

# Annual Impact Report

2022 - 2023



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**"I love the way you two [the workshop leaders] are so child centred, you make it really fun. You really engage the children at the best level for them, instilling confidence and laughter with clear, important messages."**

Teacher, Bradford Primary



# Susie McDonald

Chief Executive

**Creating our Annual Impact Report usually happens when the academic year reaches its finale in July and when we're most exhausted as a team. Despite my own role being less defined by the ebb and flow of each term, my natural rhythm is guided by the school calendar and so, quite frankly, I'm a bit knackered! However, I love this introduction, because it makes me stop and take stock of what has happened over the past months. It's an excellent re-charger!**

A real highlight this year has been visiting projects across the country: Bath, Huddersfield, Norfolk, Cambridge, Brighton and Hove. It may seem ridiculous but to hear our scripts read by young people with accents from across the country gives me a minute moment of achievement in visualising the growth from the tiny London-based charity of 2003.

It was never meant to be just about London. Over time our scripts have been translated into Braille and this year also into Ukrainian. Making our work accessible to all young people is vital and wonderful.

The most significant activity for Tender as an organisation this year has been our strategy review. Beginning in November, it culminated in a three year strategic plan with clarity around our vision, mission and values. Coming out of the pandemic and reflecting on what kind of organisation we can be, the review process enabled us to take stock of what we have achieved so far and how we can reach as many young people as possible with purpose and impact.



Our Healthy Relationship Education programme has never been more vital to work with young people who, at each stage of their development, have been impacted by the multiple lock downs and reduced access to proper education. The role schools play, not only in teaching our children to read, write and add up, but as places where they learn how to socialise, manage conflict and engage with peers, friendship groups and a whole host of adults, was pulled into sharp focus. Those two years of disruption to that wealth of learning will stay with us for a long time. And Tender is an organisation that can respond to some of those challenges by creating spaces in which young people can practice interactions, consider the dynamics of their friendships and articulate what matters most to them.

In February, we appointed Matthew Layton, formerly Managing Partner at Clifford Chance LLP as our new Chair of Trustees. Matthew's experience of managing organisations is already proving an absolute asset in his involvement in the final stages of the strategy review and then its implementation. His knowledge and experience around developing and realising robust Diversity, Equity and Inclusion practice is already showing positive results for Tender. And his support for me, in a role that can sometimes feel a little lonely, comes from a place of understanding and because he is a very kind man.

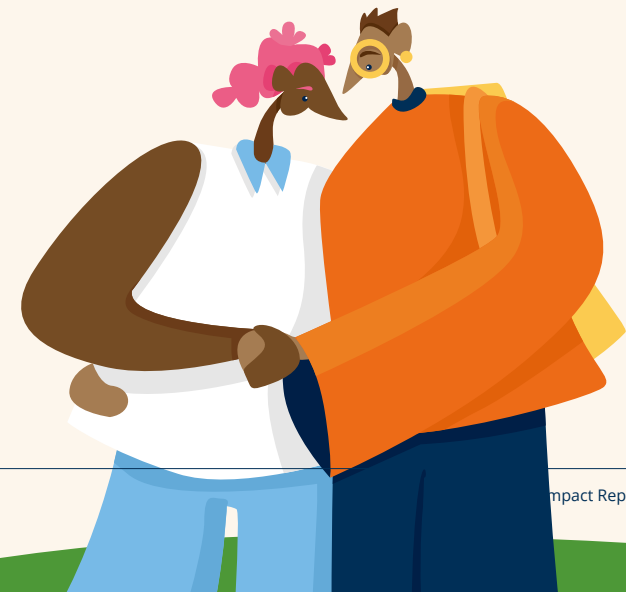
There have been many other events and activities that will be shared in this report and which I hope you enjoy reading about. Each one represents the commitment and hard work of the fantastic Tender team. I rave about them in each annual report and will continue to do so, unashamed. They are

extraordinary, talented and clever people and I am proud to work alongside them.

A key moment for me this year was hearing that as a consequence of participating in our domestic abuse training for businesses, an employee disclosed personal experience and was able to safely leave an abusive relationship that same day with the support of the company. As an organisation that deals primarily in prevention and therefore rarely hears the stories of 'what happened next' for those young people, this story was a reminder to me that the work of all my team at Tender really is changing the world.

I will finish with the very wise and simple words of a young woman of 13 following a project in Bath:

**"you don't accidentally hit someone. We may not be able to control our feelings, but we can control our actions. We don't hit people by accident"**



# Matthew Layton

Chair of Tender's Board of Trustees

**As Tender celebrates its 20th anniversary, it is a great pleasure to be writing my first contribution to the Annual Impact Report.**

Through Tender's successful partnership and collaborations with Clifford Chance, I have seen first-hand the importance and impact of Tender's work over several years. So, I was absolutely delighted to be appointed Chair of the Board of Trustees in February.

I join the board at an exciting time in Tender's journey. Over the two decades since its foundation, Tender has worked with over 535,000 young people and over 27,000 adults to promote healthy relationships and prevent young people from becoming victims or perpetrators of domestic abuse and violence against women and girls. A remarkable achievement for an organisation of Tender's scale. Looking forward, the need for Tender's continues to grow.

The post-pandemic environment has brought many continuing challenges for the young people, teachers and educators in the schools and the communities where we work. Every day brings reminders of the complexities that confront young people in the increasingly digital and social media environment. As this report brings to life, the Tender team has always risen to these challenges with incredible adaptability and flexibility – finding ways to increase the reach and impact of its programmes and creating the safe, creative and relevant opportunities for young people to explore the importance of healthy relationships.



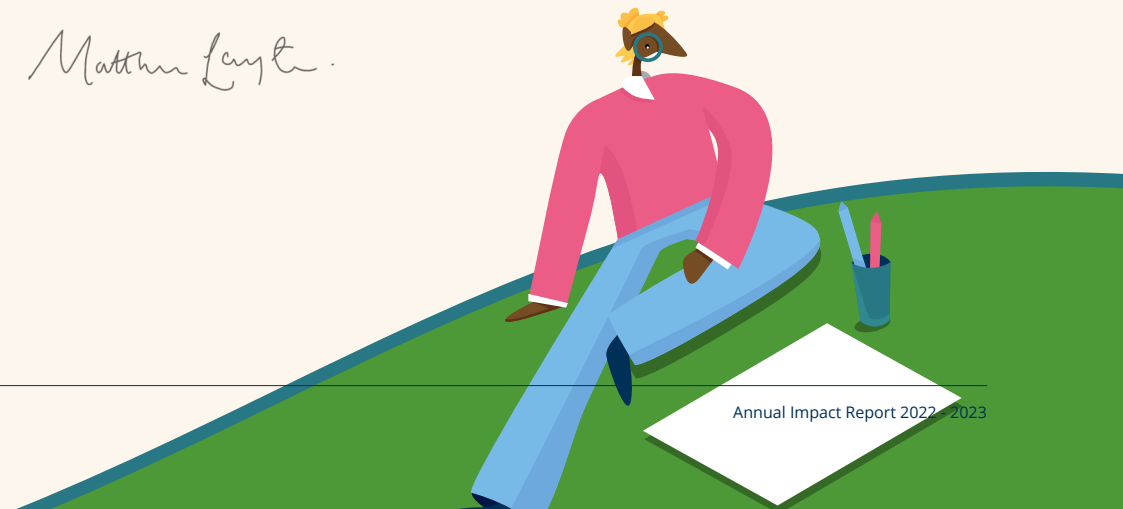


In addition to the tremendous work on the programmes, over the last year, Susie and the senior leadership team have taken the opportunity to undertake a strategic review of Tender's operations and priorities. The review brought together the views of all our stakeholders and reaffirmed the core mission, vision and values at the heart of everything we do. The insights have enabled us to ensure that we have the strong and resilient platform for ambitious growth, building on the successes of the last 20 years. We are committed to nurturing the unique culture and ethos of Tender as the team looks to expand its work and impact to more young people in more settings, whilst also extending the reach of our adult and workplace/business training initiatives.



This would not be possible without the incredible support of all our supporters, donors and partners and, of course, our incredible Patrons, Olivia and Ed, and our Ambassadors. We are excited to have welcomed our new Ambassadors in the last few months. We are immensely grateful for all their support. Finally, on behalf of the Trustees, I would like to thank Susie and all the team for their continued and passionate commitment to Tender and young people.

*Matthew Layton*



# Olivia Colman & Ed Sinclair

Tender's Patrons

**We are so proud to be celebrating 20 years of Tender! To see it grow from a tiny, London-based organisation to a charity with a national reach and big ambitions is fantastic.**

Over the past year there has been a lot of focus in the media on the Relationships, Sex & Health Education curriculum (it was made mandatory for schools to teach from 2020). As parents, it's easy to feel nervous about what our children are learning about sex and relationships. And for parents of adolescents, feeling confident about the information they're accessing online has never felt more vital but equally, massively challenging.

That's why Tender's approach - particularly its work in primary schools - feels so essential. This starts with kind and careful conversations about friendships such as "What is a good friend?", "How does it feel if a friendship group excludes you?", "Are you making sure that you are kind and that everyone can join in - that no one is excluded?".



Those early conversations, done playfully through drama, are the foundations for understanding the dynamics of all relationships – friendships, romantic ones, peer groups, families and professionally. To empower us all with the skills to articulate our rights to kind, healthy relationships is a given, but to give us the space to reflect on the impact our own behaviours can have on others, is a gift.

Learning more about Tender's work with adults has been fascinating. The conversations we start as children can't simply stop as we leave school. For those choosing to go to university, it's critical that sexual harassment and domestic abuse are addressed. As the age group most vulnerable to these experiences are 16-24, it's a no brainer to support universities to create a positive and safe campus culture.

The Tender Annual Awards event in July was as wonderful as ever – what works so well is that the focus of the whole evening is on celebrating young people, teachers and youth workers for what they have achieved in putting an end to domestic and sexual violence.

The really special moment for us was the secondary school teacher who won teacher of the year. He came up on stage to receive his award, flanked by his two teenage sons. His sons looked so proud (if rather bashful!) and it felt such a positive moment to hand the message down, from father to sons, of how men can play a positive and active role in ending abuse and violence.

This year was also a chance to welcome some of Tender's new ambassadors – Aisling Bea, Priyanga Burford and Amy-Leigh Hickman – we're so glad you're on board!

Thank you to all of you who support Tender – it is small but mighty and has ambitions to have an impact on the world. And it can only do that with the ongoing support that you provide. Here's to the next 20 years!



*Abdul Majeed of Moor End Academy, with his sons receiving his 2023 Tender Award for "Outstanding Secondary School Teacher" from Jess Phillips MP*



# Who we are

**Established in 2003, Tender has worked with over 535,000 young people and over 27,000 adults who support them, to prevent domestic abuse and sexual violence.**

Through innovative, arts-based projects, we prepare and empower young people and adults to develop and maintain healthy relationships and galvanise the communities and settings which they inhabit to become safe and supportive places.

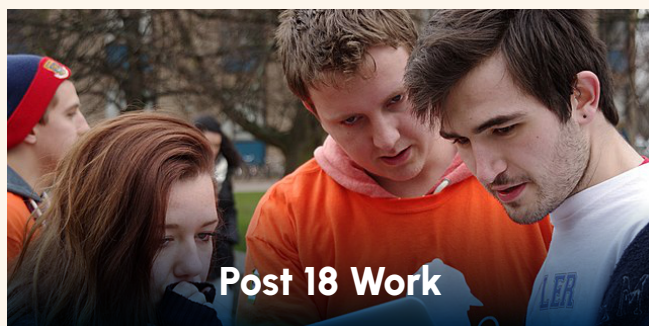
For 20 years, Tender has worked to prevent domestic abuse and sexual violence in the lives of children and young people. At present, we expect to reach an average of 23,750 young people and 3,500 adults each year with our drama-based healthy relationships educational programmes.

Tender is one of the few UK organisations focused solely on the prevention of domestic abuse and sexual violence amongst young people. We use drama, art and media to provide a safe, enjoyable space where children can engage with sensitive topics, “rehearse” for real life scenarios and explore their rights, responsibilities and expectations within relationships.



# Where we work

Tender delivers projects in classrooms, youth settings, campuses, work spaces and online, engaging children and young people and adults in a variety of places and settings.



# Our Impact This Year



**253**

projects / trainings / events

**16,324**

young people reached

**3,319**

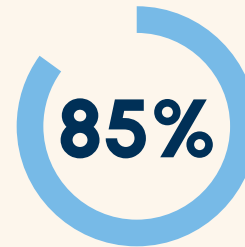
adults reached



of primary school participants now know who to talk to if they feel unsafe or need support



of secondary school participants have more knowledge about healthy and unhealthy relationships



of secondary school participants feel more confident in dealing with issues of violence and abuse



of all participants enjoyed the project



of adult training beneficiaries reported an increased confidence to use the learning in their professional practice



of adult training beneficiaries reported an increased confidence in tackling violence against women & girls



of adult training beneficiaries reported an increased awareness of gender inequality



of adult training beneficiaries reported an increased ability to identify early signs of risk

# Tender's Youth Board

Tender's Youth Board is made up of young volunteers aged 16-25 and plays a vital – and growing – role at the heart of the organisation, contributing to decision-making and helping to shape Tender's educational programmes. Members' involvement ensures young people and the issues relevant to them, remain central to everything we do.

We believe that Board members should fully reflect and represent the diverse needs and perspectives of all young people. In December, we welcomed five new members, bringing the current membership to thirteen. We are delighted there is now a greater mix of age and educational experience, with more secondary school students involved. Over half the group are based outside London, with members living in Wales, Scotland and across England.



## It's been a busy year for the Board. Their highlights include:

- ★ co-creating the Youth Board strategy, extending the participation of young people in the strategic direction of Tender
- ★ participating in the development of Tender's organisational stance on pornography and helping to create a new Tender animated film on the impact of pornography on young people
- ★ taking part in script development of Tender's new live-action film, "Snap!" for use in workshops with secondary-aged students
- ★ joining the steering group for a teacher training programme in collaboration with our delivery partner Ashiana
- ★ leading on #TipsForTenderness, an independent social media campaign, providing self-care tips for resilience against violent misogynist attitudes online
- ★ speaking on the panel at a performance of a new play, "Patricia Gets Ready (for a date with the man that used to hit her)"
- ★ cast members of the National Theatre's "Our Generation" held a masterclass on verbatim theatre
- ★ contributing blogs for our website, articles in our newsletters and events on behalf of Tender and engaging in audiences on our behalf

# Tender Ambassadors

We are delighted that so many distinguished actors, writers and performers have agreed to join our Patrons, Olivia and Ed, to become a Tender Ambassador.

Together and individually, our Ambassadors help raise awareness of our work, building Tender's profile, engaging new audiences and demonstrating the power of drama to connect with young people and prevent violence and abuse within relationships. We are extremely grateful for their support.



**Olivia Colman &  
Ed Sinclair, Patrons**



**Aisling Bea**



**Amy-Leigh Hickman**



**Ben Whishaw**



**Jessie Buckley**



**Jodie Whittaker**



**Josh O'Connor**



**Phoebe Waller-Bridge**



**Priyanga Burford**



**Rebekah Staton**

**"Most of us know someone who has experienced an abusive relationship and many of us have felt at a loss as to how to support them or understand why it has happened. Tender makes our response a simple one; listen, believe, support"**

Jodie Whittaker

# Diversity, Inclusion & Safeguarding

**Tender wholeheartedly believes that we will only succeed in our mission if our work truly reflects the needs of every young person, and especially those facing the greatest challenges and inequalities.**

We believe that the greater the diversity of experiences and perspectives we bring to all aspects of our work, the better its quality and impact will be.

In 2021, Tender adopted a new Diversity, Equity and Inclusion (DEI) Policy and are vigorously driving forward a programme of activities to deliver the objectives we have set ourselves.

This year, we focused on strengthening our recruitment practices, building an inclusive organisational culture and developing inclusive training and resources for neurodivergent adults and young people.

We are pleased with our progress so far but recognise there is still more to do.

We have set up a DEI Governance Committee comprising several trustees who will work with the Tender team, setting goals, monitoring progress and holding the organisation to account as we work through our action plan.

We are committed to becoming an anti-racist organisation.



## Safeguarding

The safety and wellbeing of young people is of paramount importance to Tender and we have rigorous safeguarding processes and procedures in place to protect them.

Our Chief Executive is Tender's Designated Safeguarding Lead. She is also part of the Safeguarding Team, working alongside the Director of Services, Heads of Services and all Programme Managers to:

- ★ closely monitor disclosures
- ★ deliver online and in-person workshops to ensure safeguarding remains a top priority
- ★ maintain robust and effective safeguarding training procedures for new staff and facilitators

# Organisational Strategy 2023 - 2026

During 2022, we carried out a strategic review of Tender's work and established an exciting new strategy for the next three years.

With the help of an external consultant, we carefully considered the wider landscape in which we work and the myriad of challenges facing young people. We engaged the whole Tender community including staff, trustees, youth board members, educationalists, funders and delivery partners to create a robust strategic plan to deliver more for young people.

## Our vision

**To live in a society with no domestic abuse or sexual violence**

## Our mission

**Using drama and the arts, we prevent abuse by empowering people to have healthy relationships, challenge harmful ones and promote respect, compassion and equality.**

**We will work together to achieve our strategic outcomes:**

- 1 Children and young people will be prepared and empowered to develop and maintain healthy relationships**
- 2 Communities and settings inhabited by children and young people will be safe and supportive places.**



## Our Values

### We're kind

care, compassion and support are at the heart of all we do

### We're creative

we use creativity to start important conversations, explore difficult subjects and spark ideas

### We welcome everyone

we make sure people feel safe, respected and valued

### We celebrate people

we encourage learning, discovery, personal growth and collaboration

### We stand up for what we believe in

we're not afraid to ask difficult questions or demand change





**We have created a strategic framework for all our work, based around four priorities:**



## **Prepare**

we will work to ensure all children and young people have the knowledge and awareness to identify and use healthy behaviours within their relationships



## **Empower**

we will empower children and young people to develop the skills they need to discuss and negotiate relationships positively and seek support when they need it



## **Reinforce**

we will create and support healthy cultures in the spaces children and young people inhabit to ensure they are safe spaces that protect and enable them to have positive relationships free from abuse.



## **Galvanise**

we will inspire all adults and communities to play a role in preventing domestic abuse and sexual violence

**This year, we've been busy laying the foundations for future growth; creating our strategy and plans and building our internal capacity to make sure we are resilient and ready for the challenges ahead.**

In 2022, as part of our strategic review, we reorganised ourselves, creating clear senior leadership and management structures, reshaping our teams and refreshing our processes and procedures. Next year, we will continue to invest in our capabilities across communications, research, monitoring and evaluation and learning and technology.

As we prepare our expansion into new regions and programme areas, we are building internal capacity, creating new roles and welcoming new team members.

198  
projects

17,672  
beneficiaries

16,236  
young people

1,436  
adults

# Schools and Youth Settings

This year we brought our London Schools, National and Specialist Provision teams together into a single department, to better reflect the way we work now and to support future growth. The new team is made up of four hubs in London & South East, West, North and East as well as RE:SET, our whole school approach programme which spans across all regions

*(We have used our new titles on the following pages, retaining the previous names in brackets, for clarity)*

Since 2010, Tender has been steadily extending its activities beyond London and the South East, with a focus on understanding the local landscape of each region and the specific needs of schools and young people.

As we embark on our new strategy, we are excited by what the future holds and look forward to bringing our healthy relationships to more young people across the country.

## Establishing a foothold in Brighton & Hove

In December, we delivered our first primary school project in Brighton and Hove at St Andrew's CoE (aided) Primary School, building on previous work regionally and thanks to the support of two private donors, .

Funded by the Sussex Policy and Crime Commissioner, we delivered a series of enrichment days entitled "Promoting Healthy Campus Culture: Addressing Sexual Harassment" to students at Brighton Metropolitan College.

## Breaking new ground in Cambridge

With the generous support of Landlark, a Cambridge-based charity, Tender has been able to deliver projects in both primary and secondary schools locally. We hope to build on this early success with more work in the future.



Key Outputs  
April '22 - March '23

# London & South East (formerly known as London Schools and Specialist Provision)

96  
projects

9,665  
beneficiaries

9,516  
young people

149  
adults

London & South East now includes our Specialist Provision team enabling us to pursue a more integrated approach. It is currently our largest hub, providing age-appropriate, drama-based healthy relationships education to primary and secondary aged children.

This year, we worked in schools and youth settings in every London borough giving children and young people the tools and understanding they need to navigate relationships now and into their future. We support the school curriculum with safe, drama-based programmes ranging from hour-long workshops as part of an Enrichment Day to our flagship, two-day healthy relationships programme

## Highlight

- ★ The Youth Facilitators Programme began in September, supporting early career facilitators learn from Tender's unique, drama-based approach. Over six months, five youth facilitators co-delivered Tender programmes, alongside Tender's expert workshop leaders.

"I want to know more about how I can be a good partner. I'm glad my parents can find out more about what we learn, even though it's embarrassing. I want to be able to talk about relationships and work things out."

11 year-old boy, Royal Greenwich School Trust



### Key Outputs

April '22 - March '23

Excludes Specialist Provision and RE:SET projects, which are shown separately on pages 17 and 21

29

projects

332

beneficiaries

273

young people

59

adults

## Specialist Provision

As well as work with children and young people in schools, Tender also delivers bespoke, arts-based programmes in specialist and alternative education settings, to young people who are at increased risk of experiencing abuse.

We support vulnerable children and young people including those who are neuro-diverse, live with disabilities and/or have experience of the care or youth justice systems as well as young refugees and asylum seekers.

### Highlights

- ★ Having delivered 12 projects over 3 years, this year we wound up “Creative Connections”, a brilliant visual arts programme funded by Children in Need and delivered in partnership with Leap then Look. To mark the end of the project, we held a celebration event for past participants which included a screening of a short film made by attendees of our final project on different interpretations of a healthy relationships.
- ★ We completed the second pilot phase of Relationship Goals, our 15-hour online role-play game and educational resource for neuro-diverse young people. We delivered the project in four settings in the London Borough of Richmond, supported by Richmond Parish Lands, to ten neuro-diverse young people, aged 13-14. Feedback has been hugely positive from the young people and staff, and we look forward to revising the programme’s content further and extending its reach next year.

“I’ve worked at this school for 8 years and we have had sessions similar to this, but I genuinely haven’t seen anything as brilliant as this workshop. It is perfectly pitched for our young people and the workshop leaders felt like part of the team – I wish you could stay all year”

Teacher, Specialist School



*Creative Connections Workshop*

21

projects

3,021

beneficiaries

2,581

young people

440

adults

## North (formerly known as West Yorkshire)

We established the North Hub in 2018. Supported by our Regional Advisory Board, we are engaging local service providers and building partnerships to extend our reach across the region.

We make sure that all our programmes' content is informed by young people themselves. We finish each project with participants developing educational performances or creative resources to share what they have learned with their peers, in their community, or on-line.

Young people are encouraged to become ambassadors for positive social change, building safe, equal communities for every young person.



*Facilitators in action*

**"It is so fantastic for our students and our school to have access to this fully funded, high quality relationships education."**

Assistant Head, Leeds

### Highlight

★ **"That's bull\*\*it!"** - Tender changed the perspective of one 14-year-old young man. At the start of our workshop, he was convinced a young woman (in a scenario) was to blame for her sexual assault and there was "no way" he would do a presentation to his peers. By the end of Day 2, he was up on stage, leading a session on victim blaming. At one point he robustly intervened when the 'perpetrator' in a scene tried to explain his behaviour, much to the delight of Year 9!

#### Key Outputs

April '22 - March '23

*Excludes RE:SET projects, which are included in the RE:SET data on page 21*

13

projects

1,326

beneficiaries

1,133

young people

193

adults

## West (formerly known as Bath & North East Somerset)

Since 2019, we have been working hard to establish Tender in Bath and North East Somerset, building brilliant relationships with local schools and partner organisations and receiving fantastic feedback from teachers and students alike.



Promotional photo from "Destiny"

### Highlights

- ★ In September 2022, Tender provided training to those involved in the production of 'Destiny', a one-woman performance following the story of a teenage girl growing up on a rural Wiltshire council estate who experiences sexual abuse and violence. Following the performance, Programme Manager, Daisy Douglas, joined a panel for a Q&A, exploring the themes of the play and sharing Tender's approach to abuse prevention.
- ★ Instead of sharing their learning with peers, at the end of our programme at Wellsway School, female identifying students created a Charter for Change, to help shape the school's internal culture and ethos. One teacher commented, "Unlikely alliances were forged between students. The girls became a bit of a team with a shared focus."
- ★ We were thrilled to bestow the coveted "Healthy Relationships Champion School" on the Ralph Allen School in Bath, who completed the RE:SET programme in July 2022.

**"It's impossible to quantify the positive impact these sessions will have on children's lives."**

PSHE Lead, Somerset Studio School

#### Key Outputs

April '22 - March '23

*Excludes RE:SET projects, which are included in the RE:SET data on page 21*

22

projects

1,195

beneficiaries

996

young people

199

adults

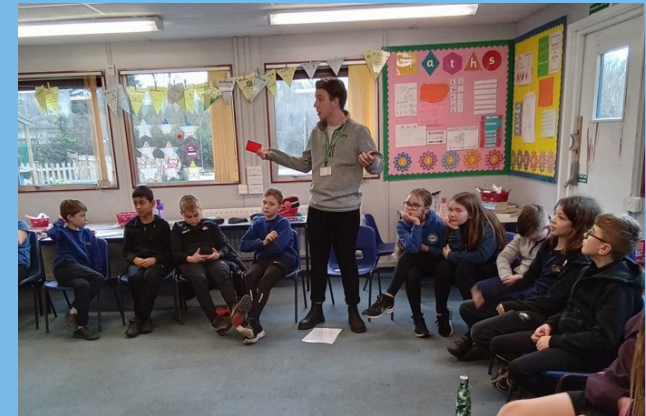
## East (formerly known as Norfolk)

Tender first delivered healthy relationships projects in Norfolk in November 2018. We work in primary and secondary schools as well as engaging young people in out-of-school settings. We've been thrilled by the fantastic reception we've received from the young people and staff involved in our sessions.

Importantly, our work is managed and delivered by facilitators who grew up and live in the area and who understand in detail the issues facing young people in their community. Our local knowledge and connections have enabled Tender to build relationships and deliver projects across the county including with Norfolk County Council Children's Services, Great Yarmouth Youth Offending Team and Breckland Youth Advisory Board.

**"It's been a joy to watch you teach, engage and work with my class. You have such a natural ability to make learning fun, as well as ensuring all the children are engaged. We've loved having you work with us!"**

Year 5 & 6 Teacher, Brooke Primary



### Highlights

- ★ Young people on Breckland's Youth Advisory Board chose to bring Tender to schools in the area. We've subsequently delivered Enrichment days, teacher trainings and interactive sharings to schools and out of school settings across the district.
- ★ We started an exciting new relationship with the University of East Anglia, and delivered our first workshop to new students in their Biology faculty in September.



Key Outputs  
April '22 - March '23

22

projects

1,195

beneficiaries

996

young people

199

adults

## RE:SET

RE:SET (Relationships Education: Schools Equality Toolkit) is Tender's pioneering Whole School Approach programme. It consists of an online toolkit and the support of an expert Tender mentor to enable primary and secondary schools to explore, adapt and reset their existing relationships education provision.

The programme began in the academic year 2021-22, with a pilot running in five schools. Having created a successful proof of concept, Tender secured vital £1.6m funding from the Mayor of London's Violence Reduction Unit (VRU) to develop and roll-out the programme.

This year, we reviewed feedback from the pilot study, enhanced the original content and adapted the programme to suit alternative settings - to be piloted during 2023-24. We have created a robust business plan that will provide the basis for delivering RE:SET to around ninety schools and alternative settings across all regions by 2025.

In London we will work in partnership with **nurture.uk** to deliver RE:SET to seventy schools across seven London boroughs, funded by the Mayor of London's Inclusive and Nurturing Schools Programme.

**"I see ego from young people, and it's hiding confusion, misinformation and, I think, some fear. We need this. We need to stop this behaviour, understand where it comes from and support it changing."**

Assistant Headteacher, St Mary Magdalene Secondary School

### Highlights

- ★ We began the roll-out of the programme this financial year, delivering 12 new RE:SET projects in primary and secondary schools in London, North and the West.
- ★ Tender contributed to the VRU's Education Summit and the Inclusion Conference in Barking and Dagenham



Key Outputs  
April '22 - March '23



55

projects

1,971

beneficiaries

88

young people

1,883

adults

## Adult Services

As part of our review, we have brought together all our teams working with adults to create a new Adult Services department. This includes our Post-18 work plus our Adult and Workplace Training teams.

We began designing specific programmes for adults in 2016 and have been steadily increasing and diversifying our activities over recent years to reflect growing demand for our services.



Key Outputs  
April '22 - March '23

11

projects

181

beneficiaries

88

young people

93

adults

Key Outputs

April '22 - March '23

## Post 18 Work

Tender works with universities, colleges of further and higher education and conservatoires to tackle abuse and gender-based violence on campus, embedding healthy attitudes and building safe, respectful environments for students and staff.

This year we completed the final year of Tender's Shoulder2Shoulder university programme, funded by Clifford Chance LLP and launched our exciting new whole-university programme, The RE:SET University Award.

Over the summer, we brought together all those involved with Shoulder2Shoulder, including Tender staff and student officers from our partner universities to review the programme's impact, gather feedback and collate insight and lessons.

The RE:SET University Award brings together our findings from our Shoulder2Shoulder programme and incorporates key elements of RE:SET whole school approach. We have adapted our content to suit an older-age group and university environment and offer an online toolkit and support from a Tender mentor. Once a university has completed the programme successfully, they will be presented with an "Excellence in Prevention: Award.

We began a trial of the new approach with 5 partner universities in Autumn 2022 which will end in January 2024.

**Full-time students are more than four times as likely to experience sexual assault than those in any other occupation.\***  
**It's time to change that.**

Tender also continues to deliver in higher education settings including our partners RADA (Royal Academy of the Dramatic Arts) where we delivered high quality workshops for their BA Students and members of the RADA's Youth Theatre Company.

**"I now feel more confident to recognise and challenge discrimination and abuse. I will also be a better advocate within my peer group to 'call out' attitudes and behaviours that are inappropriate or harmful"**

Student participant on 'Healthy Relationships at University' training from Clifford Chance ACCESS programme Sep 2022

\* ONS, 2022



29

projects

694

adults trained

## Adult Training

Tender works with adults with safeguarding responsibilities and other professionals supporting children and young people within a variety of front-line services, including teachers and school staff, family support staff, social workers and health professionals. We deliver highly effective training programmes to raise awareness of how domestic abuse affects young people and share our skills and expertise in how best to engage young people who are at risk of abuse.

### Highlights

- ★ Launch of Tender's "Ending Gender Based Violence" Toolkit in collaboration with the Mayor of London, as part of a three-year partnership. The toolkit equips teachers and school staff to broach creative conversations with young people and particularly boys about gender-based violence. The toolkit forms a key component of the Mayor's broader "Have a Word" Campaign to engage men and boys in preventing violence against women and girls in the capital. [You can see more about our Toolkit here](#)
- ★ Working alongside specialist organisations including Ashiana the team created and delivered an important, 7-module teacher training programme funded by the the Mayor of London's Violence Reduction Unit (VRU), to increase awareness and improve responses to VAWG in schools and alternative education settings.



**"It will help our staff teams understanding about peer on peer abuse. We need to reflect on the course and discuss how we implement better practice"**

Adult participant, 2023

15

projects

1,096

adults trained

## Workplace Training

Tender works with businesses and institutions to help them deliver their strategic Diversity, Equity and Inclusion priorities.

Drawing on our experience with young people, Tender offers tailor-made strategic support and modular in-person and online training programmes focusing on:

- ★ tackling challenging workplace behaviour including bullying, sexual harassment and discrimination to promote healthy cultures where everybody can contribute and flourish
- ★ raising awareness and understanding of domestic abuse so that employers can provide better support for colleagues and/or clients who are victims or vulnerable to abuse.

### Clifford Chance

It has been another positive and creative year of activity with Clifford Chance. We carried out a 'review and refresh' session for Inclusion Advocates who are part of the firm's strategic priority to promote diversity, equity and inclusion. We have also continued to be part of the induction programme for the LPC cohort as they take their first seat at the firm which is always inspiring.

### Partnering with Lloyds Banking Group

Throughout the year Tender has delivered training sessions and spoken at a number of events that LBG regularly holds as it continues to prioritise domestic abuse – both supporting colleagues across the Group and customers. Lloyds has been a pioneer as a bank in addressing this issue. We never cease to be delighted at how open, engaged and positive colleagues at Lloyds always are. A big shout out to Jane Rodrick who is inspirational in championing this work.



# Fundraising

Fundraising continues to perform strongly across all income streams, raising £1,613,194 from a mix of statutory funders, trusts and foundations, corporate partners, community groups, schools and individuals.

We are grateful to all those who donate, fundraise and make connections on our behalf, working so hard to support our work. A special thank you to the dedicated members of Tender's Development Board, chaired by Amy Malik, who fundraise on our behalf within their networks. We are thrilled to welcome so many new Tender Guardians and Friends, whose generous contributions underpin our work with young people.



## "Bare fun innit!"

Year 9 student, Huddersfield

### Highlights

- ★ Tender's City Breakfast, hosted by Jane Porter, a member of the Development Board for leaders within financial services sector. The group discussed key challenges on the VAWG agenda, including how government and statutory authorities are responding to current issues of the day.
- ★ Students from Parliament Hill School successfully competed to fundraise for Tender as part of a FirstGive Campaign. When asked why they chose Tender, they explained, "We think that helping prevent toxic relationships, abuse and other forms of sexual harassment can change so many people's lives".
- ★ Launch of our quarterly supporter newsletters and created our new Community Fundraising pack to support fundraisers raising money in their local communities.
- ★ Fundraising in aid of Tender, the WOMXN II COMP cassette and digital album was produced by Pete at Noise Merchant Records and features 30 female fronted punk bands from around the globe.

# Tender's 20th Anniversary

Tender celebrates its 20th anniversary during 2023. We are so proud of what we have achieved since those early days and how far we have come. We've got our sights firmly on the future and what more we can achieve next.

As part of our celebrations, an intrepid group of Tender staff, trustees and supporters challenged themselves to complete a sponsored 20-mile walk across London.

The route was designed to take in key landmarks linked to milestones in Tender's history including the House of Commons, the Southbank Centre and the location of our first ever programme.



# Tender Annual Awards

Hosted by Olivia Colman and Susie McDonald, our annual Awards celebration is the highlight of the Tender calendar. It's an occasion when the entire Tender family - young people, schools, supporters, funders, trustees and corporate partners - come together to celebrate the achievements of young people, teachers and youth workers in preventing domestic abuse and sexual violence.

In 2023, the event took place at The Unicorn Theatre at London Bridge and supported by Clifford Chance LLP. Over 120 guests attended and the worthy winners were presented with their Awards by our Patron, Olivia, Tender Ambassadors, Aisling Bea, Amy-Leigh Hickman and Priyanga Burford plus Jess Phillips MP, Sophie Linden, Deputy Mayor of London and Tiernan Brady, Global Director of Diversity and Inclusion at Clifford Chance.





Photography by Natacha Poletti

## Award Winners

Outstanding Primary School

**Barn Croft Primary School, London**

Outstanding Secondary School

**Newsome Academy, Huddersfield**

Outstanding Primary School Teacher

**Micheal Tofi, Chapel End Junior Academy**

Outstanding Secondary School Teacher

**Abdul Majeed, Moor End Academy**

Outstanding Support in Higher Education

**Dr. Kelly Edmunds and Dr. Helen Leggett at the  
University of East Anglia**

Outstanding Specialist Setting

**Eko Pathways School**

Outstanding Creative Response

**Olive Delimata & team at Ralph Allen School, Bath**

Outstanding Youth Worker

**Mike Towndrow for Meet-Up, Norfolk**

Graduation Award

**Youth Facilitators - Ben Wilson, Florence Onabanjo  
and Leeza Isaeva**

Fundraising Champions Juniors

**Parliament Hill School**

Fundraising Champions Adults

**Rosie Odette and Xenia (ZEN-I) Milonas**

Special Award for Long Term Commitment to Tender

**Rory Conwell**

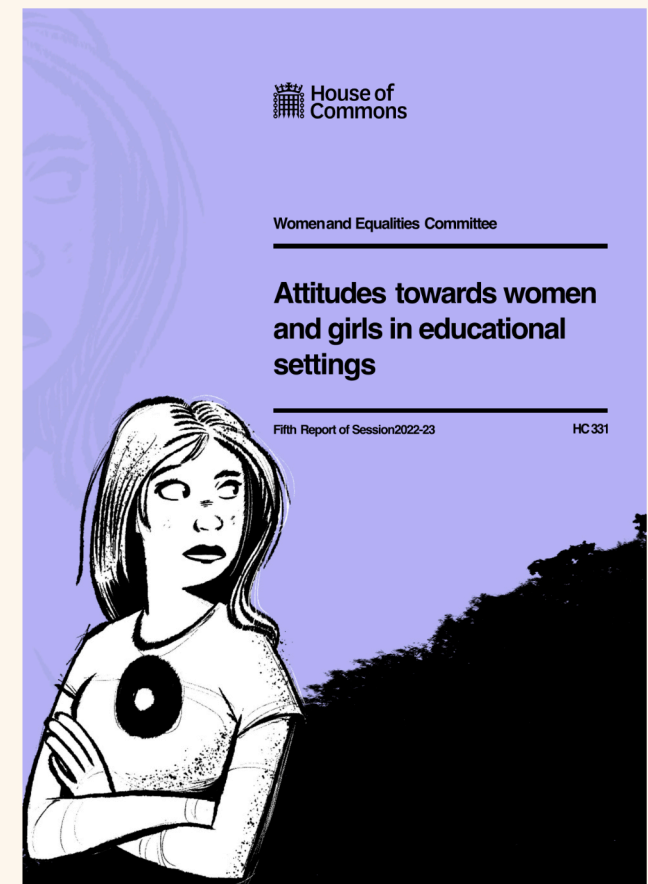


# Thought-leadership and Policy-making

With 20 years' experience of engaging young people through drama and in delivering healthy relationships education, Tender is often called on to provide public comment and expert advice and contribute to policy making.

## Highlights

- ★ Susie McDonald, as Tender's CEO, was called as an expert witness by the House of Commons Women & Equalities Committee and contributed to their report on [Attitudes towards Women and Girls in Educational Settings](#)
- ★ London Evening Standard acknowledged Susie as one of the "[most inspiring thought leaders in the capital](#)" in their feature on female changemakers, published to coincide with International Women's Day.
- ★ Tender hosted "Reimagining Masculinities" the final in the series of #Learning Labs in partnership with SafeLives and Surviving Economic Abuse, funded by Lloyds Banking Group. The online event brought together over 60 professionals representing schools, universities, employers, funders, parents and interested individuals to consider the barriers for boys and young men to be better allies in the effort to end violence against women and girls. The audience heard directly from practitioners working with men and boys in education, in the community and the criminal justice system as well as listening to insightful and moving dialogue with boys and young men themselves about what positive masculinity means to them.



# Tender in the media

Throughout the year, we have worked through a carefully crafted communications and media strategy to contribute to public debate surrounding domestic abuse and the issues connected to gender-based violence.

We are grateful to our Patrons and Ambassadors and our partners for working with us to raise our profile in the media, engaging new audiences and demonstrating the value of Tender's drama-based approach to healthy relationships education.

"This has to happen. If you know that you are worthy of love, that you can be loved and you can love other people, your life becomes a much clearer path, if you can experience those feelings."

I can't believe it's not an absolute must for every single child and every single school.

But, we are working on it!"

Olivia Colman, speaking on BBC Radio 4 Woman's Hour in June

## Highlights

- ★ Significant coverage of the launch of our VAWG Teacher Toolkit and training, funded by MOPAC (Mayor's Office Policing and Crime) including on [BBC NEWS](#), [BBC London News](#) and BBC Radio London and in [The Guardian](#), [London Evening Standard](#), [Eastern Eye](#), [London World](#), [Children & Young People Now](#) and [Cosmopolitan](#)
- ★ Interviews on [BBC Radio 4 Woman's Hour](#) and in [The Independent](#) with Olivia Colman and Susie McDonald.



# Community Engagement

We continue to build our fantastic Tender community - both on and offline - to create a kinder, more equal generation together.

## Valentine's Day Campaign

As is traditional at Tender, we marked Valentine's Day with a social media campaign. In the lead-up to the big day, Tender encouraged followers on Instagram, Facebook and Twitter to donate £20 - the average spend on celebratory flowers or chocolates - to enable two young people to attend a Tender workshop, setting them up for a lifetime of healthy relationships.

Just £20 could help two young people to understand how to build respectful, healthy relationships, and recognise early signs of abuse - knowledge that can support them over a whole lifetime.

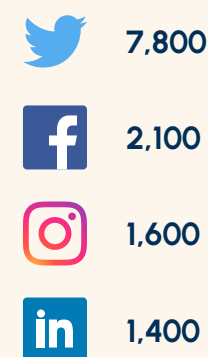


## Women Talking: Private Screening

In October, MGM Studios and Universal organised a private screening of the powerful film, Women Talking, attended by Youth Board members, university students and Tender staff. The evening culminated with a thought-provoking Q&A session facilitated by Susie McDonald with Director, Sarah Polley and actor, Claire Foy. The film focuses on a group of Mennonite women, weighing up their response to their appalling abuse by the men and boys within their community. Tender Ambassadors, Jessie Buckley and Ben Whishaw were also members of the cast.

## Growing our Online Presence

We use social media to engage key audiences including young people and educators, raise awareness of our cause and share Tender's response to critical issues of the day - such as the growth in popularity of harmful influencers such as Andrew Tate and the impact of pornography on young people. We are pleased with the growth in our online community over the last year:



Our top posts have reached more than 10,000 users across the platforms.

# 2022-2023: Financial Summary

For the year to March 2023:

Total income

**£1,613,294**

Total expenditure

**£1,579,754**

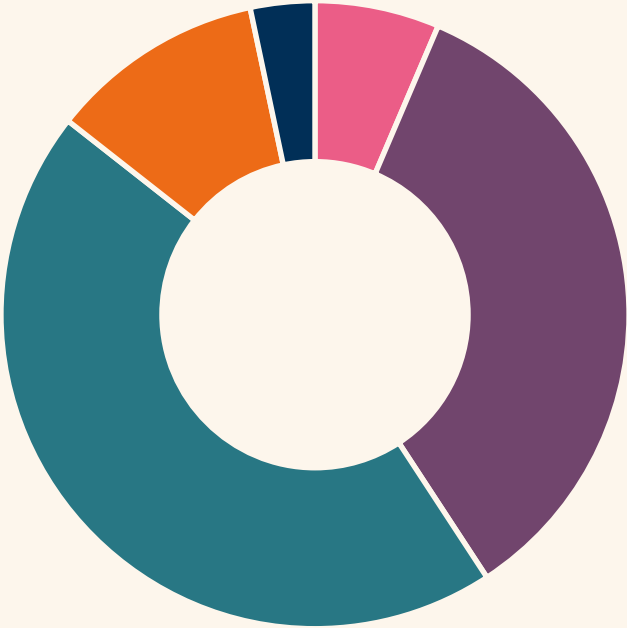
Total spent on programme activity

**£1,505,624**

For every £1 we receive, 95p goes towards our work with young people

You can read our Trustee report and Accounts by following the link to the Charity Commission's website [here](#)

## Breakdown of financial sources



Corporate support: £103,551  
Trusts and foundations: £554,297  
Statutory & commissions: £723,080  
Donations: £178,907  
Earned income: £53,459



# A BIG Tender thank you!

Our work would not be possible without the hard work, commitment and generosity of Tender's friends and family. We thank all our supporters, funders, partners, volunteers and countless others, who are helping to create a kinder, safer generation. We thank:

Amy Malik

Aspire Foundation

BBC Children In Need

Clifford Chance LLP

CMF Charitable Trust

Comic Relief

David Harkness

Doughty Street Chambers

Emma and Matthew Layton

Esmée Fairbairn Foundation

First Give

Garfield Weston Foundation

GLA

Helen and Rory Conwell

Jan and Peter Winslow CBE

Jane Porter

John Lyon's Charity

Kate Haslett

Kay White

Lynette Williams

MariaMarina Foundation

Mayor's Office for Policing and Crime - The London Violence Reduction Unit

Scarabeus Aerial Theatre

Sharina Walia

Sonya Leydecker

The 29th May 1961 Charitable Trust

The City Bridge Trust

The Coutts Charitable Foundation

The Crucible Foundation

The Foux Foundation

The Hasluck Charitable Trust

The Leathersellers' Foundation

The Olwyn Foundation

The Rayne Foundation

The Shears Foundation

The Sydney Black Charitable Trust

The Thompson Family Charitable Trust

The Urchin Pub

West Yorkshire Combined Authority Mayor's Safer Communities Fund

Xeni Milonas

Youth Involvement Seed (YIS) Fund

**...and all those supporters who prefer to remain anonymous.**



## We love hearing from you. Please get in touch:

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Illustrations throughout by Ellie Ross-Wilkinson