 4 News

In **January 2020**, Tender was invited to take part in two Channel 4 News features that explored the issue of peer to peer sexual violence in schools. The features addressed issues in both primary and secondary schools and were able to show how Tender takes an optimistic and positive approach to preventing abuse.

Tender's Chief Executive Susie McDonald was also interviewed live by reporter Fatima Manji, alongside Anne Longfield, the Children's Commissioner for England. Tender's work was subsequently picked up by **BBC London** and **ITV London** news as part of coverage of the Mayor's Violence Reduction Unit. Watch us in action below:

[Primary schools](#)

[Interview with Susie McDonald](#)

[Secondary schools](#)

LOOKING FORWARD...

The end of the financial year 2019/20 saw unprecedented times begin with the advent of the Covid-19 pandemic: affecting individuals, businesses and charities across the world.

Tender, like many charities, was directly affected, not least by the closure of schools in March 2020 and subsequent lockdown. With heavy hearts, we cancelled all workshops until further notice and moved our adult training online, for the welfare of all concerned. It will take a long time for schools to return to normal and, for now, we will continue to operate with a high degree of uncertainty and restriction of movement.

Nonetheless, we are determined to return to schools in some capacity in Autumn 2020. We hope to provide as much of our core education programme as possible, albeit with smaller numbers and creative options and respectful of teachers' priorities to make up academic lessons too. For many children, returning to school may be very challenging. We anticipate that, as they begin to explore the notion of healthy relationships in the safe spaces we create, disclosures of domestic abuse are likely to be significantly higher.

We are working closely with our workshop leaders to ensure they feel equipped and confident to respond effectively and safely to children and young people's needs. We used the summer to adapt our resources digitally, and will increase and expand our online training for professionals who support children. Our Youth Board has an important role to play in raising awareness and leading our University Programme.

Our commitment to young people with SEND also remains as strong as ever. We will press on with the development of our exciting online gaming product exploring healthy relationships, aiming to be ready for roll out by the start of the financial year 2021.

We will draw on data collected from the National Programme to raise awareness of how sexual violence affects young people. We will conduct a formal review of our impact and present our findings in an external report.

As social inequalities are increasingly platformed, scrutinised and rightly questioned, in particular through the Black Lives Matter movement, Tender is committed to addressing racism, prejudice and discrimination. We will hold ourselves to account to do more, do better and ensure we do the work internally as well as externally.

The Covid-19 crisis has demonstrated that Tender's positive outlook and dexterity serves those we work with well under pressure. We will emerge from the crisis stronger, more resilient and with a greater range of creative responses to support young people. More than ever, we must invest in the happiness and wellbeing of the next generation and we believe that, with the support of our partners and funders, we are well placed to do so.



Total Income: **£1,273,992**

FINANCIAL SUMMARY



Total Expenditure: **£1,150,237**

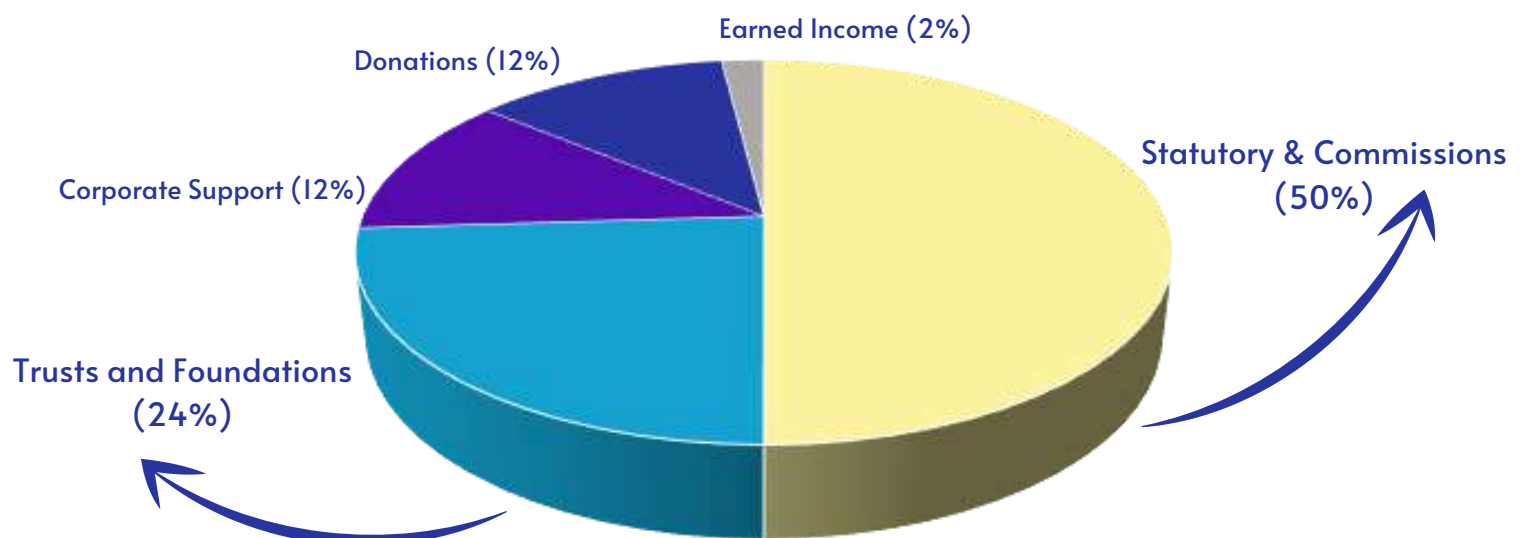


Total spend on programme activity: **£979,502**

For every **£1** we receive, **75p** goes towards our direct work with young people.

[Download our Trustee Report and Financial Statements for 2020](#)

Breakdown of Funding Sources



Thank you to all those who fund our work

Our work is only possible thanks to the generous contributions of our supporters. We are truly grateful to everybody who believe in what we do and contributes to our cause.

We are particularly thankful to those funders - statutory and corporate partners, trusts, individuals and community fundraisers - who have been so accommodating and flexible with regards to the use of their grants and donations during the pandemic. This has helped to off-set the inevitable loss of income from cancelled events and activities.

Our fundraising activities and prudent reserves policy have kept us in a robust financial position to weather the storm and plan for the future with confidence. We are never complacent and remain reliant on the goodwill and continued support of our donors.



Ajahma Charitable Trust
 BGC Charity Day
 City Bridge Trust
 Claire Howe
 Clifford Chance Foundation
 Clifford Chance LLP
 Comic Relief
 David Harkness
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 Department of International Development
 Envision
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