

# IMPACT REPORT

2022 - 2023





01	Introduction	p03
02	Who we are	p04
03	Our approach	p05
04	The difference we make	p06
05	Our services	p07
06	Prevention	p09
07	Male IDVA	<b>p11</b>
80	Intersectionality	p12
09	Crisis Support	p14
10	<b>Accommodation-based Support</b>	p15
11	Integrated Support Services	p16
12	Supporting Children & Young People	p17
13	Aftercare & Recovery	p18
14	Women's Centre Activities	p22
15	Communicating our vision	p23
16	Partnerships & Collaborations	p24
17	Sustainability	p25
18	Thank Yous	p26
19	Our Future Priorities	p27
20	Acknowledgements	p28

# INTRODUCTION

Cardiff Women's Aid works to create a world where women and girls are free from all forms of gender based violence; in Cardiff and across the globe. We high quality, empowering support for women and children who are or have experienced abuse. Since our first refuge was set up in 1974 we have been a feminist, women-led organisation working with all communities in Cardiff to create a societal change to end violence against women and girls and provide a better response to all survivors.

During the last year, we rose to the challenges presented by the cost of living crisis combined with the continued increased level of demand for services, that are still seen from the effects of the COVID-19 pandemic.

Violence against women and girls, sexual violence and domestic abuse is increasing not just in frequency, but also in severity, right here in Cardiff. Research from the Office for National Statistics (2019), has shown that almost one in three women will experience domestic abuse in her lifetime.



I am proud to be the CEO of Cardiff Women's Aid working inspirational with such women to deliver a much needed service. We work hard everyday to ensure our doors are open to all women, no their individual matter We will circumstances. continue to walk side by side with those campaigning to see an end to violence against women. We won't give up!



#### **Our Vision**

A world where women and girls are free of all forms of gender-based violence; in Cardiff and across the globe.

#### **Our Mission**

Cardiff Women's Aid provides needsbased support and a place of safety for all women and children experiencing and atrisk of gender-based violence. We work alongside survivors to create change, raising awareness of the causes and consequences of violence against women and girls. We work in partnership with others to prevent gender-based violence and promote equality.

#### **Our Values**

#### We are feminists

- We want to support and empower all women.
- We advocate for women's rights and equality, using our influence to give a voice to women experiencing oppression and discrimination.

#### We work with others

- We work in partnership with groups, organisations and individuals that share our vision.
- We ensure the experiences of survivors are heard by people of influence.

#### We listen

- We thrive on learning from others through feedback. We reflect on it and use it to shape what we do and how we do it.
- We actively listen to and value the experiences and suggestions of survivors of gender-based violence.

#### We are ambitious

- We want to grow as an organisation and improve our quality services, giving high levels of support to anyone who needs us.
- We are trusted to represent the voice of survivors of gender-based violence in Cardiff.

... and we won't give up.

# **OUR APPROACH**



Cardiff Women's Aid provides high quality and empowering support for survivors of abuse. Our staff model an empathetic, caring, affirmative, trusting and non-judgemental attitude that contrasts sharply with women's everyday experiences of abusive, coercive and controlling behaviours. The support that we deliver is:

#### Needs-led

We provide holistic support that is tailored to meet individual survivors' distinct needs. We have developed a range of services that survivors can access at any point of their journey. We offer choices and options to empower survivors to be in control of their own goals.

#### Strength-based

We recognise survivors as experts in their own lives and our support builds on their existing strengths and resilience.

#### Trauma-informed

Our practice is grounded in understanding the causes and the impact of trauma. We create physically and emotionally safe environments that minimise re-traumatisation and aid recovery.

#### Risk assessed

Our specialist trained staff are able to assess risk to survivor and support them to create their own safety plans to keep themselves safe and free from abuse.

## THE DIFFERENCE WE MAKE

# 3,845 342 women Children

were in contact with our support in 2022-23

"If it wasn't for your support I wouldn't be here. I was a victim and now I'm a survivor, you have given me a safe space to be vulnerable enough to talk about the abuse." - Survivor

202

women
accommodated
in refuge

**C** 835

Pupils engaged in workshops on health relationships and VAWDASV awareness

We successfully achieved the National Quality Service Standards Quality Mark phone calls for support to our helpline per month on average

Women were in contact with our Women's Centre through group work, workshops and other activities

contacts a month on average\*

survivors supported through targeted projects such as DRIVE and IRISi

"It has been an enjoyable day, enhanced my knowledge that will benefit the women and families I look after"

(Feedback from an Ask and Act session run by our Whole School Approach worker)



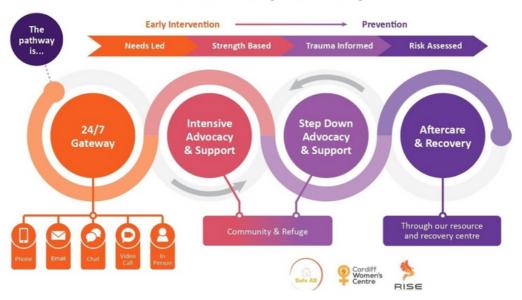
# **OUR SERVICES**

Working across Cardiff we provide emergency accommodation, community support, group work, education, and therapeutic aftercare, and have done so since our first refuge was set up by grassroots, independent women operating on a voluntary basis in 1974.

We provide 24/7 crisis support for those at risk of violence and abuse, offering a range of specialist support and recovery services, and undertaking preventative work. Our services are provided by a team of dedicated and expert staff and volunteers, through our refuges, our "One Stop Shop", the Women's Centre and out in the community. We offer a full range of services to women and children experiencing, escaping and healing from trauma and abuse.

With Cardiff being the capital and largest city in Wales, it offers sanctuary to diverse communities whether migrant and asylum seekers, LGBTQ+ communities, individuals who experience multiple disadvantage whether homelessness, mental health difficulties or use of alcohol and substances. The services that we provide are therefore flexible and responsive to their unique needs without making any judgements or assumption about their experiences. We offer a multidimensional pathway, where women can choose the services and options which are most helpful on their recovery journey.

#### Cardiff Model Service Delivery Pathway



"I finally feel heard and understood. For the first time in a long time, when all I have felt is that I was just a number in a system, unhuman and completely demoralised. I now believe that I am not going crazy and what I am experiencing is completely normal and is because of what someone else did to me." - Survivor

#### **PROJECT** PROJECT DESCRIPTION The Duty Team provide crisis support at the point of referral and Crisis specialise in advocacy and support to identify the best intervention immediate response for survivors. Community-based support provides survivors with the follow up Community support in the community to ensure that they are safe and they **Support** are supported to meet their desired outcomes. Our refuge provision is delived through a range of communal and self-contained housing options so that we can meet survivors' Refuge diverse needs. The focus of the Women's Centre is on providing support and Women's advice, helping women to connect and discover new Centre opportunities, and creating a sustainable circle of women supporting women. Integrated The Integrates Support Service is delivered to partners and ex-**Support** partners of perpetrators who attend interventions to address their Service abusive behaviour and is an integral part of the service. 600 3,490 400 Survivors were in 200 contact with crisis support Integrated Women's Community Refuge Support Centre Support Service

Figures for the different projects add up to more than the total cases, as some survivors will have moved through multiple services.

## **PREVENTION**

#### **CHANGING HEARTS, MINDS AND PRACTICE**

We believe that domestic abuse and violence against women is preventable and our vision is a world where women and girls can live free of violence and abuse. We use every opportunity to raise the voices of survivors and mark significant dates in the women's movement such as the 16 Days of Activism.



We are supporting 268 businesses across Wales to provide an appropriate response to survivors through our collaboration with the Safe Spaces Scheme.



Safe Spaces are confidential, private and safe rooms for survivors who are experiencing domestic abuse and sexual violence, where they can access resources for support, a phone to contact a relative or agency for support and plan their next move. They can be found in Boots UK, Morrisons, Superdrug and Well pharmacies, HSBC, TSB banks and independent pharmacies across the UK.

At 11 am on a normal Friday morning, Sam was helping customers at the HSBC bank counter. A couple approached his counter position asking to withdraw money and as he started to complete his usual checks, the woman whispered very softly and secretly "help" at him through the glass. Sam excused himself from the couple without giving anything away to alert someone to take her to a safe space.

He read this signal and not as human nature might dictate, ask her to speak up or say what she needed help with, he instead arranged to get her to a safe space. Sam and his colleagues in the branch got her safe where she could get the help from domestic abuse agency and an ambulance to attend to her injuries. He went on to support the police with a statement and returned to his job in the bank.

We train professionals likely to come into contact with survivors about violence against women, domestic abuse and sexual violence to raise awareness and to provide them with the skills, confidence and appropriate referral pathways so that they can identify signs of abuse and provide an appropriate response.

127 survivors were supported through the IRIS project

"The content of the safeguarding session was excellent, comprehensive specifically for signs and indications of abuse that we may come across in GP practice, and the delivery was clear and easy to understand. The use of cases was good, helpful to show the recognition of indicators in practice and also cautionary tales of missed opportunity to intervene. The walkthrough of the referral pathway, the availability of support for children from women's aid (who are not currently in active abuse) was also particularly helpful." - GP Training



# **MALE IDVA**

abuse on boys and young men who have witnessed little or no modelling of self-care and empathy and how these can result low self-worth, anger towards themselves and even harmful attitudes towards others.

The role of the Children and Young People's Male IPA is to work with boys aged 5-18 with a specific goal of combatting misogyny. This is a preventative intervention to provide young boys with a positive male model to challenge the ways that they have been socialised as males to think less of women, with the aim of showing them a better alternative to growing up to be a perpetrator of domestic violence.

We understand the impact of domestic We work with young boys before they start exhibiting harmful attitudes and teens who have learnt that men and women relate through their experience of domestic abuse, usually their fathers exerting power and control over their mothers.

> We work with them to understand the ways in which they may have coped with abusive behaviour including minimisation, normalisation, denial or self-criticism so that we can support them to understand their experiences and discuss how best to express emotions healthily.

> By giving boys a space in which to explore their earliest traumatic experiences at the opportunity, we give them the tools to reject any pressure to conform to the toxic masculine society they could encounter at school and as their cohort goes through puberty.

Support for Lewis\* was requested after he returned to his mother's care following placement with his father due to allegations of physical abuse that he made against his mother, which were later found to be false and coerced. Lewis needed support to handle the guilt and to process the trauma of abuse witnessed when his parents were together. His father made numerous attempts to destabilize the family home, encouraging negative behaviours and false disclosures that resulted to an escalation of child protection proceedings. Lewis retreated to an online gaming world and refused to those supporting the family.

A strong and consistent relationship was built between Lewis and the Male IDVA who made sure that he understood the role of those professionals coming into his home and their interests in making sure he was safe both physically and emotionally and his right to develop and grow as a young person into the adult he could become. A strong relationship was built with the safeguarding officer at the school so any patterns of anxiety or dysregulation could be understood with a broad multi-agency understanding to identify the impact of contact and official proceedings.

He has developed socially and flourished in high school maintaining steady friendships and engaging in a new relationship.

\*not his real name - some details have been removed to protect the young person's anonymity

## **INTERSECTIONALITY**

We recognise that women from different backgrounds have different experiences and needs and tailor our responses appropriately. We campaign to end violence against all women and to bring an end to all forms of oppression.

"I am not free while any woman is unfree, even when her shackles are very different from my own." - Audre Lorde



Halima is a teen who fled the family home to escape so called honour-based violence (HBV). Halima's mother had strict rules that she had to abide by, including what Halima was going to wear, what she was going to study, and who she would marry. When Halima's mother discovered she had a white British boyfriend, she became extremely aggressive and violent and locked her in her room. It was only when she accessed the family laptop to complete her schoolwork that she managed to contact her boyfriend who got in touch with the police who got her into safety.

Cardiff Women's Aid supported Halima by undertaking risk assessments and putting in place safety plans and appropriate safeguarding referrals. Her support worker supplied support letters so that Halima can gain her "settled status" and apply for student finance. She supported her to understand her experience of abuse and explored so HBV and what the prospect of forced marriage looked like and felt like for her. They also explored the difference between religion and culture, what Halima misses and grieves for from her family home and what she wants to keep with her and take forward through life.

Halima's freedom has expanded significantly. She has chosen her university degree; she is undertaking driving lessons; she can pick her clothes and acknowledges that honouring the family does not mean dishonouring yourself or being subjected to pain or abuse.

We have revised our EDI strategy along with our EDI policies. Our staff committees with the aim on improving our engagement and response to communities that experience intersectional disadvantage. This includes:

- LGBT Committee
- · Health and Wellbeing Committee

Through Tampon Tax funding we employed a dedicated EDI engagement officer. This role engaged with groups from local mosque, Age Cymru, Gypsy and Traveller representatives and LGBT+ community groups to look at how we can develop our services to be accessible and meet the needs of the diversity of women and children in Cardiff.

We reviewed our communications to ensure we promoted our services and mission to a broad audience. We produced leaflets and social media graphics across 8 languages widely spoken in Cardiff. We put an accessibility tool bar on our website.

An external expert carried out an EDI audit of our organisation rating us as 'Engaged'. The audit highlighted the good practice we have put in place as an employer and a service provider as well as giving us expert guidance on what to do next. We are please to have secured 1yr extension funding from Hodge Foundation to continue this work into the coming year.

- Anti-racism Committee
- Disability Committee

"I am writing to express my deep gratitude for the opportunity you put my way to provide BSL interpreting services for your organisation. I am truly amazed by the exceptional service your organisation provides women in Witnessing remarkable transition of your client has been nothing short of unbelievable, and believe that this positive outcome is a direct result of the way you managed the situation. Also the care, support, and expertise displayed by your staff has truly made a lasting impact on the client's life." - BSL interpreter



# **CRISIS SUPPORT**

Our Duty Team receive on average xx referrals a month. However, nothing can truly capture the breadth and depth of the work of the duty team. Instead, we provide an overview of what the day in the life of a Duty Worker looks like.

# A day in the life

I complete, on average, five to ten risk assessments daily with different survivors, to manage risk and refer them on for ongoing support either with RISE or external agencies. I always thoroughly explain what a risk assessment is, provide space for service users and survivors to sit with their feelings and emotions and ensure that they feel informed and supported throughout the entire process.

I will use the information provided to support and advocate for the survivor. This may include completing housing transfer application forms with survivors, providing housing support letters, legal aid letters, target hardening referrals and counselling referrals for external agencies.

Today on duty, I have engaged with four separate survivors needing refuge out of area. Taking into account individuals' needs, I have referred them to the appropriate services. I have liaised with professionals the currently supporting the service users. I kept survivors in the loop and explained thoroughly the process of accessing and living in a refuge, so as to ascertain that refuge is the correct route for them.

I have also welfare checked a suicidal client, who called last Tuesday while feeling actively suicidal. I have checked in with the service user every other day while she is awaiting allocation with community support, I provided emotional and practical support and completed safeguarding referrals (MARAC and MARF).

I have historically engaged with a lesbian service user who presented as reluctant to engage with professionals due to previous negative experiences. She had difficulty seeing the high level of risk of the abuse she was experiencing - daily non-fatal strangulation and assault with a hammer - so I provided domestic abuse awareness to her during our sessions.

I provided advocacy with the police regarding how they had handled her case. Throughout the 3 weeks we worked together, the service user stated that she believed my support was what got her through. I empowered her to utilise services herself.

Beforehand, I would report all incidents to 101 for her, but throughout our professional relationship she began to do so herself.

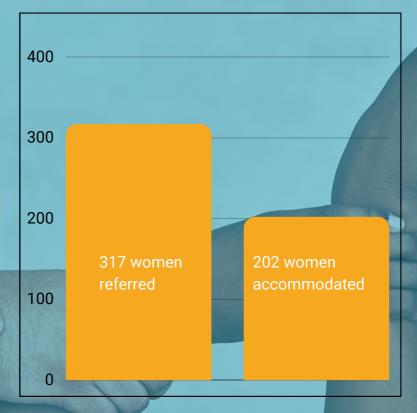
# ACCOMMODATION BASED SUPORT

Safe accommodation is still critical to ensuring that women and children are safe from abuse and can rebuild their lives and sense of freedom in an environment where they feel supported and validated.

"Over the years I have been in and out of refuges, but always went back. I never believed that I would ever get to this point in my life, and with your support over the last few months I have finally been able to see that things can be different for me, and that I deserve better. I have never had a safe space of my own and throughout the years have even spent time living on the streets due to my substance abuse, this is the best I have ever felt in my life, and I am so excited for my future in my new home." - Survivor

"It's incredibly empowering and validating to be surrounded by other women who understand what you've been through. You don't have to necessarily share experiences with each other. You don't have to lay it all out, you know, for everybody to understand, but just being around other people (...) becomes personified in refuge. When you see that experience in other women, it's just validating for your own experience." - Survivor

Demand for accommodation remains high outstripping available provision. In 2022-23 317 referrals were received but only 202 women were accommodated. Usually, a refuge space gets filled within a day of becoming available.



# INTEGRATED SUPPORT SERVICES

A suite of interventions for perpetrators of domestic abuse are available for perpetrators of domestic abuse in Cardiff. These are tailored to the level of risk that they pose to their victims and are delivered in partnerships with Cardiff Women's Aid's Integrated Support Services.

#### Instead of asking "why doesn't she leave?" ask "why doesn't he stop?"

#### **CLEAR**

# is a 6 week programme that is delivered on one-to-one basis and focuses on identifying the impact of abusive behaviours on others, using tools to promote healthier relationships.

#### **Driving Change**

#### is a therapeutic treatment group programme that provides challenge and support to enable individuals to cease their abusive behaviour and develop respectful attitudes.

#### **DRIVE**

is an intensive intervention that works with high-harm and serial perpetrators to challenge abusive behaviour and prevent abuse by providing a robust multiagency response.

Integrated support services are an integral part of interventions for perpetrators. Their ultimate goal is to enhance the safety and freedom (space for action) for all victim-survivors, including children.

The role of the integrated support service is to proactively contact survivors to offer support, assess risk and safety plan whilst also providing survivors with information about the nature, impact, and limitations of the intervention. (Respect Standard - 4th edition)

"The Independent Domestic Violence Advocate (IDVA) services are a central element of DRIVE and the way in which we work with perpetrators of domestic abuse. IDVA oversight provides check and balance for case managers when completing interventions. Victim / survivors can be kept updated with regards to DRIVE engagement, and are empowered by IDVA to make informed decisions whilst feeling supported."

Debbie Roach - Drive Case Manager

168

survivors were supported through Cardiff
Women's Aid's Integrated Support Services

# SUPPORTING CHILDREN AND YOUNG PEOPLE

We acknowledge children and young people as victims of domestic abuse in their own right. We deliver a range of evidence-based interventions that are age and developmentally appropriate to meet their needs.

As part of the Ar Trac partnership project we deliver a range of groups:



#### **BREAK FOR CHANGE**

Programme for families where the young person is abusive towards their parents.

### PARENT BONDING

Unique programme of work to assist families in recovering from their experiences of abuse.

#### **MENTORING**

This project provides positive role models for children and young people with the aim of broadening their horizons by developing empowering relationships with mentors.

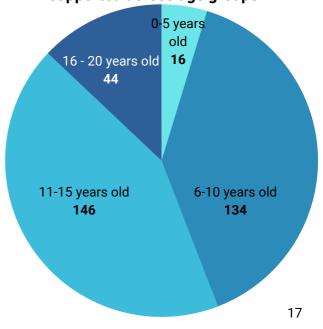
#### **GENDER SPECIFIC**

Aims to help children and young people to build confidence and assertiveness and feel they belong in their community. We also cover topics including healthy relationships, social media & stereotypes.

342 children and young people were supported through our services

"I liked looking at the hand brain trigger model and learning about the changes in the brain that happen when triggered. I like this because it has helped me become aware of my own triggers and has helped me manage my behaviours and to be more calm in a situation with my children." - Parent supported by Ar Trac

Number of children and young people supported across age groups



## **RECOVERY**

#### 1-2-1 Psychological Support

In addition to services that respond to women and children's immediate needs, Cardiff Women's Aid also provide services that support them to move on and recover from the trauma of the abuse that they have experienced. Where **advocacy** responds to women's external world, the **Psychological Advocacy Towards Healing (PATH)** project works with a woman's inner world in order to empower them to apply therapeutic strategies to work with areas such as anxiety, anger, depression, C-PTSD, sleep and grief, to promote recovery and healing. Women feel more confident to assert their needs, care for themselves, seek out social contacts, employment or further support and are less likely to repress their feelings with alcohol or substances.

This year we got new funding to become a centre for excellence on PATH delivering PATH Lite and PATH training to 20 staff across the RISE service. This training is now being accredited and next year we aim to start offering training externally.

"I got out more out of the PATH sessions than I ever did from mental heath support from the NHS." - Survivor

PATH aims to improve psychological functioning and mental health for women experiencing domestic abuse through a specialist psychological intervention delivered by specially trained advocates.

A randomized controlled trial of PATH undertaken by Bristol Medical School found that women receiving PATH support experienced clinically relevant improvement in mental health outcomes to women receiving usual advocacy. They reported better understanding of DVA, increased self-confidence and improved coping strategies, which reduced their mental health symptoms.

THOUGHTFULL
CARING
CARI

### TRAUMA-INFORMED WORK

#### Interview with PATH practitioners

5 Practice Principles of traumainformed practice

- 1. A universal approach that does no harm
- 2. Person centred
- 3. Relationship-focused
- 4. Resilience and strengths-focused
- 5. Inclusive

[Domestic abuse survivors] learn to NOT look forward to things because life, anything nice for them, is sabotaged. So those scripts or schemas are learnt, aren't they? Don't look forward, don't trust, there's no point. You're really working with them on starting to hope again, to try and reintroduce them to hope.

Trauma-informed practice,
in some ways to me, means understanding what trauma is, and understanding how trauma shows up. (...) It's important to offer choice at all stages of the work and let her practice that in a safe environment.

Something that is really helpful when we are doing therapeutic work, is the experience of building a trusting relationship. Because if you have complex trauma, if you've been abused by somebody that you trusted who then turned out to be harmful, you can lose your trust with yourself (...) particularly, if you've had child abuse as well, you can grow up thinking "the world is not a safe place and I can't trust people."

If someone came to the PATH lead and was saying: "I'm so stupid. I should have known better." She would ask the question:

Is that what he said to you? Who's ever said that to you? Where does that come from?

...so it does really help separate them, from "you're not the problem " to "the abuse is the problem".

"The whole process of "PATH" although tough was so freeing. It helped me sort out the unbearable confusion I was so used to being in. It gave me the techniques I so desperately needed to process and put things away. It gave me the courage, empowered me, helped me bring calmness and a sense of control." - Surviyor

#### **Group Support**

In the last year, Cardiff Women's Aid delivered a range of weekly activities including psychoeducational and therapeutic group programmes.

"The facilitators were experts; compassionate and experienced. They created the perfect conditions for us to heal." - Survivor

#### **Own My Life**

Own My Life is an innovative, creative, educational 12 week course for women that enables them to regain ownership of their lives after they have been in a relationship with somebody who has hurt them.

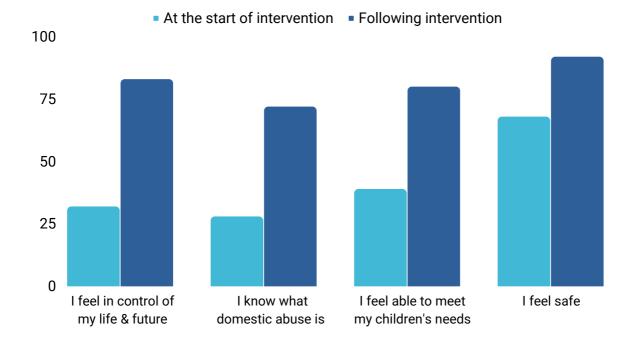
#### **Phoenix**

Phoenix is a rolling 5 week programme that covers the basics of why abuse happens and how this affects us, allowing women to explore what abuse is in a non-judgemental space. It allows women to learn from each other so that they can come to terms with the abuse.

"Phoenix provides a safe group environment for women to explore abuse with others who have gone through a similar experience and where they feel at ease and comfortable knowing that they aren't being judged. This allows them to make informed choices about their lives so that they can make plans to leave abuse on their own terms." - Group Facilitator

213

women completed group programmes in 2022-23 and they showed significant progress against a number of areas



#### **Play Therapy**

In 2022-23, we secured dedicated funding to work therapeutically with children and young people. The aim of the project is to help children and young people to understand and express their thoughts and feelings.

34

referrals were received in the four months since the project started

"I am really grateful that the play therapist has been able to come into school, we can already see the changes the support has brought within the child" - Headteacher



Annie\* is in the midst of some family difficulties which have led to a social services safeguarding investigations. Therapy for her has been a consistent and safe space where she can explore her own independence, and developing confidence and sense of control over her environment, as she does not receive that in her world at the moment. She has been able to play out some good and bad and punishment themes and has developed a trust in the Play Therapist. \* not her real name

Molly\* struggles with an absent father and the fact that he was unkind. She is dealing with loss, something that comes through the sessions where we make room for him to be talked about. Molly directs this within her window of tolerance. Her play reflects her memories, both good and bad, and helps her process the loss. She has stated that she likes to be quiet in therapy, as she doesn't get a lot of quiet in her busy house. There is a sense that she is receiving the stillness that she needs as well as being able to express her deeper feelings around loss. \*not her real name



"This morning during a session a child suggested having a trust balloon. We have balloons for feelings but not this so we named one trust. We talked about it and she said she would place on the mat what she trusted. She then asked me to stand on the mat. So often we make more of an impact than we think, trust is huge for our clients and we earn it from the work we do every day despite the challenges." - Play Therapist

# WOMEN'S CENTRE ACTIVITIES

Suzanna\* started coming to Safe Spaces Cafe in October 2022 having just had her three children removed due to a current abusive relationship. She joined an Own My Life group in November and within two weeks of starting the course had recognised that her current relationship was abusive and decided to leave her partner.

Suzanna has now completed the course and continues to attend the Safe Spaces Café. She's built a supportive community of friends through the course and the café and has been able to rebuild her life. Since engaging in the Women's Centre, she has become more confident, is able to put herself first and voice her own opinions.

But the biggest news for Suzanna is that after 8 months of being separated from her children, she has recently been supported to regain full custody of all 3 of her children as a result of her positive engagement with CWA. \*not her real name



**57** 

women attended Safe Spaces Café Sessions in 2022-23



"I feel like every woman in this room is a warrior, I've been so blown away by the kindness and friendship I've seen today" -Participant of Safe Spaces Cafe

# COMMUNICATING OUR VISION



Cardiff Women's Aid promotes our vision and mission through a range of engagement and communication activities.

Central to this is ensuring survivor voices are amplified and heard. Through Safer Streets funding we held a creative workshop with survivors to gather their views on safety in the city. The workshop report has been used to ensure women's views and experiences informed campaigns on women's safety, the development of a Women's Charter for Cardiff and strategic decision making.

Our social media aims to engage and challenge.

We aim to engage with communities across Cardiff to promote our vision of a world free from gender based violence. We want to share our feminist mission and celebrate the achievements for women and girls across the globe.

Our Women Challenge for Change engagement event brought together inspirational women from sport, film and construction to share their stories of making a difference. This included our ambassador Sam Taylor (Britain's Strongest Woman 2020), Professor Florence Ayisi (Film Maker), Philippa Tuttiett (Former Wales Rugby 7s Captain) and Jane Nelson Director of LCB Construction along with our CEO Debbie Beadle (who has rowed the Atlantic and is a world record holder). They shared their challenges and achievements to inspire change for women and girls.



**Followers** across Facebook, Instagram, Twitter and LinkedIn.

19,730



Number of people who liked, shared, saved or commented on our content in 2022

4,202



Average number of **interactions** a month

5.75%



Our Engagement Rate Average engagement rate for the Charity Sector is 3.83%\* 342,906

Total Reach
Number of
people who see
our content
online.



At Cardiff Women's Aid we want to change the world but we know that we cannot do this alone. Collaboration is vital for us to ensure we can provide the best support for every survivor.

The RISE service is a vital partnership with Bawso and Llamau bringing important skills and expertise on supporting Black and minoritized women and understanding youth homelessness respectively. The partnership means together we can deliver the RISE service to meet the diversity of needs of women and children in crisis.

In addition to this we collaborate with health, police, housing and social services. Our MASH IDVA sits within Cardiff Bay Police Station a number of days a week and accompanies police on welfare checks to ensure support for survivors is integrated into their response. Our IRISi advocate educators work to train GPs to identify domestic abuse and respond effectively to disclosures.

This year we established the Cardiff and the Vale VAWDASV network bringing together specialist services to share our practice and have a collective voice to engage with decision makers.

To promote a safer city we have worked with Hestia on delivering Safe Spaces and engaged with FOR Cardiff's Women's Safety Network

are working to end violence against women and girls, in Cardiff and across the globe.

Charity of the Year partnerships with corporates are opportunities to enable shared learning as well as bring in vital funds. We offer a range of support to our charity of the year partners including learning sessions on **VAWDASV** and what employers do to he can supportive of staff. partners this year have been Eversheds Sutherland, Primark Store, Escape Once More.

## **SUSTAINABILITY**

We're extremely lucky that a lot of our fundraisers are organic and come to us as it's an organisation they feel passionately about and the work we do.



£ 1,159,917 £37,330

received in new grants and trust funding

received from donations

£11,415 received from corporate donations

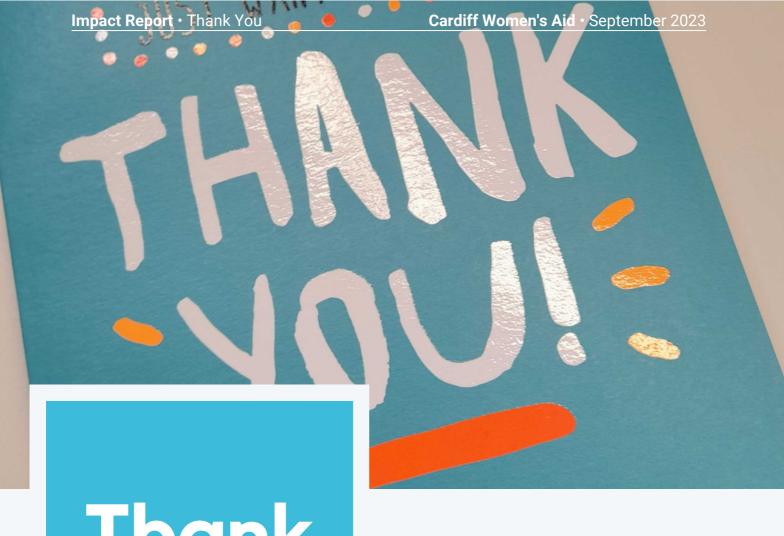
We often get fundraisers that have had personal experiences with Cardiff Women's Aid and would like to fundraise as a way of saying thank you to the support they received. Examples of these include a survivor who received our services decided to take part in a series of 5k runs and raised over £1,600.



We're also very lucky with the amount of support we get from corporates and small businesses. Some of these businesses include Eversheds Sutherland, LCB Construction, the Apple store in Cardiff, the Primark store, V12 Finance, Tiny Rebel and most recently Fabulous Welsh Cakes. Thank you so much for making a difference!

We hold an annual Christmas wrapping day where we invite our corporate supporters to volunteer their time and help wrap presents for the women and children under our care. We also get a fantastic amount of gifts in kind from the local community and corporates for Christmas so there is always more than enough for everyone to get involved and for all the children to have a gift. This year the campaign also raised £5330!





# Thank You

We couldn't have made the difference that we have to survivors' lives without the dedication and commitment of our amazing staff and volunteers.

"So, yeah, because I received this like amazing support that you don't get from anywhere else, that sort of help me realise that I can use skills that I've already built up through my PhD training, through the voluntary work that I've done in mental health support to actually make a difference in an area where everyone feels difficult talking about it. I've been there, got through it, understood it, had the support and now, I can use those experiences to help other people make sense of the difficulties they've been through (...) I can't go out there to stop it happening in the first place, but if I'm able to help with that recovery aspect, particularly, because mental health side of things just seems to be poorly understood societally." - staff member

## **OUR FUTURE PRIORITIES**

In the next year we will be marking 50 years since the instigation of the first refuge in Wales that saw the beginning of Cardiff Women's Aid. As we look forward to our next steps as an organisation, we will be celebrating, reflecting and learning from our 'herstory' and acknowledging the shoulders we stand on of the women that built our services and the movement to end violence against women and girls in Cardiff and beyond. Our vision to create a worked we women and girls are free from all forms of gender based violence will drive us forward in continuing to challenge for change and provide high quality services to women and children in Cardiff.



#### **Monitoring and Evaluation**

We will review and reflect our current service user outcome measures, further embed our new client management system and develop evaluation outcomes tool for identified areas of practice such as our PATH Training. We will utilise our robust data to demonstrate a picture of VAWDASV in Cardiff and the positive impact of our support services.



#### **Nurture and scale up interventions**

We will increase the delivery of our community programmes to ensure that we meet the demand both in terms of the number of survivors that we reach and the needs of the diverse communities with which we work. We will build a strong therapeutic response to empower survivors to have long term freedom from abuse.



#### Sustainability

Our Environment Committee are looking at initiatives to make Cardiff Women's Aid environmentally sustainable from installing low cost water saving devices to maximising recycling opportunities. We will continue to ensure that our work is grounded in the communities that we work and is funded sustainably.

# **Acknowledgements**

We would like to thank our funders for making our work possible:



































We thank you for your continued support in our programs.



#### **Contact**

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