

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

**Directors' Report and Audited Financial Statements  
For the financial year ended  
31 December 2024**

**Registered number: 58035  
Charity Number: CHY 6491  
Charity Registration: No. 20012045**

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

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## **WOMEN'S AID COMPANY LIMITED BY GUARANTEE COMPANY INFORMATION**

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Chairperson	Ailbhe Smyth
Directors	Ailbhe Smyth Rosaleen McDonagh Suzanne Handley Salome Mbugua Henry Golda Hession Martina Quinn Lucy Maguire Megan Conway
Company Secretary	Caoimhe Lynch (appointed 19 June 2024)
Auditors	PKF Brenson Lawlor, Brenson Lawlor House, Argyle Square, Morehampton Road, Dublin 4.
Bankers	Allied Irish Banks plc, 1-4 Lower Baggot Street, Dublin 2.  Bank of Ireland Newlands Cross, Dublin 22
Solicitors	Regan Solicitors, 24 Main Street, Blackrock, Co. Dublin.
Business address / Registered Office	5 Wilton Place, Dublin 2 D02 RR27.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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The directors present their annual report together with the audited financial statements of the company for the year 1 January 2024 to 31 December 2024. The directors confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The content of the director's annual report is set out in the following headings:

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# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **1. Objectives and Activities**

##### **Policies and Objectives**

The main object for which the company is established is:

Women's Aid is the leading national organisation that has been working in Ireland to stop domestic violence against women and children since 1974. We work to make women and children safe from domestic violence by offering support to women and their families and friends, providing hope to those affected by abuse and working towards justice and social change.

##### **Constitutional Objectives**

The **Women's Aid Constitution** sets out the main objectives for which the Company was established:

1. To provide a range of high-quality, specialised, integrated, domestic violence services to protect and assist women and children experiencing domestic violence. These high-quality specialised services to include, but not limited to, the operation of a helpline, a court accompaniment service, a training unit and a one-to-one service enabling women experiencing domestic violence to attend a meeting with a staff member of Women's Aid.
2. To be a centre of excellence for the provision of training to frontline responders to the issue of domestic violence.
3. To bring the experiences, needs, concerns and requirements of women and children experiencing domestic violence to the legislative and policy-making fora and to continue to lobby for changes in domestic violence legislation in order to keep in step with ever-changing social and political times.
4. To be a centre of excellence for the development of professional and organisational responses to women and children experiencing domestic violence.
5. To articulate the reality of domestic violence, the impact of domestic violence on women and children and the community, and the need and opportunities for change.
6. To use the expertise, knowledge and experience of the organisation to promote the protection and welfare of children of all ages and teenagers living with or at risk of domestic violence.
7. To be an informed organisation responsive to the needs and interests of women and children experiencing domestic violence.
8. To hold fundraising events for the purpose of raising money for the organisation in order to assist it in achieving its stated objectives and goals.

During 2024, Women's Aid completed its Strategic Plan 2022-2024, and developed a new five-year Strategy 2025-2029, which further affirms the organisation's vision, purpose and values as follows.

##### **Vision**

Our vision is an equal Ireland with zero tolerance of domestic violence and abuse, and all other forms of violence against women.

##### **Purpose**

Women's Aid is a national, feminist organisation working to prevent and address the impact of domestic violence and abuse.

We do this by:

- Advocating, influencing, training, and campaigning for effective responses to reduce the scale and impacts of domestic violence and abuse on women and children in Ireland.

And

- Providing high-quality, specialised, integrated support services.



# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

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#### Values

Our organisational values of **Courage**, **Co-Operation**, **Inclusivity**, **Empowerment**, **Equality** and **Change** express the ideals and beliefs that sustain and guide us in every aspect of our work.

To achieve our vision of zero tolerance of domestic violence and abuse and all forms of violence against women, Women's Aid:

- Acts with **courage** to boldly challenge patriarchal systems, structures and attitudes in all aspects of our work.
- Works in **co-operation** to share knowledge, skills and expertise to achieve shared goals and improve responses to domestic violence and abuse.
- Strives to embed **inclusivity**, diversity and accessibility across all our work.
- Seeks to **empower** women to exercise agency on their own behalf as a right, whatever their circumstances.
- Believes that achieving **equality** in status, rights and opportunities for all women is essential to address the causes and consequences of domestic violence and abuse.
- Works to achieve positive **change** for everyone through a combination of individual, community-based and social action.

#### Achievements and Performance 2024: Review of Activities

Our strategic priorities are based on a strong dedication to the women we serve and an unwavering focus on bringing about the social changes in Ireland that will deliver our vision. During the period 2022-24, we framed our plan around three strategic priorities.

The organisation set out a pathway to achieve its three strategic priorities in the Strategic Plan through the articulation of *overarching goals* with *specific objectives*, *key activities*, and *metrics* for each priority.

While the Women's Aid Annual Impact Report 2024 will give more detail on our activities during the year, below is a summary of the three Strategic Priorities and the company's performance as it relates to these.

#### Three Strategic Priorities

In the Women's Aid Strategy 2022-24, there is a primary strategic priority, priority one, which is supported and enabled by priorities two and three:

##### Strategic Priority 1 – Creating Social Equality

We will drive real social change through a cohesive and coordinated approach.

**Overarching Goal:** Delivering a coordinated and coherent programme of work comprising direct services, training, education, advocacy, and awareness raising work that is focused on prevention, support and driving real positive social change.

##### Strategic Priority 2 – Building and Nurturing Effective Partnerships

**Overarching Goal:** To continue actively developing cross-sector partnerships and strategic relationships, enabling Women's Aid to collaborate and remain visible, active and contributing constructively to political, social and other forums responding to violence against women in all its forms.

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

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#### Strategic Priority 3 – Continually Strengthening Capability and Expertise

**Overarching Goal:** Support the work of the organisation by ensuring that the information, resources, systems and structures required are in place.



*Women's Aid's Three Strategic Priorities*

#### Strategic Priority 1 - Creating Social Equality

##### Developing and delivering Women's Aid specialist frontline services

During 2024, Women's Aid responded to a total of **31,810** contacts with our frontline services, the details of which are set out below.

- **24hr National Freephone Helpline 1800 341 900**

Women's Aid operates the 24hr National Freephone Domestic Violence Helpline in the Republic of Ireland. The Helpline provides a listening ear, emotional support and practical information to women subjected to violence and abuse from their current or former partners. The Helpline also acts as a gateway for direct referral to all other local specialist services across Ireland. It is the only free and national domestic violence and abuse Helpline with specialised, trained support workers.

The National Freephone Helpline has now been accredited five times by the **Helplines Partnership<sup>1</sup> Quality Standard** - spanning a period of continuous accreditation since 2012. The current accreditation was granted after a rigorous accreditation process and inspection by the Helpline's Association during 2024 and is valid until November 2027.

The Helpline was funded primarily by Tusla (with the grant transitioning mid-year to Cuan) during 2024, with some additional non-statutory fundraising and grant support.

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<sup>1</sup> <https://www.helplines.org/>

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

#### National Freephone Helpline Key Outputs 2024<sup>2</sup>

During 2024, there were a total of **28,477** contacts with the National Freephone Helpline. Compared to 2023 (20,891 contacts), this represents a 36.31% increase, with an increase in contacts across all communication channels and in overall contact time also. See Table one (1) below.

	2024	2023	2022	2021
<b>National Freephone Helpline total</b>	<b>28,477</b>	<b>20,891</b>	<b>23,566</b>	<b>21,126</b>
Helpline Calls Responded to	21,151	18,077	20,905	18,911
IMSS	2,135	1,768	1,808	1,420
Emails	1,110	1,046	853	895
<b>Hours talk time (IMSS and HL Calls)</b>	<b>4,567</b>	<b>4,112</b>	<b>3,940</b>	<b>3,863</b>

**Table 1**

- The Language Line – Women's Aid Telephone Interpretation Service**

The 24hr National Freephone Helpline has a Telephone Interpretation Service facility covering over 240 languages/dialects for callers needing support in their own language.

We facilitated **706 calls** through **32 different languages** in 2024, an increase in interpreter supported calls of 15.92% when compared to 2023 (609 calls). Some 43% of languages used were EU, while 57% were non-EU. See Table 2 below for a four-year comparison of the uptake of this service.

	2024	2023	2022	2021
<b>Language Line Calls</b>	<b>706</b>	<b>609</b>	<b>494</b>	<b>548</b>
No of different languages	32	36	33	30
EU	43%	51%	66%	43%
Non-EU	57%	49%	34%	57%

**Table 2**

- Instant Messaging Support Service (IMSS)**

The Women's Aid IMSS is a free, confidential, and secure service where women can seek support and advice from fully trained Helpline Support Workers through instant messaging. The service is open daily and can be accessed through [www.womensaid.ie](http://www.womensaid.ie) or [www.toointoyou.ie](http://www.toointoyou.ie). The service is accessible to deaf and hard-of-hearing women, and more easily accessible than a phone call for women who feel they are at risk of being overheard by their abuser.

As noted in Table 1 above, there were **2,135** online Instant Messaging Support conversations with the Helpline team during 2024.

- Face-to-Face Services in the Greater Dublin Area**

Women's Aid operates a range of Regional Services for women, particularly in the greater Dublin area. These are comprised of our:

- One-to-One Support Service, including court accompaniment.
- Domestic Abuse Information and Support Service (DAIS)
- High Risk Support Project (HRSP)

<sup>2</sup> Figures provisional until finalised Annual Impact Report publication in June 2025.

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**FOR YEAR ENDED 31 DECEMBER 2024**

- Maternity Outreach Support Service

Details on individual services are given in this section. Table 3 and Table 4 below indicate the total number of contacts and the total number of women each of our regional services assisted during 2024 and compared with the previous three years. The total number of contacts in 2024 is sustained when compared with 2023.

	2024	2023	2022	2021
<b>Regional Services Total Contacts</b>	<b>7,414</b>	<b>7,757</b>	<b>7,663</b>	<b>5,780</b>
One-to-One Support visits	937	903	1,399	994
Court Accompaniments	282	233	178	140
DAIS Drop-In sessions	902	891	890	905
HRSP Support sessions, including emails, phone, SMS contact	2,707	3,005	1,954	1,643
Maternity Outreach visits, court accompaniment, and phone/SMS contact	1,259	1,234	1,382	
Support emails/calls (1:1 and DAIS)	1,660	1,481	1,860	2,098
<b>Total</b>	<b>7,748</b>	<b>7,747</b>	<b>7,663</b>	<b>5,780</b>

**Table 3**

<b>Number of Women Supported by Regional Services</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>
One-to-One	486	371	389	276
DAIS	812	868	890	572
HRSP	333	319	267	290
Maternity Outreach	188	147	53	31
<b>Overall total</b>	<b>1,819</b>	<b>1,705</b>	<b>1,599</b>	<b>1,169</b>

**Table 4**

**First-time and repeat or continuous service users in 2024**

During 2024, of the **1,819** women who we supported through our direct services (i.e., excluding our National Helpline), **1,454** were accessing our services for the first time and **365** were receiving continuing support from the previous year or were previous clients returning for support.

- **One-to-One Support Service**

The Women's Aid One-to-One Support Service provides in-depth information and support to women who have been subjected to domestic violence and abuse throughout Dublin City and County and was funded primarily by Tusla and the Department of Justice (Victims of Crime) in 2024, with both grants transitioning to the new DSGBV Agency, Cuan, during the year. This ongoing face-to-face and phone support can include court accompaniment, safety planning, advocacy, and referral support to external organisations. Our advocacy and referral work includes accompaniment to the local gardai to make statements; assistance with legal aid applications; support with immigration status within the context of domestic violence and abuse; advocating to Housing Authorities for women who are no longer safe in their homes; and support in accessing local refuges.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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Court accompaniment includes emotional support before, during, and after the court proceedings, clarifying legal terminology, and exploring further options. We support women with applications and hearings in the context of domestic violence orders as well as access, custody, maintenance, divorce, and separation cases where domestic violence and abuse are present. We also support women pursuing criminal proceedings against their abusers for crimes including coercive control and assault causing harm.

#### **During 2024:**

The Outreach\* team engaged in **937 face-to-face/support visit contacts** with **486** women in total during 2024. **372** women used this service for the first time this year. Outreach staff accompanied **135** women to court on **282** occasions. (\*See **additional** support figures for the Maternity project below.)

- **Domestic Abuse Information and Support Service (DAIS): A Drop-In Service for Women in Dolphin House Family Law Court<sup>3</sup>**

Based in the Dolphin House Family Law Court in Dublin, the Domestic Abuse Information and Support Service (DAIS) is a free and confidential drop-in service for women who are subjected to domestic violence and abuse. The service is available Monday to Friday 9.30 am – 4.30 pm and provides support and information on legal options and safety planning, and links women in with domestic violence and abuse services for ongoing support. Women's Aid runs this service in partnership with the Inchicore Outreach Centre, and with funding support from the Department of Justice.

#### **During 2024:**

Some **812 Individual Women** were supported through **908 interventions** following drop-ins to this dedicated service based in Dolphin House Family Law Courts. The DAIS team made **53 internal referrals** to Women's Aid's other support services, and **411 referrals** to **external** services for additional ongoing support were also made.

- **High-Risk Support Project (HRSP)**

The High-Risk Support Project provides a multi-agency response to women at a high-risk of ongoing violence, abuse and homicide from their ex-partners and ex-spouses. Women's Aid works with An Garda Síochána and local domestic violence services to deliver a coordinated rapid response system for women and their families, which is generously supported by the Vodafone Foundation and the Department of Justice.

#### **During 2024:**

In 2024, **333** women, and **502** children were supported by the HRSP. There were **108** new users of the service in 2024.

During 2024 **152** HRSP participants had their case closed. At the end of 2024 there were **181** active users on the project, compared to **207** active service users at the end of 2023.

This unique and lifesaving project has been operational in the Dublin Metropolitan Region since 2014 and is currently embarking on a national roll-out through all five Garda Regions. In 2023 the rollout to the Eastern Region was achieved, and during 2024 (Q4) the HRSP extended to the Southern Region. It is intended that we will complete the full roll-out to cover the Northwestern Region by the end of 2025.

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<sup>3</sup> Formerly known as the Dolphin House Family Law Court Support and Referral Service.

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

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- **Women's Aid Maternity Project**

This was an innovative pilot project (2021-2024) to support and enhance maternity hospitals' and units' response to victims/survivors of domestic violence and abuse, through jointly created, delivered and operated Domestic Violence and Abuse (DVA) Training, Awareness and Referral Programme. The project was supported through fundraising and was a unique partnership between Women's Aid and the three Dublin maternity hospitals (the Coombe Women and Infants University Hospital, the Rotunda Hospital, the National Maternity Hospital) and Ireland South Women and Infants Directorate (primarily Cork University Maternity Hospital, which collaborated on design, delivery and evaluation of the key strands of the programme).

The project was also supported by an External Advisory Group comprised of a wide range of skilled professionals, including patient representatives, representatives from minoritised groups and public health and policy experts.

During 2024, the final year of this innovative project, piloting of a co-created specialist training for obstetric staff was led by our Maternity Project Co-Ordinator. The Centre for Effective Services (CES) was commissioned as an independent evaluator, and it completed a detailed report assessing the outputs, outcomes, and future potential for all of the project activities. This was launched publicly at an end-of-project event on 7<sup>th</sup> November, 2024, there are further details of this below.

Our dedicated **Maternity Outreach Worker**, who is a part of the Women's Aid Regional Services team, was joined in mid-2024 by a second dedicated worker following a successful application for core statutory funding for these unique roles. The successful application was supported by the Interim Evaluation Report completed in Q4 2023 by CES, demonstrating its value and impact. The Maternity Outreach Team received referrals directly from the staff of the three Dublin Maternity Hospitals and during the year supported **188 pregnant/post-partum/post TIP<sup>4</sup> women** who were subjected to intimate partner abuse with **229 one-to-one meetings, 974 phone/SMS contacts** and **an additional 56 court accompaniments**. During 2024, **162** women used the service for the first time.

There was also an awareness raising strand to the Maternity project and details of our campaign in 2024 are noted further in this report.

#### **Collective disclosures to the National Freephone Helpline (HL) and Face-to-Face Support Services (SVS)**

During 2024 Women's Aid heard thousands of disclosures of abuse perpetrated against women and children. Below is a summary of these disclosures comparatively over the last four years. Each disclosure represents an incident of harm and trauma perpetrated by abusers against someone they ought to respect, love and cherish.

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<sup>4</sup> Termination in Pregnancy

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**FOR YEAR ENDED 31 DECEMBER 2024**

	2024	2023	2022	2021
<b>Disclosures of Abuse against Women (HL and SVS): Total</b>	<b>41,432</b>	<b>35,570</b>	<b>28,579</b>	<b>28,096</b>
Emotional Abuse	25,441	21,974	20,851	19,902
Physical Abuse	9,590	7,851	4,509	4,707
Economic Abuse	4,522	4,297	2,290	2,383
Sexual Abuse	1,879	1,448	928	1,104

	2024	2023	2022	2021
<b>Disclosures of Abuse against Children (HL and SVS): Total</b>	<b>5,333</b>	<b>4,479</b>	<b>5,412</b>	<b>5,735</b>
<b>Emotional</b>	<b>5,109</b>	<b>4,253</b>	<b>5,006</b>	<b>5,361</b>
<b>Physical</b>	<b>142</b>	<b>167</b>	<b>315</b>	<b>282</b>
<b>Sexual</b>	<b>82</b>	<b>58</b>	<b>91</b>	<b>92</b>

**Table 5**

### Perpetrators of Abuse

Where known, the relationship between a victim/survivor and their perpetrator is recorded. Below is the information for the period 2021-2024 as disclosed to our services. Women's Aid will support any victim who contacts us regardless of sex, gender or sexuality. Where appropriate we may also refer a caller to ongoing support from the freephone Male Advice Line or LGBT Ireland if this is useful to them.

	2024	2023	2022	2021
<b>Abuser</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Current male partner	49	55	58	57
Former male partner	33	31	26	25
By man who was not an intimate partner or ex	13	9	10	11
Female abuser	5	5	6	7

**Table 6**

### Internal and External Emergency Fund for Women and Children

In 2024, Women's Aid dispensed a total of **€390,549<sup>5</sup>** in funds directly and indirectly to support women and children in need.

<sup>5</sup> Expenditure relating to the 2024 Internal and External Women and Children's Emergency Funds is disclosed on Note 6 'Expenditure on Charitable Activities' on our financial statements and these figures also include staff time for administering these funds. (€5,012 and €3,068 for each fund respectively.) Also in 2024, there was a refund from a domestic violence service provider relating to the 2023 External Emergency fund for €3,326.



# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

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- **Internal Emergency Fund for Women and Children**

In 2024, Women's Aid dispensed **€90,549** in funds to women who were in receipt of direct support from our own frontline services during the year. These vital funds covered a wide range of urgent and practical needs including (but not restricted to): CCTV and home security costs, bills, groceries, as well as offering some small contribution at Christmas, a key time of financial pressure for women suffering economic hardship as a direct and indirect result of the abuse they are subjected to.

The fund was administered as follows:

- Vouchers to a total value of **€22,550** were issued to **87** women. These vouchers could be used in a wide variety of retail outlets to assist women to meet some everyday needs for themselves, their children, and households.
- An additional **€33,800** worth of vouchers were provided to **84** women using our frontline services to support them and their children before Christmas 2024.
- Twenty-six (**26**) women also benefited from the Legal Fund to a total value of **€11,702**. This support enabled women to part pay legal fees for representation in court and pre court consultation.
- Eighteen (**18**) women also benefited from support for procurement of home security measures, to a total value of **€22,497**. Women's Aid provided funding for cameras, new locks, alarm systems and monitoring, sensor lights and video doorbells to help improve the security of their homes. In most cases, these security measures were recommended by Garda Crime Prevention Officers.

#### **Quotes from women who received Christmas Vouchers in 2024**

##### **(Internal Emergency Fund for Women and Children):**

*"I honestly don't know what to say and you have no idea how much this will help. I am extremely grateful both to you and Women's Aid for the vouchers. I really, really am. I spent all weekend worrying whether I would be able to manage this Christmas and genuinely now I can."*

*"The vouchers arrived. Thanks so much for organising, I bought Santa presents for the kids straight away, Happy Christmas and thanks for everything you've done for us this year."*

- **External Emergency Fund for Women and Children 2023 and 2024**

Through simply unprecedented public generosity during the Covid 19 pandemic, Women's Aid was in a position to further extend our emergency funds to benefit women and children nationally via a scheme offered to our colleagues in local domestic violence services throughout the country. The Women's Aid Board designated funds to support four rounds of this fund between 2021 and 2024 for eligible organisations.

In 2024, we paid out 30 grants in allocations of €10,000 totalling **€300,000<sup>6</sup>** to specialist domestic violence services nationwide. Our 2024 External Emergency Fund for Women and Children will be reported in our 2025 Directors report when the grants have been spent and grant outcome reports received.

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<sup>6</sup> In 2024, there was a refund from a domestic violence service provider relating to the 2023 External Emergency fund for €3,326. This refund is reflected in our 2024 accounts.



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#### **Reporting on the 2023 External Emergency Fund for Women and Children (Round Three)**

In mid-2023, in addition to Women's Aid internal fund for women using our own direct services, **€296,674** was distributed in allocations of €10,000 across 30 different specialist Domestic Violence services for the direct benefit of women and children in need. Funds were expended by mid-2024 and all recipients submitted grant outcome reports. A snapshot summary of the incredible impact of these funds is noted here:

**1,756 women and at least 402 children were direct beneficiaries of the Women's Aid External Emergency Fund for Women and Children, distributed by 30 independent specialist DV services all over the country.**

- **€67,068.34** was spent on groceries, including vouchers, so women could buy household basics such as food, clothing, school supplies and shoes.
- **€30,829.68** was offered to help women cover essential utility costs (electricity, heating, etc.)
- **€37,364.85** was offered to help cover fuel and transport costs, including motor tax, insurance, and public transportation.
- **€31,797** contributed towards women's legal fees.
- **€38,835.30** went towards security costs (changing locks, CCTV, reinforcing doors etc.)
- **€20,416.58** was spent on childcare and baby equipment and clothing costs.
- **€23,548.23** supported women with home relocation and rental costs.
- **€12,305.90** was spent on supporting women and children with medical costs including dental support and other therapies.
- **€11,513.43** was given for household items, including white goods, furniture, bedding and household repairs.
- **€5,818.70** contributed to emergency accommodation costs.
- **€17,175.95** contributed towards a wide range of other urgent needs women and children had, such as the purchase of a mobile phones or tablets, family support, Christmas costs, and support to buy new clothing for job interviews.

The powerful, and in some cases transformative, impact of even modest funds to women and children who had been terrorised and impoverished by domestic abuse, was made clear to us with the narrative reports from our colleagues' grant reports, such as:

#### ***Quotes from support staff***

##### **(Women's Aid External Emergency Fund for Women and Children)**

*"This project has been invaluable in offering support to clients who are struggling financially and are at risk of homelessness."*

*"Having these funds available to help clients in a crisis can make all the difference."*

*"This particular tranche has made a huge difference to people who are working and not qualifying for state support."*

*"It felt good to take away the stress and worry from someone. I felt like Father Christmas."*

#### ***Quotes from women (External and Internal Fund beneficiaries):***

*"This money has saved my life and allowed me to escape my abusive husband. Without it I wouldn't have been able to leave."*

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*"As I work, I was just over the limit to be eligible for legal aid. My ex-partner pulls me back to court but then doesn't turn up, leaving me with a big legal bill. This fund takes some pressure off of me."*

*"I can't thank you enough. Being able to put up cameras has made our home feel safer."*

*"Myself and my daughter have been living on cereal and I often go hungry to ensure there is enough for my daughter."*

*"Thank you for paying for my car tax and arrears, I can get more work now that my car is back on the road."*

*"All I can say is thank you so, so much. I can't wait to call into my credit union and hand it over and start a fresh. I am actually so emotional in a good way now though." [Put in debt by abusive partner]*

*"I felt I could not get my head above water in relation to managing my finances. This allowed me to focus on the necessities for my family and I, like food and rent. Thankfully I'm back on track and I'm currently managing to stay ahead of bills. This would not have happened if it wasn't for the financial help and invaluable support and advice I received."*

*"A massive thank you from me and the children for all your care and support through the most difficult time for us."*

*"I can breathe for a minute."*

#### **Developing and Enhancing the Range of Training Solutions Aimed at Supporting Frontline Professionals**

- **Specialised Training**

Women's Aid's Training and Development Department has a proven track record of designing and delivering specialist domestic violence and abuse training to local and national organisations throughout Ireland. We support organisations in the statutory, community and voluntary sectors, as well as corporate bodies, to enhance and improve responses to women who are subjected to domestic violence and abuse. All Women's Aid training is informed and guided by our decades of experience directly supporting women and by models of best practice.

Women's Aid Training and Development Department had a wide reach to multiple audiences in 2024, including healthcare professionals, social workers, community workers, employers, lawyers, family support workers, Gardaí and domestic abuse support workers. All these audiences have one thing in common, which is that they interact with victims/survivors of domestic abuse meaning they have the potential to make a positive difference to women's lives. Women's Aid training is designed to equip people with the knowledge and skills to recognise where abuse may be happening to someone and respond safely and effectively to victims/survivors.

#### **During 2024:**

Women's Aid delivered a total of **184** training events to **1,422** participants. A total of **106** organisations availed of bespoke training for groups from individual organisations, or had participants engage in mixed group trainings.

Additionally, the training department delivered a range of inputs and awareness sessions during 2024, a total of **33** events to **1,369** people, of whom **351** were employer representatives engaged in targeted awareness sessions, commissioned as part of the Women's Aid contract with the Department of Children, Disability, Equality, Inclusion and Youth (DCEDIY) to support the implementation of new statutory domestic violence leave provisions for employees in Ireland.

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Training Outputs	2024	2023	2022	2021
Training events	184	138	81	60
Participants	1,422	1,162	835	600
No of organisations	106	130	116	169
Inputs and awareness sessions	33	32	41	15
No. of people	1,018	1,461	2,047	500
DV at Work session participants (DCEDIY Contract 2023-Q1 2024)	351	510		

**Table 7**

- **Domestic Abuse as a Workplace Issue**

The Training and Development Department is also home to the Employer Engagement Project. Through this project, Women's Aid offers the Employer Response to Domestic Abuse training package, a specialist service for employers with the objective of creating a supportive and safe workplace environment for victims/survivors of domestic violence and abuse. During 2024 Women's Aid continued to develop its bespoke training offering to a wide variety of employers from all sectors wishing to implement Domestic Abuse policies, in line with best practice for adherence with the groundbreaking new provision for Statutory Domestic Violence Leave, that took legal effect on the 27<sup>th</sup> November 2023. Employees experiencing domestic abuse are now entitled to up to five days domestic violence leave at full rate of pay.

In addition, in 2023 Women's Aid Training Department, in partnership with Talbot Pierce Consultants, were successful in being granted the tender with the Department of Children, Equality, Disability, Integration and Youth (DCEDIY) to create resources for employers of all sizes in Ireland to help implement this new law successfully. The products of this contract included developing a policy template with guidance notes, delivery of information sessions and an email support service. The work pertaining specifically to this contract concluded at the end of Quarter 1 2024.

- **Domestic Violence as a Public Health Issue**

In 2024, the Training department continued its roll-out of training, funded by the National Women and Infants Health Programme of the HSE, targeted at all maternity care staff in the 19 maternity hospitals/units across the country. This training was also offered to gynaecological health professionals. Healthcare professionals need to be alert to symptoms and signs of domestic abuse and be equipped with the knowledge and skills to respond safely and effectively to women who are being, or have been, subjected to abuse by a current or former partner.

In parallel our innovative **Maternity Project** concluded at the end of 2024, after its three-and-a-half-year duration. This pilot project was independently evaluated by the Centre for Effective Services (CES). It was a highly successful and pioneering collaboration between Women's Aid, the Rotunda, the National Maternity Hospital, the Coombe Hospital and Cork University Maternity Hospital that increased practical support to pregnant victims/survivors of domestic abuse, increased understanding of coercive control among maternity staff, and created safe, disclosure friendly environments in maternity hospitals and units across the country. The pilot produced a uniquely co-designed and created suite of training offerings for maternity health staff. These training sessions (e-learning, online live and in-person practice sessions) were piloted to nearly **350** maternity care staff. In parallel, regular specially designed hospital-based awareness campaigns increased visibility of the issue and built understanding of the

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signs of domestic abuse during pregnancy and had a dedicated outreach component, as noted above in our services section.

#### Raising Public Awareness of Domestic Violence and Abuse

- **Public Awareness and Campaigns**

Women's Aid leads the way in raising awareness and providing information on domestic violence and abuse to victims and survivors, their families and friends, their communities and wider society.

Our annual public awareness campaigns and communications activities are a vital way to highlight the prevalence, nature and impact of domestic violence and abuse, intimate relationship abuse and femicide.

- **Allianz Stand Strong and World's Strongest Women Campaigns**

In February 2024, Jennifer Zamparelli, comedian and radio and TV presenter, backed the Women's Aid and Allianz Insurance call for people across Ireland to take part in a powerful demonstration of solidarity and support for those subjected to abuse. **Stand Strong** was a yoga-based campaign which aimed to raise awareness and essential funds for the thousands of women every year that contact Women's Aid for support.

The award-winning **World's Strongest Women** TV campaign continued in 2024 running in November and December. The campaign highlights the resilience, strength and courage of women who are living through domestic abuse and pays tribute to the courageous women, and inspires others that there is a way out, giving them hope for the future by empowering them to ask for help.

At the heart of this campaign sits the powerful comparison between the world of physical strength that we are all familiar with, which is often portrayed as the only type of strength, versus the strength of the many women out there who are impacted by and living through domestic abuse.

- **International Women's Day**

In the lead up to International Women's Day we shared 8 Facts for March 8 to raise awareness of the harm women experience in Ireland and globally. It was also an opportunity to discuss the issue of violence against women being the cause and consequence of gender inequality.

- **WellFest Charity Partner**

In May, Women's Aid was the charity partner for WellFest, Europe's largest health and well-being festival held in Dublin. This was an opportunity to raise awareness of domestic violence and the Women's Aid frontline support services across two days.

- **'She is Someone' Awareness Campaign**

Considering news events which brought gender-based violence into the spotlight in July, Women's Aid partnered with LADBible Ireland to raise awareness of the severity of the issue in Ireland with our 'She's Someone' campaign.

- **Awareness Campaign in Health and Medical Settings**

From October 2024 to January 2025, Women's Aid ran a National Helpline Awareness campaign in over **160** health and medical settings reaching patients and healthcare providers across the country. The digital screen advertisement encouraged anyone subjected to domestic abuse to reach out to Women's Aid for support.

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- Domestic violence and maternity awareness campaign**

Also in November 2024, Women’s Aid ran a national Maternity Awareness campaign during the 16 days of Activism for the Elimination of Violence against Women. The awareness campaign worked with four of Ireland’s leading maternity hospitals. We partnered to support women subjected to domestic violence and abuse including coercive control. The partnership is between Women’s Aid and the three Dublin Maternity hospitals (the Coombe Women and Infants University Hospital, the Rotunda Hospital, the National Maternity Hospital) and Ireland South Women and Infants Directorate (primarily Cork University Maternity Hospital). The awareness campaign utilised social media to disseminate information, and the hospitals highlighted the bespoke posters in key areas. Awareness materials were also distributed to all nineteen of the maternity units across the country for this campaign.

- Femicide Watch**

The Women’s Aid **Femicide Watch Project** continued to record the violent deaths of women in Ireland and in 2024, when five women died due to male violence. We record these killings to illustrate the danger posed to women and to better understand how to increase protection for women and children. Our aim is to continue to try and break the pattern of male violence against women in the hope of preventing any further loss of life.

Femicide	2024	2023	2022	2021
Number of women who died violently	5	9	12	7

Table 8

Preventing Domestic Violence and Abuse through Targeted Education Initiatives

Women’s Aid Research and Public Events in 2024

- Annual Impact Report Launch**

In June, Women’s Aid launched our [Annual Impact Report](#) which outlined 40,048 disclosures to our National Freephone Helpline and Regional Face-to-Face services during 28,638 contacts in 2023. This represented an 18% increase on the previous year and the highest ever recorded by Women’s Aid.

In addition to the Annual Impact Report 2023, Women’s Aid also launched research carried out with the pro bono support of Authur Cox LLP which examines the charges and convictions arising from the coercive control offence to date. The [Insights Report: Review of the Publicly Reported Enforcement of the Coercive Control Offence](#) examined 11 concluded cases based on publicly available sources. This review offered timely, thought-provoking insights into the nature, impact, and prosecution of coercive control since the enactment of the new offence in 2019.

- ‘Facing Reality: Addressing the Role of Pornography in the Pandemic of Violence against Women and Girls’ Report Launch**

In October, Women’s Aid launched a new research report into the role of mainstream pornography in the perpetration of violence against women and girls. The report, [‘Facing Reality: Addressing the Role of Pornography in the Pandemic of Violence against Women and Girls’](#) by the Sexual Exploitation Research and Policy (SERP) Institute, was commissioned by Women’s Aid and funded by Community Foundation Ireland. It was commissioned to build on [previous research published by Women’s Aid](#) that showed a very high level of public concern in Ireland about the harms of pornography to gender equality,

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healthy sexuality, and children. This groundbreaking new work included a comprehensive review of existing literature on pornography, with a particular focus on the nature of pornography, its consumption, its impacts, and the consequences of consumption for gender equality, sexuality, and gender-based violence. The researchers also consulted with key domestic and international experts to draw on their professional experience and insights on this issue.

- **Disabled Women's Experience of Intimate Partner Abuse in Ireland Research**

Later in October, Women's Aid, in partnership with the School of Social Work and Social Policy in Trinity College Dublin and the Disabled Gender Based Violence Taskforce, launched new research called "[Disabled Women's Experience of Intimate Partner Abuse in Ireland](#)". In an innovative move, the Executive Summary of the research was provided in [Irish Sign Language](#) and [Plain English](#) to ensure the findings are more accessible. The research provided a deeper understanding of the levels of violence and abuse against disabled women and provided clear recommendations to enhance specialist support services and improve systems and structures to break down the barriers victims/survivors encounter. The research included a survey of disabled women who had experienced intimate partner abuse.

Through this research project, we heard from disabled women directly about the abuse they have endured and the barriers they encounter, for the first time. We heard experiences of being physically hurt and sexually abused as well as economic and emotional abuse, comparable with what non-disabled women experience. However, disabled women experiencing intimate partner abuse seem to suffer higher rates of physical, economic and sexual violence than abused non-disabled women. The report concludes with a wide range of important recommendations.

- **Maternity Project Evaluation Launch**

In November, Women's Aid launched an independent evaluation report, by the Centre for Effective Services, of our three-and-a-half-year pilot maternity project.

As part of the independent evaluation of the project, a survey with pregnant women subjected to domestic violence found that most said that fear, shame and concern about having children taken away, stopped them from asking maternity staff for help. Most women were also in favour of regular screening for domestic abuse during a woman's journey throughout pregnancy. The independent evaluators found that the model of co-designed training and awareness addressing domestic abuse needs funding to be replicated and expanded across maternity settings and potentially other areas of the health service.

The evaluation also provided important analysis and recommendations for participating hospitals to support improvements in data collection and tracking of enquiries about abuse, as well as disclosures and referrals of abuse survivors/victims internally.

- **Maintaining Momentum 50<sup>th</sup> Anniversary Conference**

2024 marked a landmark milestone for Women's Aid. We reached 50 years of listening, believing, supporting, and empowering women subjected to domestic abuse. We have been supporting generations of women and their children. We are privileged to have empowered women to share their experiences, to witness their incredible resilience and power as ingenious survivors. Over half a century we have proven our resilience and worked hard to help bring domestic violence and abuse to the top of the agenda of Irish society. We have continually pushed and stood for women's rights and equality, and to continually challenge the culture of shame and stigma associated with domestic abuse to reduce stigma and create better conditions for victims/survivors to speak out, to be believed and empowered to get the support they deserve. We proudly continue to be a leading voice in this area and vow to continue to see our vision of zero tolerance of domestic abuse become a reality.



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In November, Women's Aid marked our 50<sup>th</sup> Anniversary with a one-day landmark conference in Dublin city centre. The 50th Anniversary of the foundation of Women's Aid was an opportune moment in time to reflect on where Ireland is at, in the continuing work to combat male violence against women and to achieve gender equality.

At the conference, we brought together over thirty speakers and hundreds of key stakeholders from across Ireland to focus on present challenges and solutions, and to be a catalyst for continuing ideas, partnerships, passion and innovation to accelerate Ireland towards the goal of equality and zero tolerance. The conference full programme is available [here](#).

- **[“Evolving Manhood: Attitudes, Influence, and Well-being Among Irish Men.”](#)**

To support work to progress efforts in Ireland to reduce abuse and increase gender equality Women's Aid, in partnership with Core, launched new research, [“Evolving Manhood: Attitudes, Influence, and Well-being Among Irish Men.”](#) The main focus of the report was to further understand men's attitudes to women and manhood, the researchers surveyed 1,000 adults, representative of the Irish adult population, who were asked several questions about perceptions of manhood and the attitudes men express. It found that 61% of men in Ireland have low levels of agreement with more traditional views of manhood. This highlights the evolving views men have about male identity, a more moderate view of masculinity. However, 39% of men agree or are uncertain about these perceptions of manhood and can be classified as ‘*Traditionalists*’. Compared to the ‘*Moderate*’ group (3 in 5 men), Traditionalists are more likely to be younger men, with 67% of men aged 18-29 years old holding more traditional views, or less certain about more moderate views. In general, young men in Ireland are turning to digital forums, YouTube and podcasts to learn about topics including their identity and role in society.

#### Too Into You Project 2024

Women's Aid runs the Too Into You campaign which is focused on young people, in particular young women, aged 18-25. The campaign aims to teach young people about the difference between healthy and unhealthy relationships, the red flags of intimate relationship abuse, and provide support at our dedicated website for young people [toointoyou.ie](http://toointoyou.ie). Friends, classmates, colleagues, family member and professionals can also access information about intimate relationship abuse [here](#). The campaign highlights the hidden reality of many young intimate relationships. The project also raises awareness and reaches young people through the #TooIntoYou social media campaign. One public awareness campaign ran in 2024 won Gold for Best Native Campaign at the Digital Media Awards.

- **Integrating Too Into You into Existing Programmes**

Women's Aid's Too Into You Project collaborates with a number of colleagues in organisations like DRCC, SpunOut, BelongTo, The Shona Project and various higher education institutions to help raise awareness of our supports and the campaign. We do this through collaborating on content for social media, awareness raising talks and stalls, and through the sharing of resources and materials. The Project Coordinator also shares resources and materials with teachers, youth workers and others working directly with young people to help them signpost to supports for intimate relationship abuse and teach young people about the difference between healthy and unhealthy relationships.

- **Submissions**

Women's Aid also made a submission to the National Strategy for Women and Girls highlighting technology facilitated abuse against young women and the importance of projects like Too Into You to increase awareness of intimate relationship abuse among young people and to offer alternatives to

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unhealthy and controlling behaviours through evidence-based education and public awareness campaigns centred on gender equality.

- **School Curriculums**

Too Into You materials will be included in the updated Junior Cycle SPHE textbook, in the Relationships and Sexuality Education chapter, for use among Third Years in Irish secondary schools. It will include pages from the [Yes It's Abuse report](#) on young people's understanding of, and attitudes towards, intimate relationship abuse.

- **Project Evaluation**

The external evaluation of the Too Into You pilot project was completed with a report produced. A series of key recommendations were made by the evaluator which were taken on board in devising a five-year strategic plan for the continuation of the Too Into You project.

- **Too Into You Project Activities**

#### **Too Into You Awareness Campaigns**

From Valentine's Day, 14<sup>th</sup> February, to International Women's Day, 8<sup>th</sup> March, Women's Aid ran the #TooIntoYou public campaign to raise awareness among young people of the red flags of abuse and the supports available at [toointoyou.ie](#). Organic content and ads targeted at young people ran on Instagram, Snapchat and TikTok encouraging young people to take the Relationship Quiz and to use the chat service at [toointoyou.ie](#). The campaign also involved an in-person pop-up Valentine's experience where young people, influencers and content creators, and members of the public were invited to visit an activation in Dublin City Centre aimed at disrupting young people's idea of romance and to show how abuse can hide in relationships that seem romantic on the surface. The event received widespread support and engagement on social media. The campaign also won Gold for Best Native Campaign at the Digital Media Awards.

Organic content was also heavily driven throughout the year with content focused on online safety, setting boundaries, and emotional abuse. The Relationship Quiz at [toointoyou.ie](#) was taken 19,900 times.

- **Too Into You Engagement Activities**

Too Into You aims to be present in various spaces where young people are. Throughout the year, Too Into You ran awareness tents and stalls at Longitude and Electric Picnic music festivals, Shona Project Shine Festival, Transition Year conferences and college campuses across Ireland. The Too Into You project team and volunteers engaged directly with young people in a fun and engaging way to explain the difference between healthy and unhealthy relationships and to promote prevention and early intervention by raising awareness of the red flags of abuse and the supports provided at [toointoyou.ie](#). Too Into You also ran seven awareness raising talks with young people and those who support them and ran five workshops, including for young Traveller women and women in Youth Reach, to teach young people about intimate relationship abuse. Women's Aid also ran a Too Into You pop-up at our 50-year conference to highlight the project work and resources.



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Too Into You	2024	2023	2022	2021
Website views	144,131	63,138	29,758	17,122
Social Media Reach	1,492,401	1,698,273		
Social Media Impressions	6.1m	9.6m	9.5m	
Awareness Information Stalls	14	9		
Workshops (pilot project)	5	5		
Awareness Raising Talks	7	10	12	

**Table 9**

**Media Coverage of Women's Aid and Online Activity 2024**

**Media Coverage**

Women's Aid had a strong media presence in 2024, gaining over 3,500 mentions in broadcast, print and online media during the year. The coverage of Women's Aid and the work we do was steady throughout the year, with particular highs in June to coincide with the launch of the Annual Impact Report for 2023, and also in the final quarter of the year due to the publication of a number of research reports and the Women's Aid 50th anniversary national conference taking place.

Strategic Communications	2024	2023	2022	2021
Media items	3,513	4,339	5,421	
Impact Report attendees	130	120	250	400
16 Days event attendees* (* in 2024 50 <sup>th</sup> Anniversary Conference)	220	224	350	
No of submissions	6 (not including election manifesto)	10	13	11

**Table 10**

Media Items breakdown*	No. of items 2024	No. of items 2023	No. of items 2022
Broadcast	1,270	1,770	2,598
Online	574	1,975	1,973
Print	1,669	594	850
Total	3,513	4,339	5,421

**Table 11**

\*Data not available for 2021. Source: Ruepoint

**Women's Aid Social Media**

Women's Aid has a strong social media presence across a range of platforms, which are extremely important to our awareness raising work, and to recruit fundraisers for various campaigns. Across Facebook, Instagram, LinkedIn, X (formerly Twitter) and BlueSky, Women's Aid had 148,979 followers at the end of 2024.

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The most impactful content for Women's Aid on social media, including in 2024, was when we amplified or told the stories of survivors-victims of domestic violence and abuse. Whether this was highlighting news articles on court verdicts and sentencing, women telling their stories, or news and statements on current events.

On Instagram, posts with information and other awareness raising content performed strongly, with victim-survivor stories leading engagement on Facebook and Twitter.

The Groups feature on Facebook is an extremely effective tool for our fundraising campaigns, with thousands of users joining Women's Aid Groups to discuss their fundraising efforts in 2024.

#### Combined Social Media Community

Women's Aid	2024	2023	2022	2021
Twitter/X	25,423	25,071	23,747	21,123
Instagram	30,401	25,654	19,070	11,209
Facebook	52,561	47,397	44,497	41,134
LinkedIn	39,808	35,789	19,881	10,085
Bluesky	786			
<b>Too Into You</b>				
Twitter	737	743		
Instagram	5,500	4,560		
TikTok	1,200	907		
<b>Total</b>	<b>156,416</b>	<b>140,121</b>	<b>107,195</b>	<b>83,551</b>

**Table 12**

#### Influencing Government and Policy

##### Submissions and General Election 2024 Manifesto

Women's Aid's advocacy and policy is rooted in and informed by women's voices and experiences from across Ireland that engage in our Direct Services. It is framed by our Strategic Plan and is agile to respond to national and international contextual developments.

Working at national and international level, we provide relevant information and recommendations to government and other relevant agencies on the nature and prevalence of domestic violence, the barriers faced by women experiencing domestic violence, the inadequacies of existing legislation/systems, and information on how to improve system responses to women.

Women's Aid also prepares submissions to various government bodies, policy and lawmakers. This work aims to build political will and provide relevant information and recommendations on how to better address crimes of violence against women, provide appropriate services, and protect women and their families.

In 2024, Women's Aid made the following submissions:

1. Submission on the National Strategy for Women and Girls ([November 2024](#)).
2. Submission via questionnaire on Guidelines for Expert Reports in Family Law Proceedings (September 2024).
3. Submission to the Courts Service on its ICT, Digital and Data Strategy 2024-2027 ([July 2024](#)).
4. Submission to the Department of Justice on the Draft Review of Child Friendly Information about the Family Justice System

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5. Submission on the NACCA Draft Wellbeing Specification For all primary and special schools (Via Questionnaire)
6. Submission to the Coimisiún na Meán Consultation on the Draft Online Safety Code for Video Sharing Platform Services ([January 2024](#)).

#### General Election Manifesto 2024

Women's Aid prepared our Manifesto and engaged with political parties to encourage them to prioritise the issue of gender-based violence in their own manifestos, election campaigns and any programme for government. The Women's Aid manifesto included twelve detailed recommendations for action under the four pillars of the Istanbul Convention – Prevention, Protection, Prosecution and Policy Co-Ordination and Data Collection.

Our four overarching priorities for the next Government to commit to, were:

1. Properly **resourcing and implementing** the **Third National Strategy** on Domestic, Sexual and Gender-Based Violence.
2. **Ensuring** that the TNS **commitment to an intersectional focus** is consciously reflected in all actions taken and is fully resourced.
3. **Ensuring** that **children are central in all actions** of the Strategy and have a voice in its delivery.
4. **Combating online DSGBV**, including intimate image abuse (IIA), by preventing abuse, protecting, and providing resources for victims/survivors, addressing the harms of online pornography, and holding online platforms and social media accountable.

Following the election, Women's Aid continued to engage with those forming the new Government to ensure that the issue was a priority for the programme for government.

The full manifesto is available [here](#).

#### Research in progress

**Research study to explore the experiences of victims/survivors of domestic violence and abuse, including children, in custody and access proceedings in the Irish Family Law system (TCD): Complete Q2 2025.**

Women's Aid has commissioned the Trinity College Dublin School of Social Work and Social Policy to conduct this eighteen-month independent research project. This evidence-based research takes a 360-degree examination of how effectively custody and access proceedings in the Irish Family Law system, both exclusively or in intersection with other proceedings, systems, and factors, responds to the safety and wellbeing requirements of victims/survivors of domestic abuse, including children.

#### Strategic Priority 2 - Building and Nurturing Effective Partnerships

Women's Aid values the trust of its funders and other key stakeholders. We recognise the value of mutual respect and collaborative partnerships with our funders and with peer organisations, supporters, donors, and volunteers. Ensuring that Women's Aid is a trusted partner is a centrepiece of our strategy, that supports us to work effectively with other key actors in our sector. We continue to undertake key activities that will support us to deepen and strengthen our stakeholder relationships.

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During 2024 the following key objectives, under the second priority of our multi-annual Strategic Plan were our primary focus:

**Ensure that Women's Aid is recognised as a trusted partner to funders and agencies and other community and voluntary sector stakeholders.**

In addition to full compliance and fulfilment of our service agreements with our funders during 2024, Women's Aid continued to bring the concerns and issues of women experiencing domestic violence and abuse to a number of national and local fora.

Women's Aid actively develops cross-sector partnerships and strategic relationships, enabling the organisation to collaborate and to remain visible, active and contributing constructively to political, social and other fora responding to violence against women in all its forms.

**In 2024 Women's Aid was represented at:**

- Barnardos Childhood Domestic Violence Project: Advisory Committee
- Barnardos Children Living with Domestic Violence Community of Practice
- Children and Young People's Services Committee (DLR)
- Coalition for Children Living with Domestic & Sexual Violence (CLwDSV)
- Courts Services Civic Society Forum
- DRCC Research Advisory – Coercion and Intimate Partner Violence in an Irish Context
- Irish Observatory on Violence Against Women
- Family Law Court Development Committee of the Courts Service
- Family Justice Forum
- Legal Aid Board External Consultative Forum
- Legal Aid Board External Consultative Forum – Domestic Violence Subgroup
- LGBTQI+ & IPV Network
- Pavee Point DSGBV Project Advisory Group
- Department of Justice, Public Awareness Sub-Committee
- Mary's Community Employment Project
- The SAVE Forum
- The Victims' Forum

**In 2024, Women's Aid continued our membership of:**

- [Charity Retail Ireland](#)
- [Children's Rights Alliance](#)
- [Irish Observatory on Violence against Women and Girls](#)

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- [National Women's Council](#)
- [SAFE Ireland](#)
- [The Charities Institute Ireland](#)
- [The Wheel](#)
- [Women Against Violence Europe \(WAVE\)](#)

#### **Work with authorities, agencies, and peer organisations to inform the agenda and to influence change positively, in ways that prioritise the interests of women.**

In addition to our notable membership of a range of key groupings, and our formal policy submissions, Women's Aid also foster collaborative relationships with organisations and individuals to mutually inform and strengthen responses to women. During 2024 there were meetings with a wide range of stakeholders supporting women in addition, using homeless services and ethnic minority, disabled and migrant women.

#### **Harms of Pornography**

During 2024 and in parallel with the completion and launch of our commissioned research on pornography, Women's Aid continued to convene a multi-disciplinary group of stakeholders who have shared concerns regarding the harms of pornography on society as an impediment to gender equality, an exploitative industry, and its serious impact on children and young people. This group is collaborating with a view to further activities to address these harms in 2025 when there will be a focus on the research and identifying tangible means to action its recommendations.

#### **Building and supporting volunteer engagement**

Volunteers provide crucial support to our National Helpline staff team, and to our shop. All volunteers receive full training and induction relevant to their roles.

During 2024 our Helpline Volunteer Co-Ordinator continued to foster positive relationships and keep the Helpline volunteer team engaged, and our shop manager recruited and supported several volunteers for our charity shop. Volunteers are invited to all organisational events (e.g. summer party, Christmas gathering) and receive weekly updates of our 'media watch report' and other important information updates regarding organisational activities, and briefings on government or public policy initiatives to ensure they remain fully informed. They are informed and invited to support Women's Aid various public awareness campaigns during the year also.

To coincide with our annual Volunteer Appreciation Day, Women's Aid arranges a gesture of appreciation to acknowledge the wonderful contribution our volunteers make to the organisation.

#### **Investing in Volunteers Awards**

Investing in Volunteers is a national quality standard for best practice in volunteer management. In 2023 Women's Aid undertook a lengthy and rigorous process and was delighted to be awarded accreditation of its volunteer programme supported by Volunteer Ireland. This is a three-year accreditation.

The Investing in Volunteers (IiV) standards have been active since 1995 and were most recently updated in March 2021.

There are six quality areas that a volunteer involving organisation needs to work on, and be assessed on, to achieve the award:

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1. Vision for volunteering
2. Planning for volunteers
3. Volunteer inclusion
4. Recruiting and welcoming volunteers
5. Supporting volunteers
6. Valuing and developing volunteers

The full standard can be downloaded from [www.investinginvolunteers.co.uk](http://www.investinginvolunteers.co.uk)

#### **Strategic Priority 3 - Strengthening Capability and Expertise**

During the final year of our three-year strategy (2022-2024), Women's Aid focussed on further developing its organisational infrastructure. The activities under this priority are ensuring that Women's Aid has the information, skills, expertise and capabilities it requires to develop its service, achieve service excellence and continually evolve the range of services, structures and activities required to deliver Women's Aids goals.

- **Strategic Planning Process in 2024, for the next five years.**

As 2024 marked the third year in our three-year strategy the Board tendered for an independent body to undertake the consultation for, and development of, Women's Aid next strategy. This led to 2into3 being commissioned to undertake this wide-ranging piece of work which comprised:

**Review** of the outputs/outcomes from the current strategy, environmental analysis, SWOT and a range of additional analytic exercises undertaken primarily by the Board and SLT.

**Internal consultation with Board, Employees and Volunteers** via surveys, focus groups and interviews.

**Client feedback** through individual interviews and a survey (completed by 60+) of former service users.

**Peer feedback** in the form of a peer survey.

**Strategic stakeholder feedback** through detailed interviews with key funders, and partners.

The new strategy was drafted for Board approval in early 2025 and will give the organisation a continuing strategic framework to deliver on its mission for the coming five years: 2025-2029.

In parallel, and in line with the 2022-2024 strategy objectives, Women's Aid 2024 undertook the following activities:

- **Prioritising the ongoing innovation of the service range, leveraging technologies, and reflecting the diverse needs of women in Ireland who are experiencing domestic violence and abuse.**

#### **Leveraging Technology**

We invested in new systems to support effective, innovative, and efficient delivery of service. These included:

- The continuing development of products on a new e-learning platform to support Training and Development to expand our training offer. In Q4 2024, following a procurement process, this department commenced a transition to a new, integrated learning development and management system to support its plans to upgrade all training content to offer specialist, accredited, blended learning offers to a range of strategic stakeholders.

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- 2024 marked the first full year for the National Freephone Helpline on a new fully integrated Genysis platform to enhance the performance of the National Freephone Helpline.
- Similar to the above, 2024 was also the first full year using a new bespoke database for the National Freephone Helpline to integrate with the new platform.
- The Regional Face-to-Face Services Team also invested in upgrades to its CRM system to ensure continued improvements to data collection.
- The organisation onboarded a HR system (HR Locker) to improve effective administration and management of its growing team.

#### **Accessibility**

Women's Aid has an explicit focus on increasing the accessibility of our services and on creating strong referral pathways to partner agencies who can help support the often-complex needs of survivors.

The National Freephone Helpline and our Regional Services continued to offer the Language Line interpretation service for any migrant women accessing support - available in over 240 languages.

The online IMSS facility allows for access to support through our websites for women who prefer to communicate via 'chat' and deaf and hard of hearing women. Our Instant Messaging Service is also available with translation services.

Support services meeting in person with women with disabilities will accommodate venues and locations to adapt to their requirements, in line with safe practice. Irish Sign Language interpreters will be provided on request.

All of Women's Aid in person public or private events are held in accessible venues as a matter of organisational policy.

Our websites strive to be accessible and in an easy-to-read format.

- **Ensuring that services maintain consistently high standards of excellence.**

**Staff training and development** was a priority and supported our commitment to enhance inclusivity:

- All staff given a personal CDPD training budget based annually.
- Individual staff participated in a wide range of CPD training including on trauma informed care, communications, governance, compliance, health and safety and other topics dependent on specific roles and responsibilities.
- Helpline volunteers who are recruited to support the Helpline support staff undertake a very intensive training, induction, and ongoing support process to ensure excellent service delivery.
- All employees, and Helpline volunteers, undertook specialist 'Domestic Violence Trauma Informed Practice' training in 2024, as the launch of an initiative for the whole organisation to embody trauma informed culture and practice, for all.
- The organisation commissioned an Independent Staff Engagement survey from Quality Matters for the third year in 2024. It found that Women's Aid once again scored higher than average in terms of staff engagement on all metrics. The organisation plans to repeat this survey annually to monitor staff engagement and has identified some key areas to develop further prior to the next rollout.



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#### **Stakeholder Feedback**

- Women's Aid continually seeks feedback from its services users through requests for confidential feedback from Helpline users and feedback at point of case closure from direct services.
  - All training deliveries elicit feedback from participants to support continuous review and updating of our specialist training to ensure we remain a centre of excellence in this regard.
  - The organisation welcomes feedback from stakeholders through its feedback policy which is available publicly on the company website.
  - Pro bono support from McCann Fitzgerald is generously made available to the organisation to ensure that its policies in areas such as Child Protection, Data Protection and other related areas of compliance were reviewed and updated as required depending on the policy review schedule or changes in legislation.
  - The organisation continues to proactively engage with its statutory funders and seeks to ensure funder satisfaction through ongoing positive engagement, submission of concise, accurate and informative reports and attendance at formal Service Level Agreement meetings.
- 
- **Ensuring that the voice of service users is strongly represented in the data and information we collect.**

**Data:** The direct services provide rich anonymised data on women's experiences, the trends emerging and the needs they have which Women's Aid will incorporate into its impact reports, submissions and through public representation to try and improve supports and responses to victims/survivors and combat abuse.

**Research:** Women's Aid commissioned and published several strategic pieces of research which centralised the lived experiences of diverse victims/survivors of DSGBV.

**Survivor collaboration:** Women's Aid has a long track record of engaging with survivors to share their experiences and, crucially, their views on how we can improve responses to combat domestic abuse. All our public events in 2024 incorporated a survivor's direct contribution in some form. Many also offered their anonymised stories in support of awareness and fundraising activities during 2024. Several survivors act as ambassadors for our Too Into You campaign.

As part of the Too Into You independent project evaluation, which was completed in 2024, there were a range of interviews and focus groups undertaken with young women who have lived experience to help inform recommendations for the strategic development of this project to meet its objectives.

- **Developing diverse, sustainable multi annual income streams.**

Women's Aid strives to maintain and preserve the trust and confidence shown to it by statutory funders over many years. During 2024 the organisation was in receipt of statutory funding from Tusla, the Department of Justice and Pobal to help deliver and expand our core services

The organisation also managed a landmark transition from its main statutory funder to the newly established Domestic Sexual and Gender Based Violence Agency, Cuan. The creation of Cuan in 2024 in effect merged Women's Aid two largest funders: Tusla and the Department of Justice (Victims of Crime) into one.

To plan for stability and sustainability into the future, the organisation invested in the development of a detailed and ambitious multi annual (5-year) fundraising strategy during 2022 which commenced in 2023 and runs until 2027. The strategy has a supporting operational plan to assist Women's Aid



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navigate a period of exceptional growth and expansion. During 2024, Women's Aid continued to successfully deliver on its dedicated five-year fundraising strategy and met its targets to ensure continued sustainability for our model of operation following a period of significant growth and development.

The organisation ensures full transparency and accountability for its use of statutory funding and is also compliant with the Guidelines for Fundraising for Charities.

#### **To support and enhance our governance, compliance, and strong leadership, the Board:**

- Contracted an independent Board evaluation (commencing January 2025), building on the independent evaluation and skills matrix previously commissioned in 2022, and an internal evaluation conducted in 2023 (review of feedback Q1 2024). This was commissioned in the context of the comprehensive independent strategic planning process undertaken in 2024 which involved significant Board consultation.
- The Board conducted an annual review of the company Risk Register, with support from the executive and updated it to reflect the changing levels and types of risk the organisation faced in 2024. The Register itself was updated to include a residual risk score and a refinement of the Board & SLTs processes for continuous review of risk to ensure very best practice. Please see the section on Risk Register below for additional information.
- Updated insurance and risk mitigation measure in relation to cybersecurity during 2024, with investment in Business Premium and other measures for all organisational devices, including phones.
- A strategic 'away day' for the Board and the Senior Management Team was helped in April 2024 to ensure connectivity and congruence between the Board and executive in delivery of the strategy, and to undertake foundational work in preparation for the development of the new strategy.
- Supported quarterly leadership away days for senior management to support adaptive leadership during a period of growth.

- **Aligning our people and our culture**

In keeping with our commitment to support women in need and to contribute to an equal society, Women's Aid is conscious of maintaining a positive and supportive environment which lives up to our expressed values of Courage, Co-Operation, Inclusivity, Empowerment, Equality and Change.

As already noted above, we achieved a range of improvements and delivered activities to build and strengthen our team and to make Women's Aid a positive work environment. A sample are noted below.

- Accreditation of our Volunteer Programme through *Investing in Volunteering* in 2023 which is valid until 2026, subject to mid-point review.
- Implementation of best practice workplace policies, to enhance existing employee benefits. In 2024 we updated our Menopause Policy to a Menstrual and Menopause Policy with paid leave provision.
- A Hybrid Working Policy is in place for eligible employees.
- Employee Engagement Survey carried out (Year 3).
- Annual gathering of all staff, volunteers, and board members to promote collegiality and connection.
- Regular team and whole organisational meetings throughout the year for information sharing, celebration of achievements and to promote cohesion.

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## **2. Financial Review**

### **Financial Results**

The 2024 financial results are set out in detail on pages 57-60. The surplus for 2024 amounted to **€166,063**. (2023 surplus: **€488,407**).

In 2024, total income has increased by 12.45% to **€4,854,268**. (2023 income: **€4,316,918**). This increase is mainly due to increased statutory funding (2024 statutory grants: **€1,697,401** and 2023: **€1,413,926**.) and an increase in income earned from donated goods, facilities and services which totals **€244,501** in 2024. (2023: **€41,845**)

2024 Fundraising and donations income totalled **€2,508,512**. (2023 income: **€2,427,003**)

Income in the financial statements is categorised as restricted income or unrestricted income. Please refer to note 2 of the financial statements for a more detailed information on income classification.

Total expenditure on Fundraising and Charitable Activities in 2024 was **€4,688,205**. (2023: **€3,828,511**). This represents a cost increase of **€859,694** or 22.45% year on year. This increase is primarily due to:

1. An increase in employee costs of €444,630.
2. An investment in direct fundraising costs totalling €163,454 in line with our five-year fundraising strategy. These increased costs relate to an investment in a new regular giving test campaign, increased investment in corporate fundraising and the 2024 Stand Strong campaign which was fully funded by one of our corporate partners.
3. A much-appreciated increase in donated goods, facilities and service to the value of €202,656. (See note 5 of the accounts for more information.) We are obliged to reflect the corresponding costs relating to these donated goods, facilities and services in our Charitable Activity Expenditure in line with SORP FRS 102 reporting requirements.
4. An increase in repairs and maintenance costs (classified as Support costs in note 6) of €15,473 due to essential repairs and maintenance on our listed building at Wilton Place.

Women's Aid has been increasing its charitable activities spend since 2022, in line with our strategic goals.

### **Reserves Policy**

Women's Aid has a reserves policy to ensure that the Charity's critical services could continue during unexpected or challenging economic times. Reserves are needed to bridge any gaps between income and expenditure or to mitigate against any delays or unplanned cessation in public funding. Reserves also enable the Charity to be in a position to take advantage of unexpected opportunities which are in line with our current strategy or consider the cost of making employees redundant.

The Charity seeks to maintain an amount equivalent to a minimum of six months operating costs. The reserves policy provides essential accountability to the clients we serve, our public supporters and other stakeholders, and assures them that the Charity's activities are sustainable.

The Finance, Audit and HR Committee reviews the levels and adequacy of reserves as part of the annual budget process. They have also considered the demand for our services, the current economic situation and other environmental factors that may impact the future funding of Women's Aid. This review has been submitted to the Board for approval. The Board is satisfied that Women's Aid is reasonably placed to meet its ongoing obligations and that our current level of reserves is satisfactory. The available resources as at 31<sup>st</sup> December 2024 are as follows: **€5,630,649** (2023: **€5,464,586**). Of this, **€3,569** (2023: **€111,858**) are held in restricted funds, as the funds were donated for a specific purpose. **€1,362,667** (2023: **€955,327**) are held in general unrestricted funds. Unrestricted funds are

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available to spend on activities that further any of the purposes of the charity. **€4,264,413** (2023: **€4,397,401**) are held in designated funds. These funds are designated to various projects and initiatives outlined in detail in the note below and in note 24 of the financial statements. On the 31st of December 2024 **€2,463,000** of our designated funds are ringfenced for 6 months operating costs in case of closure. (2023: **€2,369,286**).

In 2025, Women's Aid launches a new five-year strategy, our current reserves will allow expenditure on various planned projects and initiatives under this strategy. The Charity has budgeted for a deficit in 2025. The current level of reserves will enable Women's Aid to continue to deliver critical services, consolidate and develop our work in line with our new strategy and cope with any unexpected circumstances.

**Designated Reserves**

The Board have approved designated funds totalling **€4,264,413** (2023: **€4,397,401**) for the purposes set out in the table below:

Designated purpose	Description	Amount €
<b>6 months operational costs plus costs of closure</b>	To ensure Women's Aid's core charitable activities could continue during a period of unforeseen difficulty, Women's Aid has an operating reserves policy of six months operating costs which also includes employee redundancy costs.	<b>2,463,000</b>
<b>HR system</b>	Subscription costs for HR software to support our growing team with time on/off management and our HR function.	<b>6,522</b>
<b>Maintenance of Women's Aid Head Office and Charity Shop</b>	To ensure our buildings are fit for purpose to facilitate essential service delivery.	<b>55,000</b>
<b>Strategic Planning</b>	In early 2025, the Women's Aid strategy 2025-2029 was Board approved. This reserve also includes a fund for Board evaluation and a strategic 'away day' for the Board and the Senior Leadership Team to ensure connectivity and congruence between the Board and executive in delivery of the new strategy.	<b>32,000</b>
<b>Internal Emergency Fund for Women and Children 2025-2027</b>	Providing direct, practical assistance to women and their children accessing specified Women's Aid services, for disbursement over three years.	<b>330,000</b>
<b>Too Into You Project costs 2025 &amp; 2026</b>	To support the dedicated work to raise awareness and offer support to young people, particularly young women, subjected to or at risk of intimate relationship abuse.	<b>469,108</b>
<b>Survivor Engagement Programme 2025 &amp; 2026</b>	A strategic initiative to create an enhanced framework for Women's Aid engagement with survivors over the course of the organisation's new Strategy 2025-2029.	<b>150,000</b>

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<b>Research - 'Custody and access / Irish Family Law System'</b>	The final stage, of our 18-month research project, aiming to provide a comprehensive, evidence-based examination of how effectively the Irish Family Law system proceedings relating to Custody and access: A) Responds to the needs of victims and survivors of domestic abuse; B) Vindicates the rights of children to have their voice heard during such proceedings. Research commenced in 2023 and concludes early 2025.	<b>36,000</b>
<b>Zero Tolerance Fund</b>	Funds designated to collaboratively progress prevention activities targeted at positively contributing to zero tolerance for DSGBV. Activities including but not restricted to engaging men and boys as allies; addressing the harms of pornography.	<b>116,930</b>
<b>Counselling project - Services</b>	Initially piloted in 2023, this fund resources counselling support to services users in need, at the point of case closure with Women's Aid direct services, to further support trauma healing.	<b>42,940</b>
<b>Salaries: Employer Engagement Project 2025 &amp; 2026 and Health Trainer salary costs 12 months</b>	The Employer Engagement Project is a Training and Development initiative to develop a targeted offer to employers to increase workplace supports to victims/survivors of domestic abuse. The designated sum includes salary funding for two trainers for two years. Also included is salary funding for a new role of Health Trainer for 12 months.	<b>322,767</b>
<b>E Learning - Training &amp; Development</b>	Resources to design and develop a new suite of new 'E-Learning' training tools for our Training & Development Department	<b>40,000</b>
<b>Strategic Communications consulting and salary costs 2025 and 2026</b>	Designated to non-funded salary and policy consultancy costs for our Strategic Communications department.	<b>150,146</b>
<b>Homeless Project 2025 - Services</b>	Funds ring-fenced to explore a new co-operative project to improve supports to women subject to domestic abuse, who are in homeless services.	<b>40,000</b>
<b>Women's Aid 50th Anniversary</b>	Women's Aid marks its 50th year in existence with a number of activities including a conference, awareness activity and internal events between June 2024 and June 2025	<b>10,000</b>
	<b>Total</b>	<b>4,264,413</b>

**Dividends and retention**

The company is precluded by its Constitution from paying dividends either as part of normal operations or on distribution of its assets in the event of a winding up.

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#### **Political contribution**

The company made no political contributions during the year, as defined by the Electoral Act 1997.

#### **Financial events**

The Directors report the following financial events during the year.

The financial results for the year ended 31<sup>st</sup> December 2024 are shown in the Statement of Financial Activities on page 57 and are considered satisfactory by the Board.

#### **Sources of funding**

Women's Aid received less than 50% of statutory funding for running costs in 2024. Statutory funding accounted for 36% of expenditure in 2024. The balance of expenditure (64% of costs) was sourced through fundraising donations, training income, charity shop income and non-statutory grants.

Income from statutory sources during 2024 provided vital support to the organisation in the delivery of frontline services, training delivery and strategic public awareness raising. The funds received from all statutory sources are restricted for a fixed period. Some 35% of income recognised in 2024 was funded by statutory sources.

The statutory sources of income in 2024 were as follows, and as specified in the financial pages of this audit report:

1. Tusla, the Child and Family Agency. Note: transition to Cuan: the Domestic, Sexual and Gender-Based Violence Agency mid-2024.
2. The Department of Justice (Victims of Crime Scheme). Note: transition to Cuan: the Domestic, Sexual and Gender-Based Violence Agency mid-2024.
3. The Department of Rural and Community Development (Administered by Pobal).

#### **Going concern**

After making appropriate enquiries through a preliminary assessment of Going Concern and review of the 2024 Statement of Financial Activities and Balance Sheet which was prepared by the Financial Controller and reviewed by the Chief Executive Officer and the Finance, Audit and HR Sub Committee of the Board, the Directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies in note 1 on the financial statements.

#### **Accounting Records**

The Directors have taken the following measures to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014, with regard to the keeping of accounting records: the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the charity's registered office at Women's Aid, 5 Wilton Place, Dublin 2 DO2 RR27.

#### **Budget Controls**

A detailed annual budget is prepared in line with the organisation's strategic planning priorities and is initially reviewed by the Finance, Audit and HR Committee and subsequently by the Board who approve it. Actual results and outcomes are compared against the budget to ensure alignment with the plan, and to maintain tight budgetary control and value for money.

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### 3. Structure, Governance and Management

#### Organisational Structure

The company is registered as a company limited by guarantee not having a share capital under Part 18 of the Companies Act 2014. Its company registration number is 58035. The objectives of the company are charitable in nature with established charitable status under Registered Charity Number 20012045, CHY 6491.

The principal object of the company is to provide information, support and services for women who are subjected to domestic violence, and to contribute to the prevention of domestic violence and abuse in Ireland. Every member of the company undertakes to contribute to the assets of the company, in the event of the same being wound up while a member or within one year of ceasing to be a member, for the payments of the debts and liabilities of the company contracted for before they ceased to be a member and of the costs, charges, and expenses of winding up, and for the adjustments of the rights of the contributors among themselves, such amount as may be required not exceeding €1.

#### Staffing, Volunteers and Board of Directors

Women's Aid is governed by a voluntary Board of Directors. The staff team, to whom the Board delegates operational responsibilities, comprises the CEO, Department Heads, middle management, employees in specific roles and trained volunteers. The departments, and related staffing levels during 2024 were as follows:

Total number of staff 2024: **61**

Department	Staff Count	FTE	Role summary
CEO/Business Support	3	2.6	CEO, Business Support Manager, Business Support Administrator part-time, 2 reception staff CE Scheme* (*not included on headcount or payroll)
Finance	3	2.31	Financial Controller, 2 Finance Assistants part-time
Fundraising	5.5	5.12	Head of Fundraising & Strategic Communications (oversight of two departments), Fundraising Manager, 2 Fundraising Project Leaders (1 part-time), 2 Fundraising Data Executives
Strategic Communications (Previously incorporated Too Into You)	2.5	2.57	Head of Fundraising & Strategic Communications (oversight of two departments), Administrator (80% Strategic Communications, 20% Too into You), Communications Officer
Too Into You	2	2	Co-Ordinator, Officer, Administrator (20% of time as noted above) 21 volunteers* (*not in head count)
National Freephone Helpline	18	11.38	Head of Helpline, Volunteer Coordinator, 9 Support Workers (7 part-time), 6 Panel (relief) Support Workers part-time, Administrator part-time 20 volunteers* (*not in head count)

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High-Risk Support Project	6	6	Coordinator, 2 Administrators (1 Maternity leave cover) 3 HRSP Regional Project Leaders
Maternity Project	3	2.8	Maternity Project Coordinator part-time, 2 Maternity Outreach Workers
Services	8	7	Head of Regional Services, Outreach workers x 4 (1 part-time), DAIS Support Worker part-time, Floating Support Worker, Administrator part-time
Charity Shop	3	1.4	Shop Manager, 2 Shop Assistants part-time, Sales Assistant CE scheme (not on headcount or payroll) 4 volunteers* (*not in head count)
Training and Development	7	6.8	Head of Training and Development; Administrator part-time, 4 Trainers, Training Officer
<b>Total</b>	<b>61</b>	<b>49.98</b>	

**Staff Whole Time Equivalent:** A number of staff are employed on part-time contracts and the whole time equivalent in 2024 is **49.98**.

**The outstanding Volunteer contribution to the work of Women's Aid during 2024 was:**

Number of volunteers during 2024: 45 (20 National Helpline, 21 with the Too Into You project and 4 Charity Shop volunteers over the course of the year)

- Total Hours contributed: **2,871.5**
- Equivalent full days donated: **410**

	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>
<b>Volunteer hours Total</b>	<b>2,871.5</b>	<b>2,928</b>	<b>2,270</b>	<b>2,420.5</b>
National Freephone Helpline	2,070.5	2,120	1,724	1,622.5
Charity Shop	588	808	546	798
Too Into You Project	213	n/a	n/a	n/a



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### FOR YEAR ENDED 31 DECEMBER 2024

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#### Remuneration of Staff and Remuneration Policy

Numbers of staff in receipt of in excess of €60,000 per annum during 2024.

Salary Band	2024
€60,000 - €70,000	3
€70,001 - €80,000	4
€80,001 - €90,000	0
€90,001 - €100,000	0
€100,001- €110,000	1
	<b>8</b>

The Board manages staff remuneration on the basis of annual reviews of affordability and sustainability. There have been several percentage increases to salaries to benefit all employees equally in this period.

In 2023 following the contracting of an independent consultant to comprehensively review organisational remuneration, the Board adopted a remuneration policy and revised pay bands for all roles employed in the organisation. These were established considering a careful review of factors including: sustainable income generation to manage salary costs; reflection on market rates for comparable posts; and recognition that Women's Aid cannot match Government pay increases to public servants and therefore cannot 'benchmark' against public health and other public scales for the roles it employs.

There has been significant growth in recent years from 29 employees in 2019 to 61 employees in 2024.

Women's Aid is a service organisation, and our charitable activities are primarily driven by our specialist employees. The total employee costs increased from **€2,330,561** in 2023 to **€2,775,191** in 2024. For a breakdown of these costs, please refer to note 9 of the Financial Statements.

Salaries, employer PRSI and pension costs in 2024 are **€2,692,171**. (2023: **€2,271,585**). This represents an increase of **€420,586** or **18.52%** in 2024.

This increase is explained by a combination of factors, primarily, an increase in staff numbers from 54 in 2023 to 61 in 2024. (In FTE this is the equivalent of an increase from 42.48 in 2023 to 49.98 in 2024). Also, further to the abovementioned new remuneration policy being adopted in Q4 2023, a 2% salary increase was granted to employees in 2023 and a further increase of 6% applied in 2024. This 6 % increase was communicated in November 2024 and backdated to the start of the financial year.

There was a redundancy payment for one employee in 2024.

#### Pension

The company offers a contributory pension to all employees of up to 7% of salary annually. Pension costs for 2024 total **€72,900**.

#### Death in Service Benefit

The company offers a Death in Service benefit to all employees to the value of two years' salary.



# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

#### Directors of the Company

The Directors who served during the financial year 2024 were:

1. Ailbhe Smyth (Chairperson)
2. Rosaleen McDonagh (Vice Chairperson)
3. Suzanne Handley (Treasurer)
4. Niamh Ní Dhomhnaill (resigned 19/06/2024)
5. Salome Mbugua Henry
6. Golda Hession
7. Martina Quinn
8. Lucy Maguire
9. Olwen Dawe (resigned 18/09/2024)
10. Megan Conway (British)

Full biographical details for the Board can be found at: [Our people - Women's Aid \(womensaid.ie\)](https://www.womensaid.ie)

Golda Hession resigned as Company Secretary on 19/06/2024.

The Company Secretary is currently Caoimhe Lynch (Appointed 19/06/2024).

The Board met on Nine (9) occasions in 2024 for ordinary meetings. The Annual General Meeting was additionally held in June 2024. In addition, the Board participated in a residential Strategic Planning meeting with Senior Leadership in April 2024.

Name	Total Meetings / 9	Percentage total	AGM Attendance (Yes/No)
Ailbhe Smyth (Chair)	9	100%	Yes
Golda Hession	6	67%	Yes
Lucy Maguire	9	100%	Yes
Martina Quinn	4	44%	Yes
Megan Conway	6	67%	Yes
Niamh Ní Dhomhnaill*	2	22%	Resigned at AGM
Olwen Dawe**	2	22%	No
Rosaleen McDonagh	2	22%	No
Salome Mbugua Henry	5	56%	Yes
Suzanne Handley	7	78%	Yes

\*Resigned 19/06/2024

\*\* Resigned 18/09/2024

#### Board Committees

There are three Committees which support the Board in exercising its duties.

#### Finance, Audit and HR Committee of the Board

**Purpose:** The purpose of the Finance, Audit and Risk Committee (FAHRC) is to oversee, on behalf of the Board, the integrity of the financial reporting controls and procedures implemented by management, in order to protect the interests of its stakeholders. This committee is also responsible to the Board for ensuring that an effective Human Resource Management System is in place (which includes compliance with legislation).

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

**Membership:** This committee shall be appointed by the Board and will normally consist of at least two Directors: The Treasurer and one other board member. Alternates are not permitted. At least one member of the Committee should have recent and relevant experience in financial matters. In line with best practice the Board Chairperson can attend but is not a member of this committee.

FAHRC members and its Chairperson shall be appointed by the Board Chairperson for a period of two years.

The FAHRC reports to the Board. It also provides the communication link between the company and the external auditor.

Full terms of reference for the Finance, Audit and HR Committee can be found here: [\(download Terms of Reference\)](#).

The Committee met **five times** during 2024 and engaged in regular updates and work progress between meetings in conjunction with the CEO. On four occasions the Financial Controller attended the Committee meetings by invitation, the Head of Strategic Communications and Fundraising was invited to attend one meeting, and in April the Committee met with the Independent Auditors. On several occasions where a committee member was unable to attend a scheduled meeting, their input on matters of important was sought bilaterally to ensure their views were contributed.

The members of the FAHRC in 2024 were: Martina Quinn (Chairperson), Suzanne Handley (Treasurer), Lucy Maguire, Ailbhe Smyth (ex Officio), Sarah Benson (ex Officio).

Finance Audit and HR subcommittee meetings 2024. Member attendance					
	Suzanne Handley	Martina Quinn	Ailbhe Smyth (Ex Officio)	Lucy Maguire (joined Nov 2023)	Sarah Benson (Ex Officio)
Total Meetings	2/5	3/5	2/5	3/5	5/5

#### Governance and Risk Committee of the Board

**Purpose:** The principal objective of the Governance and Risk Sub-Committee is to ensure good corporate governance and, in particular, to adopt the Governance Code for Community, Voluntary and Charity Organisations in Ireland.

In addition, the purpose of the Committee is to ensure that there is a robust and effective process for evaluating and mitigating risk; to oversee the performance of the Board, Board Committees and individual Directors and; to ensure a process for Board succession planning and, to ensure that the Board fulfils its functional responsibilities.

**Membership:** The Members of the Governance and Risk Sub-Committee shall be appointed by the Directors of the Board and shall consist of not less than two Board Members. A quorum shall be composed of two Members. The Chairperson of the Governance Committee shall be appointed by the Committee. The Chairperson of the Women's Aid Board is eligible for Membership but shall not act as Chairperson of the Governance Committee.

The CEO will be an ex-officio member of the Committee.

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

Only members of the committee have the right to attend committee meetings, with the exception of any trustee, including the Chair, who may attend any sub-committee meeting and may be invited by the sub-committee to do so.

Other individuals such as a governance or HR consultant or other external advisers may be invited to attend for all or part of any meeting, as and when appropriate. Attendance at meetings Members of Senior Management may be requested to attend meetings periodically.

Full Terms of Reference for the Governance and Risk Committee can be found here [\(download Terms of Reference\)](#).

The Committee met three times during 2024 and engaged in regular updates and work progress between meetings in conjunction with the CEO.

The Governance and Risk Sub Committee members in 2024 were: Golda Hession (Chairperson), Niamh Ni Dhomhnaill (\*resigned June 2024), Rosaleen McDonagh, Megan Conway, and Sarah Benson (ex Officio)

	Golda Hession	Niamh Ni Dhomhnaill	Rosaleen McDonagh	Megan Conway	Ailbhe Smyth (Ex Officio in attendance at two meetings)	Sarah Benson (Ex Officio)
Total Meetings	3/3	1/1*	1/3	2/3	2/3	3/3

#### Strategic Planning Committee of the Board

##### Purpose:

- To oversee the development, implementation and evaluation of 3–5-year strategic plans for Women's Aid and the development, implementation and evaluation of annual business/operations plans. The responsibility for drafting of the strategic and annual plans are with the Women's Aid CEO and the Senior Leadership Team.
- To oversee the development, implementation, and evaluation of an organisational development plan to ensure that Women's Aid has the appropriate structures, systems, staffing and skills to enable it to deliver on its mission, meet its strategic goals and comply with statutory requirements and obligations.
- To oversee the development of any new services that the Board has agreed Women's Aid will provide.

**Membership:** This committee shall be appointed by the Board and will normally consist of two Trustees and the CEO. Alternates are not permitted. At least one member of the Committee should have recent and relevant experience in strategy and strategic planning matters. Other members of the Board, Executive or individuals with relevant experience may be co-opted to the Committee at the discretion of the Board.

Full Terms of Reference for the Strategic Planning Committee can be found here [\(download Terms of Reference\)](#).

# WOMEN'S AID COMPANY LIMITED BY GUARANTEE

## DIRECTORS' REPORT

### FOR YEAR ENDED 31 DECEMBER 2024

The Committee met five times during 2024 (with additional remote communications). During 2024 this committee was more active as it was delegated by the Board to co-ordinate of the development of Women's Aid new Strategy 2025-2029, in conjunction with 2into3 who were contracted to develop the strategy following a competitive tender process.

Strategic Planning Sub-Committee Members in 2024 were: Salome Mbugua (Chairperson), Ailbhe Smyth, Olwen Dawe (resigned September 2024) Sarah Benson, Megan Conway (joined February 2024) and Christina Sherlock (joined February 2024).

Strategic Planning Committee 2024. Member Attendance						
	Ailbhe Smyth	Salome Mbugua Henry	Sarah Benson	Olwen Dawe (Resigned September 2024)	Christina Sherlock (from Feb 2024)	Megan Conway (from Feb 2024)
Attendance	5/3	2/5	5/5	1/2	4/4	2/4

#### Method of appointment or election of Directors

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Constitution and the Board Governance Handbook. The Governance and Risk Committee is delegated responsibility, in conjunction with the Chairperson, to select and recruit new Board members, in accordance with the Committee Terms of Reference.

Once appointed, a comprehensive induction is in place to support new Trustees in relation to clarity and understanding of their governance obligations and to meet with the CEO, all Heads of Departments, and the Financial Controller, to attain a detailed overview of the organisation's operations.

#### Terms of office for Board Members.

In addition to the rotation of Board membership, procedures for which are set out in the Women's Aid Constitution, the terms of office for Board members are as follows in the approved Board Governance Document:

- A Board member, when elected, is appointed for a fixed term of three years.
- Board members may seek additional terms, to a maximum of three consecutive terms.
- Reappointment is not automatic and will be by election at the AGM in accordance with the Constitution.
- A Board Member may be removed by a majority decision of the Board of Trustees where the Board is of the view that either;
  - they are in breach of Women's Aid 'Code of Conduct' outlined in the Governance Handbook, or
  - that their actions are inconsistent with the legal and regulatory duties and obligations required of the role.

#### Integrity, Conflicts of Interest and Loyalty

All Board Members have a legal duty to act in the best interests of Women's Aid, to safeguard its assets and reputation, and to act honestly and responsibly in discharging their role as Trustees. Every member of the Board has an obligation to avoid conflicts of interest. Our policy on 'Conflicts of Interest and Loyalty' along with the policy on 'Gifts for Board Members' clearly outline the standard of behaviour expected of our Trustees.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **Decisions taken where a Board Member has an interest**

A Board Member who has any conflict of interest or potential conflict of interest relating to a matter upon which a decision is being taken by the Board may not be counted in the quorum for the meeting at which the matter is considered, should absent themselves from that vote and should not lobby any Board Members in respect of any related proposal.

In the event of the Board having to decide upon a question in which a Board Member has an interest, all decisions will be made by vote, with a simple majority required. A quorum must be present for the discussion and decision; interested parties will not be counted when deciding whether the meeting is quorate. Interested Board Members may not vote on matters affecting their own interests.

All decisions under a conflict of interest will be recorded by the minute taker and reported in the minutes of the meeting. The report will record:

- The nature and extent of the conflict.
- An outline of the discussion.
- The actions taken to manage the conflict.

The relevant extract from the Board minutes will also be recorded in the Register of Trustees' Interests .

All members of the Board should declare any matter that could affect their impartiality or that could be reasonably perceived as affecting their impartiality. Where a Board Member benefits from the decision, this will be reported in the Annual Report and accounts. All payments or benefits in kind to Board Members will be reported in the charity's accounts and annual report, with amounts for each Board Member listed for the year in question.

***These policies are all contained in the Board Governance document which was most recently reviewed by the Board in November 2023, and a full independent reiew of all Board Governance documentation is planned for 2025.***

#### **Delegated Authority**

The responsibilities of the Board and delegated authority by the Board to the CEO are clearly set out in the Board Governance document, and in the Financial Procedures of the Organisation.

#### **Governance**

The company conducts an annual appraisal of its own performance, that of its Board and other Committees, and that of individual Board members. Emphasis is given to delegation of responsibilities, communication channels and methods, skill sets and skill gaps, training needs and relevant external factors (such as changes in legislation and regulatory frameworks).

A comprehensive Governance Handbook is in place to support the operations of the Board, in conjunction with the Women's Aid Constitution. This handbook was updated in November 2023 and a full independent review is scheduled for 2025.

During 2023, in accordance with its policy, the Board conducted a self-evaluation. The findings were reviewed by the Governance and Risk Committee in conjunction with the Chairperson in quarter one 2024 and then brought to the Board for substantive discussion and agreement of actions arising from the review. In 2024 a detailed independent strategic planning process was commissioned by the Board which included extensive Board consultation. In quarter four of 2024, the Board additionally commissioned an external evaluation of the Board functioning and composition, including a skills matrix audit. This work will be commenced in Q1 of 2025.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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During 2024 Women's Aid completed a compliance report in accordance with the **Charities Regulator Governance Code**, with which the company is compliant. The company also publicly commits to and adheres to the **Guiding Principles of Fundraising for Charities**. During 2024 Women's Aid was also awarded the **Triple Lock Standard** by the Charities Institute Ireland. The triple Lock Standard is awarded to charities that uphold the highest standards in transparent reporting, ethical fundraising and strong governance structures. This recognition is the gold standard for Irish charities to offer assurances to donors, members and the public.

#### **4. Risk Management**

##### **Principal risks and uncertainties**

Like many other Community and Voluntary organisations in the Republic of Ireland, Women's Aid continue to face a number of risks and uncertainties which have the potential to impact on our ability to deliver our mission. In 2024 work to address these risks and uncertainties continued to dominate the agendas of the regular Board and Senior Management Team meetings.

The year 2024 was a year of continuing developmental growth for the organisation, progressing into a period of consolidation and a focus on sustainability over the coming years, in line with a newly developed strategy for 2025-2029. Against a backdrop of global uncertainties; continuing wars in Ukraine, African nations and the Middle East and; a domestic housing crisis; the organisation is cognisant of the impacts on both donors and service users alike. We continue to take a prudent approach to investment and phased development, sustaining key funder relationships and strategic piloting and evaluation of any new service initiatives to maximise opportunities for sustainable growth and stability.

At a financial level, Women's Aid manage these risks and uncertainties through enhanced donor engagement, investment in increased fundraising activities including the current delivery of a five-year fundraising strategy (2023-2027) and regular revision of our budget, based on up-to-date information.

Further detail on the company's approach to risk management is detailed below.

##### **Risk Management Systems**

Risk management is key to good governance and Women's Aid recognises how crucial a strong risk management framework is in meeting our objectives. The Board of Women's Aid is committed to managing and mitigating risks that occur in the day-to-day business operations of Women's Aid. The Board has endeavoured to achieve this through the development of a Risk Management Policy and framework for implementation.

The Risk Management Policy of Women's Aid is to adopt best practice in the identification, assessment and control of risks that threaten the organisation's ability to achieve its objectives, ensuring that they are eliminated or reduced to an acceptable level. Understanding our risks enables Women's Aid to make informed decisions and ultimately create added value for our organisation. Risk occurs in all areas of Women's Aid activities, with responsibility for its management lying with the Board, Senior Leadership Team, employees and volunteers.

The Trustees have assessed the significant risks to which the company is exposed, in particular those related to the operations and finances of the company and are satisfied that systems and procedures are in place to mitigate its exposure to these significant risks.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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- **Assessment of Risks & Mitigating Control Measures**

A comprehensive risk register is in place detailing primary risks and mitigations. This is a 'living document'. Risks are scored based on potential impact, likelihood and extent of mitigation measures in place, and categorised under the following nine headings:

1. Strategic Direction and Leadership
2. Governance Oversight
3. Financial
4. Human Resources
5. Service Operations and Service Users
6. Technological
7. Physical
8. Reputational
9. External

The Risk Register is supported by a Risk Register Policy. Both the Register and the Policy were reviewed in detail during the year and updates approved by the Board in November 2024.

Women's Aid measures the effectiveness of our controls through a dual scoring system. Using the common approach of "Likelihood x Impact", we measure this score prior to implementation of mitigating control measures (Inherent Risk Score) and post implementation of mitigating control measures (Residual Risk Score). This approach allows us to fully assess the efficacy of our controls and allows for a dynamic approach to risk management.

To accurately assess the impact of a potential mitigating control measure on the Inherent Risk score of a risk, control measures are categorised\* into Preventative (P), Detective (D) and / or Corrective (C). Based on the strength of the relevant control measure, the Residual Risk score results.

**Preventative (P)** - Preventative controls aim to prevent the occurrence of an error in a process and includes the maker-checker concept and authorisations. For example, to prevent the purchase of unauthorised fixed assets, the SLT has built preventive controls in the form of an Approval Matrix for fixed asset purchases.

**Detective (D)** - Errors in a process need to be detected to ensure corrective measures are taken to minimize the impact on the whole process or activity. Detective controls should aim to detect errors in a timely manner. If the errors are not detected in a timely manner, the effectiveness of detective controls would be marked as ineffective. A strong internal control system always considers the implementation of effective detective controls.

**Corrective (C)** - Corrective controls are designed to correct the errors and irregularities and ensure that similar errors are not repeated once they are discovered. Corrective controls are built in the form of procedures and manuals for the reference of the employees. Some controls are built into the system, which automatically corrects the errors or prevents the occurrence of errors.

*\*It is important to note that any one control can be categorised into multiple of the above categories. For example, a control may be preventative and also corrective.*

- **Risk Appetite**

The Board of Women's Aid approves the risk profile of the organisation together with the types of risks that it deems acceptable. Women's Aid utilises several reporting and risk management processes to ensure that we operate to the highest standards.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### ***FOR YEAR ENDED 31 DECEMBER 2024***

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Women's Aid has a Risk Appetite Statement in place which captures all risk that threatens the organisation's ability to achieve its goals and includes plans for addressing those risks. This includes a Risk Assessment Register identifying and prioritising risks.

- **Top Risks to Women's Aid**

1. Broader societal/public policy conditions not supportive to Women's Aid core values and agenda (e.g. rising levels of misogyny, acceptance of gender inequality, growing individualism).
2. Turbulent economic and political environment.
3. Women's Aid does not develop or enhance partner relationships and/or resources that make delivery of our Strategic Plan possible.
4. Termination or reduction in statutory funding.
5. Security of IT systems are compromised due to external malicious attack or a security breach.
6. Impact on reputation due to adverse publicity.
7. Fundraising not carried out in accordance with standards.
8. Non-compliance/inadequate processes to ensure compliance with legislation and regulation including Charity Law, Company Law governing CLGs, Employment Law, GDPR and Children First etc.

The table on the next page shows the top risks facing our organisations and the control measures in place, designed to manage or mitigate the risk.



**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

Description	Internal Control Measure(s)
<p>1. Broader societal/public policy conditions not supportive to Women's Aid core values &amp; agenda (e.g. rising levels of misogyny, acceptance of gender inequality, growing individualism).</p>	<ul style="list-style-type: none"> <li>• Annual publication of Impact and Femicide Reports.</li> <li>• Women's Aid statistics are used as a reference point for many Government, Community and Voluntary organisations.</li> <li>• Continually building awareness of aspects of Domestic Violence ('DV') – e.g. each impact report looks at different themes and highlights different societal aspects of DV.</li> <li>• Continue to initiate research projects to feed into recommendations and strategy proposals for public policy, DV supports and justice systems.</li> <li>• Expand and consolidate networking opportunities to collaborate on improved supports for survivors of DV.</li> <li>• Integrating survivor voices into Women's Aid work to promote support and awareness, and to expand the reach and impact of fundraising and advocacy campaigns.</li> <li>• Detailed operational plans underway to support Women's Aid Strategic Plan 2022-2024's goal of zero tolerance of Domestic, Sexual and Gender Based Violence ('DSGBV').</li> <li>• New strategy developed during 2024 for 2025 - 2029, with supporting operational plan.</li> <li>• Women's Aid organising collaboration of key stakeholders from across the relevant sectors including community and voluntary, education and youth, government, human rights, academia, public policy, social partners, policing, and advocacy organisations to consider preventative strategies that will contribute to an equal society with zero tolerance of DSGBV.</li> </ul>
<p>2. Turbulent economic and political environment</p>	<ul style="list-style-type: none"> <li>• Three-year Strategic Plan in place. New five-year plan developed in 2024 for 2025 - 2029.</li> <li>• Fundraising Strategy in place for 2023-2027.</li> <li>• Fundraising strategy/plan includes diverse and sustainable funding streams. This is monitored at Management and Board meetings.</li> <li>• Clear goals and measurements in place based on outcome of strategic planning process. These are closely monitored on an ongoing basis.</li> <li>• Maintain strong relationships with statutory funders demonstrating transparency, good governance and positive impact.</li> <li>• Training and Development Department developing its operational strategy (business plan) in line with the organisation's Strategic Plan to grow the training programmes including the Employer Engagement Project, e-learning courses etc. These programmes are gearing to attract additional sources of revenue.</li> </ul>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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<p>3. Women's Aid does not develop or enhance partner relationships and/or resources that make delivery of strategic plan possible</p>	<ul style="list-style-type: none"> <li>• CEO and other key employees prioritise collaborations with cross-sector partners and work to develop strategic relationships.</li> <li>• Organisation seeks funded partnerships for key projects with strategic partners (e.g. research campaigns etc.).</li> <li>• Women's Aid is represented at a wide range of external working &amp; advisory groups.</li> <li>• Women's Aid maintains a range of memberships of strategic campaigns &amp; umbrella organisations.</li> </ul>
<p>4. Termination or reduction in statutory funding grants</p>	<ul style="list-style-type: none"> <li>• Make use of Services and Helpline Databases and National Freephone Helpline integrated platform to capture, analyse and report data more effectively and efficiently to funders.</li> <li>• During transition of services funding source in 2024 from Tusla to Department of Justice/Cuan, Women's Aid maintained close professional contacts with Department of Justice/Cuan and all relevant stakeholders to ensure Women's Aid funding grants maintained.</li> <li>• Use proactive advocacy work, including collaborations with other relevant organisations to ensure the continuation of funding schemes.</li> <li>• Maintain relationships with core funders and relevant Departments/agencies.</li> <li>• Ensure quarterly, half yearly and annual reports and paperwork, as required, go to the relevant funders on time.</li> <li>• Adhere to 'Reserves Policy' of six months of annual expenditure, and wind-up costs, as agreed by the Board.</li> </ul>
<p>5. Security of IT systems are compromised due to external malicious attack or a security breach</p>	<ul style="list-style-type: none"> <li>• Cloud-based back up system in place.</li> <li>• IT support services contract in place with the expert IT firm including basic IT support, security, and system maintenance.</li> <li>• Strong firewall and firewall support system in place.</li> <li>• Access to sensitive data only given to employees who need it.</li> <li>• Sensitive files are password protected.</li> <li>• All employees have their own login credentials, which is password protected.</li> <li>• Renewed sign in required every 14 days with dual factor authentication or with each new device sign in.</li> <li>• All laptops encrypted.</li> <li>• Cloud-based SharePoint system in place.</li> <li>• Comprehensive checklist in place to ensure access to IT systems is revoked when employees leave the organisation.</li> <li>• Cyber security awareness campaigns run on an ongoing basis to deter and prevent cyber fraud.</li> <li>• Procedures and guidelines for responding to a Cyber Attack are documented, communicated to employees and available in the shared drive.</li> <li>• Implementation of Microsoft Business premium for all employees.</li> <li>• Cyber Liability Insurance in Place for 2024/2025.</li> </ul>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**FOR YEAR ENDED 31 DECEMBER 2024**

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<p>6. Impact on reputation due to adverse publicity</p>	<ul style="list-style-type: none"> <li>• Women's Aid is governed by Board of Directors and strong Leadership team.</li> <li>• PR/Communications policy in place.</li> <li>• Regular review of key risks in communications work by CEO and Head of Strategic Communications and Fundraising.</li> <li>• Trained media representatives in place.</li> <li>• Ongoing compliance with Charities Governance Code and other relevant regulation.</li> <li>• Ongoing compliance with the 'Guidelines for Charitable organisations for fundraising' from the public guidelines as published by the Charities Regulator.</li> <li>• Finance, Audit and HR, and Governance and Risk Board committees in place.</li> <li>• Strong links developed with Gardaí and other key agencies to ensure a positive public reputation and potential supporters in the event of potential brand damage.</li> <li>• Proactive feedback policy in place and publicly available on Women's Aid website.</li> </ul>
<p>7. Fundraising not carried out in accordance with standards</p>	<ul style="list-style-type: none"> <li>• Ensure continuing adherence to the standards contained within the 'Statement of Guiding Principles for Fundraising'.</li> <li>• Annual review of internal fundraising procedures ensuring compliance with Charities Regulator guidelines &amp; all relevant employees/volunteers are informed thereafter.</li> <li>• Ensure all employees and volunteers engaging in fundraising activities are informed of obligations in respect of the 'Guiding Principles for Fundraising' through detailed guidelines listed in recruitment pack and forming core pillar of induction process.</li> <li>• Mandatory that third parties raising funds for the benefit of Women's Aid complete the 'Third Party Fundraising Form' for approval in advance of fundraising.</li> <li>• Ongoing formal interaction between Fundraising and Finance Departments for clear budgeting monitoring and general financial compliance.</li> <li>• Formal stock take carried out with Auditors annually.</li> <li>• The 2023 – 2027 Fundraising Strategy is subject to ongoing review.</li> <li>• Membership of Charities Institute Ireland (CII) ensures fundraising employees are actively engaged with learning and best practice.</li> <li>• CII Triple Lock applied for annually, involving an annual guideline compliance review.</li> </ul>
<p>8. Non-compliance / inadequate processes to ensure compliance, with legislation &amp; regulation; including Charity Law, Company Law governing CLGs, Employment Law, GDPR and Children First etc.</p>	<ul style="list-style-type: none"> <li>• Ensure all Companies Registration Office (CRO) requirements are in place.</li> <li>• Ensure registration and compliance with Charities Regulator.</li> <li>• Ensure compliance with Lobbying Act.</li> <li>• Ensure Data Protection compliance.</li> <li>• Ensure compliance with the Charities Governance Code through review of all Governance requirements annually.</li> </ul>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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	<ul style="list-style-type: none"> <li>• Attend training/info sessions to keep up to date with compliance requirements.</li> <li>• Ensure compliance with employment law.</li> <li>• Regular audit of policies conducted by Senior Leadership Team and Board.</li> <li>• GDPR Policy and Child Protection Policy reviewed by external Law Firm on request, to ensure its compliant and up to date.</li> <li>• External HR/Legal professional services are on-hand to provide advice regarding legislative changes impacting policies including data protection.</li> <li>• Data Protection Impact Assessments (DPIAs) to be carried out and documented as and when required under GDPR policy.</li> <li>• Children First e-learning completed by all employees and volunteers.</li> <li>• Environmental, Social and Governance considerations built into new Company Strategy.</li> <li>• Financial and Governance Compliance - Women's Aid engages an independent Auditor annually and seek a clean audit of SORP accounts.</li> </ul>
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## 5. Plans for Future Periods

Women's Aid will continue to deliver its vital frontline services, critical public awareness and advocacy and expert training. In 2024 Women's Aid successfully completed delivery of the final year of our Strategic Plan (2022-2024) to support the organisation to identify opportunities for growth and development.

### Women's Aid plans for 2025

Women's Aid is extremely proud of our team's performance during 2024, where the company continued to grow and develop its range of charitable activities in an innovative and strategic way. We now have a clear and focused Strategic Plan 2025-2029 to frame and drive our work over the coming period. Some examples of achievements, which we will continue to build on in 2025, with the support of our new strategic framework include:

- During 2024 we undertook, with independent support from 2into3, a comprehensive consultation, review and preparation of our strategic priorities for the coming years. This is documented in the new Women's Aid Strategy 2025-2029, which will be the framework within which the organisation will plan and carry out its work for the coming period, to ensure that the Women's Aid maintains a clear focus for targeted operations, growth, and sustainability for coming years.
- The National Freephone Helpline continues to be a crucial support to women across Ireland 24hrs a day, seven days a week, including through over 240 languages where interpretation is required. Our Instant Messaging Support Service has been maintained for those who may wish to communicate silently (e.g. if in proximity to their abuser), for deaf and hard of hearing women and others for whom this just a more comfortable mode of expressing themselves. Review of evolving peak call times and longer, more complex calls to the service will inform targeted continuing investment to meet continuing demand.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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During 2025 the National Helpline will continue to expand the hours of Instant Messaging Support, available via both [www.womensaid.ie](http://www.womensaid.ie) and [www.toointoyou.ie](http://www.toointoyou.ie).

- In 2024, Women's Aid successfully completed the fifth consecutive application process to maintain the Helplines Partnership Quality Standard for the National Freephone Helpline, which defines and accredits best practice in helpline work. We will implement the recommendations from this valuable process in 2025 and ensure that standards are maintained throughout this accreditation period.
  - Through very welcome grant support from the Department of Justice, the unique High Risk Support Project which Women's Aid delivers in partnership with An Garda Síochána and Vodafone Ireland, began its national expansion in Q4 2023 which continued in 2024 and is ongoing in 2025. This work is informed by an independent evaluation, commissioned and completed in 2024, to support the project becoming fully nationwide with effective systems and structures in place to manage this new scale of operation.
- Women's Aid published two landmark research reports during 2024, as noted above, and we will use the findings and recommendations of each during 2025 to contribute meaningfully to national work to improve responses to all victims/survivors of domestic abuse, including disabled women, and to accelerate activities to combat the harmful impacts of pornography on children, healthy and equal relationships and gender equality.
- Through the wonderful generosity of many donors, Women's Aid will continue to offer an Internal Emergency and Security fund to women engaged directly with a range of our services during 2024.
- With the conclusion of the fourth and final year, mid 2025, of our External National Emergency Fund we will collaborate with our colleagues among the specialist Domestic Abuse organisations to advocate for a state funded fund similar to one launched in the UK, which can meet the same needs that the Women's Aid fund offered to women and children in need.
- Building on preliminary work already undertaken, the organisation will enhance its long-standing engagement with survivors who wish to be agents for social change with creation of a comprehensive survivor engagement policy and planning for delivery of an innovative 12-month Survivor Empowerment Project during 2025.
- Our court based drop-in service (DAIS), located in Ireland's largest Family Law Court is sustaining significant demand and will continue full time in 2025, with opportunities to expand considered in line with available capacity in the Courts office.
- Commencing an ambitious five-year Business plan in 2025, aligned with the new Organisation Strategy, we will overhaul our online training activities and further develop our training offering to create additional accredited training offers for key target audiences including employers, and professionals from among health, legal, civic society and youth support sectors to ensure we meet the needs of those seeking our specialist support.
  - Women's Aid will continue to collaborate with other partners to be a leading voice in campaigning and influencing key legislative reforms in 2025 with priority focus on new legislation, including the Family Courts Act and legislation arising from recommendations in the [Study on Femicide & Domestic and Family Violence Death Reviews](#). We will also be monitoring the implementation of recent legislation that has been enacted, such as Coercive Control; Non-Fatal

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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Strangulation; Stalking and other key measures such as the provision of Statutory Paid Domestic Abuse leave which will better support and give access to justice for victims/survivors. which will better support and give access to justice for victims/survivors.

- Women's Aid concluded the fourth and final year of its Too Into You project pilot in 2024. An independent Evaluation report was considered, and the project is now on a permanent footing as a key strand of Women's Aid work, designed to promote healthy intimate relationships and support young people, particularly young women, who may be at risk or subjected to abuse. At the start of 2025 we finalised and commence delivery of a Too Into You Project strategy which provides a framework and plan to achieve the strategic and sustainable growth and positive impact of this unique project for young people into the future.
- Our unique three-year pilot Maternity Project in partnership with four Maternity Hospitals, to increase support and referrals of pregnant women experiencing abuse during pregnancy concluded at the end of 2024, with a detailed independent evaluation by the Centre for Effective Services. The Maternity Outreach component is now a core part of our frontline services offer, through core funding support from Cuan (previously Tusla) which was granted in 2024, Women's Aid will continue to provide two Maternity Outreach Support Workers who collaborate with Medical Social work to ensure swift specialist support for pregnant/post-partum women subjected to abuse. Our Training & Development Department will continue to develop and enhance the unique co-created training modules to continue to expand availability to both maternity and other key health sector stakeholders.

In addition to the above, during 2025, Women's Aid must practically invest further in some essential maintenance works to ensure our offices provide a safe and healthy work environment.

Therefore, we start 2025 fully committed to continuing our ongoing vital support work supported by our new Strategy 2025-2029 and expanding this to continue to work incrementally and sustainably towards an Ireland where there is zero tolerance of domestic abuse.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**DIRECTORS' REPORT**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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**6. Statement of Disclosure to the Auditor**


Each of the directors in office at the date of approval of this annual report confirms that:

- so far as the directors are aware, there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of section 330 of the Companies Act 2014.

Approved by the board of directors and signed on its behalf by

  
Ailbhe Smyth  
**Director**

  
Suzanne Handley  
**Director**

Date: 21 May 2025



# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **DIRECTORS' REPORT**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **Directors' responsibilities statement**

The Trustees are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Companies Act 2014 and accounting standards issued by the Financial Reporting Council including FRS 102, the Financial Reporting Standard applicable in the UK and Ireland (Generally Accepted Accounting Practice in Ireland). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for the financial year and otherwise comply with the Companies Act 2014.

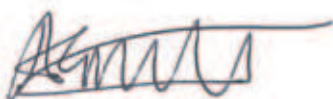
In preparing these financial statements, the directors are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgments and accounting estimates that are reasonable and prudent;
- Observe the methods and principles in the charities SORP;
- State whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the board of directors and signed on its behalf by



Ailbhe Smyth

**Director**



Suzanne Handley

**Director**

Date: 21 May 2025



# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WOMENS AID COMPANY LIMITED BY GUARANTEE**

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## **Opinion**

We have audited the financial statements of Women's Aid Company Limited by Guarantee for the year ended 31 December 2024 which comprise the Statement of Financial Activities, Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Cash Flows and the related notes. The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2024 and of its surplus for the year then ended;
- have been properly prepared in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

## **Other information**

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE  
INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF WOMENS AID COMPANY LIMITED BY GUARANTEE**

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In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinions on other matters prescribed by the Companies Act 2014**

Based solely on the work undertaken in the course of the audit, we report that in our opinion:

- the information given in the Directors' Report is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited, and the financial statements are in agreement with the accounting records.

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

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the directors' report.

We have nothing to report in respect of our obligation under the Companies Act 2014 to report to you if, in our opinion, the disclosures of director's remuneration and transactions specified by sections 305 to 312 of the Act are not made.

**Responsibilities of director for the financial statements**

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

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

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE  
INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF WOMENS AID COMPANY LIMITED BY GUARANTEE**

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: [http://www.iaasa.ie/Publications/Auditing-standards/International-Standards-on-Auditing-for-use-in-Ire/International-Standards-on-Auditing-\(Ireland\)/ISA-700-\(Ireland\)](http://www.iaasa.ie/Publications/Auditing-standards/International-Standards-on-Auditing-for-use-in-Ire/International-Standards-on-Auditing-(Ireland)/ISA-700-(Ireland)). This description forms part of our auditor's report.

**The purpose of our audit work and to whom we owe our responsibilities**

This report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in dark ink, appearing to read "Ian Lawlor".

**Ian Lawlor**  
for and on behalf of PKF Brenson Lawlor

21 May 2025

**Chartered Accountants**  
**Statutory Audit Firm**

Argyle Square  
Morehampton Road  
Donnybrook  
Dublin 4  
D04 W9W7

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND**  
**EXPENDITURE ACCOUNT)**  
**FOR YEAR ENDED 31 DECEMBER 2024**

	Unrestricted funds €	Restricted funds €	Total 2024 €	Total 2023 €
<b>Income</b>				
Charitable Activities (Note 4)	-	1,697,401	1,697,401	1,413,926
Donations and Legacies (Note 4)	2,329,709	178,803	2,508,512	2,427,003
Other Activities (Note 4)	648,355	-	648,355	475,989
<b>Total income and endowments</b>	<b>2,978,064</b>	<b>1,876,204</b>	<b>4,854,268</b>	<b>4,316,918</b>
<b>Expenditure on:</b>				
Charitable Activities (Note 6)	1,918,514	1,856,032	3,774,546	3,163,650
Costs of Raising Funds (Note 6)	791,124	122,535	913,659	664,861
Other Expenditure (Note 6)	-	-	-	-
<b>Total Expenditure</b>	<b>2,709,638</b>	<b>1,978,567</b>	<b>4,688,205</b>	<b>3,828,511</b>
Transfers	5,926	(5,926)	-	-
<b>Net Movements In Funds For The Year</b>	<b>274,352</b>	<b>(108,289)</b>	<b>166,063</b>	<b>488,407</b>
<b>Reconciliation of Funds</b>				
<b>Total Funds Brought Forward</b>	<b>5,352,728</b>	<b>111,858</b>	<b>5,464,586</b>	<b>4,976,179</b>
<b>Total Funds Carried Forward</b>	<b>5,627,080</b>	<b>3,569</b>	<b>5,630,649</b>	<b>5,464,586</b>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**STATEMENT OF COMPREHENSIVE INCOME FOR THE FINANCIAL YEAR**  
***FOR YEAR ENDED 31 DECEMBER 2024***

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	2024 €	2023 €
Surplus for the financial year	166,063	488,407
	<hr/>	<hr/>
Total comprehensive income	166,063	488,407
	<hr/> <hr/>	<hr/> <hr/>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**STATEMENT OF FINANCIAL POSITION**  
**FOR YEAR ENDED 31 DECEMBER 2024**

	Notes	2024 €	2023 €
<b>Fixed assets</b>			
Tangible assets	11	<u>562,231</u>	<u>576,681</u>
		<b>562,231</b>	<b>576,681</b>
<b>Current Assets</b>			
Debtors	12	337,774	442,965
Cash at bank and in hand	13	<u>5,175,956</u>	<u>5,018,664</u>
		<b>5,513,730</b>	<b>5,461,629</b>
<b>Creditors: amounts falling due within</b>			
One year	14	<u>(445,312)</u>	<u>(573,724)</u>
<b>Net current assets</b>		<b>5,068,418</b>	<b>4,887,905</b>
<b>Total assets less current liabilities</b>		<b>5,630,649</b>	<b>5,464,586</b>
<b>The funds of the charity:</b>			
Restricted funds	25	3,569	111,858
Unrestricted funds – designated	24	4,264,413	4,397,401
Unrestricted funds – general	26	<u>1,362,667</u>	<u>955,327</u>
<b>Total charity funds</b>		<b>5,630,649</b>	<b>5,464,586</b>

Approved by the board of directors and signed on its behalf by:

  
Ailbhe Smyth  
**Director**

  
Suzanne Handley  
**Director**

Date: 21 May 2025

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**STATEMENT OF CASH FLOWS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

		<b>2024</b> €	<b>2023</b> €
<b>Net cash flows from operating activities</b>	<b>16</b>	172,929	487,921
<b>Investing activities</b>			
Purchase of fixed tangible assets		(15,637)	(24,974)
		<hr/>	<hr/>
<b>Net (decrease)/increase in cash and cash equivalents</b>		<b>157,292</b>	<b>462,947</b>
		<hr/>	<hr/>
<b>Cash and cash equivalents at beginning of financial year</b>		<b>5,018,664</b>	<b>4,555,717</b>
		<hr/>	<hr/>
<b>Cash and cash equivalents at end of financial year</b>		<b>5,175,956</b>	<b>5,018,664</b>
		<hr/>	<hr/>

An Analysis of changes in Net Cash can be found in Note 28 to the Financial Statements.



# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **1. General Information**

These financial statements comprising the Statement of Financial Activities, the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Cash Flows and the related notes constitute the individual financial statements of Women's Aid CLG for the financial year ended 31 December 2024.

Women's Aid CLG is a charity limited by guarantee, incorporated in the Republic of Ireland. The Registered Office is 5 Wilton Place, Dublin 2 which is also the principal place of business of the charity. The Companies Registration number is 58035, the Charity Number is CHY 6491 and the Registered Charity Number is 20012045. The nature of the charity's operations and its principal activities are set out in the Director's Report on pages 1 to 53.

#### **Statement of Compliance**

The financial statements have been prepared in accordance with Charity SORP (FRS 102) "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102). The charity constitutes a public benefit entity as defined by FRS 102.

#### **Currency**

The financial statements have been presented in Euro (€) which is also the functional currency of the company.

#### **Going Concern**

The Directors have reviewed all pertinent financial information, including the 2024 Statement of Financial Activities and Balance Sheet, and the approved 2025 Budget. They have considered the current operating environment, including the increased costs of living. The Directors are satisfied that, given the strong cash position of the charity, the well-controlled overheads, and the support of core funding from existing funders, that it is appropriate for financial statements to be prepared on a going concern basis, which assumed Women's Aid CLG will continue in operational existence for the foreseeable future.

#### **2. Accounting Policies**

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

#### **Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice-Charities SORP (FRS 102) "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS 102) and the Companies Act 2014 except for the entity invoking the true and fair view override with regard to the profit and loss and balance sheet formats in Schedule 3 of the Companies Act 2014 as permitted in Section 3.4 of FRS102 and Section 291(5) of the Companies Act 2014.

#### **Fund Accounting**

The following funds are operated by the charity:

#### **Restricted Funds**

Restricted funds are to be used for the specified purposes as laid down by the donor/grantor. Expenditure which meets these criteria is allocated to the fund.



# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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## **2. Accounting Policies (continued)**

### ***Unrestricted Funds***

Unrestricted funds consist of both general funds and designated funds.

- General funds represent amounts which are expendable at the discretion of the directors in furtherance of the objectives of the charity and which have not been designated for other purposes. Such funds may be held in order to finance working capital or capital expenditure.
- Designated funds are earmarked funds set aside by the directors to be used for a particular future project or commitment. Designated funds remain part of the unrestricted funds of the charity.

### **Income**

All income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably, and it is probable that the income will be received.

Income is analysed as *Restricted* or *Unrestricted*. Restricted income represents income recognised in the financial statements that is subject to specific conditions imposed by the donors or grantors. Unrestricted income represents income recognised in the financial statements that is expendable at the discretion of the organisation, in furtherance of the objectives of the charity.

### ***Charitable Activities***

The charity receives government grants in respect of certain projects. Income from government and other grants are recognised at fair value, when the charity has entitlement to the funds, after any performance conditions attached to the grant have been met, when it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are treated as deferred income.

### ***Donations and Legacies***

Donations and fundraising income, (which includes monetary donations from public, corporate and major donors, individual giving campaigns including direct mail, legacies, community and digital fundraising campaigns) are credited to income in the period in which they are receivable. Donations received in advance for specified periods are carried forward as deferred income.

### ***Other Activities***

Income from other activities includes income from training and development, the charity shop, and donated goods, facilities and services.

### ***Donated Goods, Facilities and Services***

Where practicable, donations of goods and services are included in donations in the financial statements at their fair value. If it is impracticable to assess the fair value at receipt or if the costs to undertake such a valuation outweigh the benefits, then the income and associated expenditure is not recognised.

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met. The receipt of economic benefit from the use by the charity of item is probable and that economic benefit can be measured reliably.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **2. Accounting Policies (continued)**

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market, a corresponding amount is then recognised in expenditure in the period of receipt.

No amount is included in the financial statements for volunteer time in line with the SORP (FRS 102).

The total amount of donated services and facilities during the year ended 31 December 2024 was €244,501 (2023: €41,845) disclosed in note 5.

#### **Expenditure Recognition**

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

It is categorised under the following headings:

1. Charitable activities
2. Costs of raising funds; and
3. Other expenditure.

#### **Expenditure on charitable activities**

Expenditure on charitable activities comprise those costs incurred by the charity in the pursuit of the charities objectives and in the delivery of its activities and services. It includes both costs that can be allocated directly such as wages and salaries and costs of an indirect nature necessary to support the delivery of its activities and services.

#### **Costs of raising funds**

Costs of raising funds are costs associated with the fundraising activities of charity. Typical costs would be direct salaries, costs relating to fundraising campaigns such as direct mail and digital fundraising and other general fundraising costs.

#### **Other expenditure**

Other expenditure represents those items not falling into the categories above.

#### **Allocation of support costs**

Support costs are the cost of those functions that assist the work of the Company but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the Company's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 6.

**WOMEN’S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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**2. Accounting Policies (continued)**

**Retirement benefit costs**

The company operates a defined contribution scheme. Retirement benefit contributions in respect of the scheme for employees are charged to the income and expenditure account as they become payable in accordance with the rules of the scheme. The assets are held separately from those of the company in an independently administered fund. Differences between the amounts charged in the income and expenditure account and payments made to the retirement benefit scheme are treated as assets or liabilities.

**Tangible fixed assets**

All tangible fixed assets are initially recorded at historic cost. This includes legal fees, stamp duty and other non-refundable purchase taxes, and also any costs directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management, which can include the costs of site preparation, initial delivery and handling, installation and assembly, and testing of functionality.

A review for impairment of tangible fixed asset will be carried out if events or changed in circumstances indicate that the carrying value of any tangible fixed asset may not be recoverable. Shortfalls between the carrying value of tangible fixed assets and their recoverable amounts will be recognised as impairments. Impairment losses will be recognised in the Statement of Financial Activities.

**Depreciation**

Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost or valuation, less estimated residual value, of each asset systematically over its expected useful life, on a straight line basis, as follows:

Fixtures, Fittings & equipment	25% Straight line
Computer equipment	33% Straight Line
Freehold Property	2% Straight line

An amount equal to the excess of the annual depreciation charge on revalued assets over the notional historical cost depreciation charge on those assets is transferred annually from the revaluation reserve to the income and expenditure reserve.

The residual value and useful lives of tangible assets are considered annually for indicators that these may have changed. Where such indicators are present, a review will be carried out of the residual value, depreciation method and useful lives, and these will be amended if necessary. Changes in depreciation rates arising from this review are accounted for prospectively over the remaining useful lives of the assets.

**Grant funding of tangible fixed assets**

Restricted grants relating to expenditure on tangible fixed assets are recognised in the Statement of Financial Activities in the period in which the funding is received. Depreciation is charged to the Statement of Financial Activities over the useful life of the tangible fixed asset, with the balance of depreciation to be charged in future periods sitting in restricted funds at year end.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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**2. Accounting Policies (continued)**

**Stock**

Stocks are stated at the lower of cost and net realisable value and is included in current assets in the balance sheet.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its net realisable value is recognised as an impairment loss in statement of financial activities. Reversals of impairment losses are also recognised in statement of financial activities.

**Trade and other debtors**

Trade and other debtors are recognised initially at transaction price (including transaction costs) unless a financing arrangement exists, in which case they are measured at present value of future receipts discounted at a market value. Subsequently these are measured at amortised costs less any provision for impairment.

A provision for impairment of trade receivables is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the agreement. Prepayments are valued at the amount prepaid net of any trade discounts due.

**Impairment**

Assets not measured at fair value are reviewed for any indication that the asset may be impaired at each balance sheet date. If such indication exists, the recoverable amount of the asset, or the asset's cash generating unit, is estimated and compared to the carrying amount. Where the carrying amount exceeds its recoverable amount, an impairment loss is recognised in profit or loss unless the asset is carried at a revalued amount where the impairment loss is a revaluation decrease.

**Cash and cash equivalents**

Cash consists of cash on hand and demand deposits.

**Trade and other creditors**

Trade creditors are measured at invoice price, unless payment is deferred beyond normal business terms or is financed at a rate of interest that is not a market rate. In this case the arrangement constitutes a financing transaction, and the financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Provisions are recognised when the company has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation and the amount of the obligation can be estimated reliably.

**Deferred Income**

The charity recognised deferred income, where the terms and conditions have not been met or uncertainty exists as to whether the charity can meet the terms or conditions otherwise within its control, income is then deferred as a liability until it is probable that the terms and conditions imposed can be met.

# **WOMEN'S AID COMPANY LIMITED BY GUARANTEE**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **FOR YEAR ENDED 31 DECEMBER 2024**

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#### **2. Accounting Policies (continued)**

Some of the grants received are subject to performance related conditions or time periods, when these performance related or other conditions are met the deferred income is released to income in the statement of financial activities.

##### **Financial Instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

##### **Employee benefits**

When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received. The charity operates a defined contribution pension plan for the benefit of its employees. Contributions are expensed as they become payable.

Redundancy and termination payments are recognised as an expense in the statement of financial activities and a liability on the balance sheet immediately at the point the charity is committed to terminating the employment of an employee or group of employees before their normal retirement date, when there is a demonstrable commitment that cannot realistically be withdrawn.

##### **Taxation**

No charge to current or deferred taxation arises as the charity has been granted charitable status under section 207 and 208 of the Tax Consolidation Act 1997, Charity No CHY 5594.

The charity is an approved body under the "Scheme of Tax Relief for Donations to Eligible Charities and Approved Bodies" under Section 848A Taxes Consolidation Act, 1997. Therefore, income tax refunds from donations Exceeding €250 per annum are included as income in unrestricted funds.

Where appropriate, expenditure includes irrecoverable Value-Added Tax (VAT). Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

##### **Leases**

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight-line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease's asset are consumed.

#### **3. Judgements and key sources of estimation uncertainty**

In the application of the charity's accounting policies, which are described in Note 2, the Directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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3. **Judgements and key sources of estimation uncertainty (continued)**

readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The Directors do not consider there are any critical judgements or sources of estimation uncertainty in the application of the accounting policies in Note 2.

4. **Income**

Income for 2024 analysed as follows:	Unrestricted funds €	Restricted funds €	Total 2024 €	Total 2023 €
<b>(a) <u>Charitable Activities</u></b>				
Tusla Child and Family Agency	-	1,171,666	1,171,666	1,002,256
Cuan: The Domestic, Sexual and Gender-Based Violence Agency	-	434,736	434,736	320,671
Department of Rural & Community Development	-	<u>90,999</u>	<u>90,999</u>	<u>90,999</u>
<b>Total Charitable Activities</b>	<b>=</b>	<b><u>1,697,401</u></b>	<b><u>1,697,401</u></b>	<b><u>1,413,926</u></b>
<b>(b) <u>Donations and Legacies</u></b>				
Corporate donations	973,302	76,718	1,050,020	1,009,698
Individual Giving	525,090	2,085	527,175	694,291
Legacies	29,500	-	29,500	10,406
Digital Fundraising	445,043	-	445,043	427,546
Community Fundraising	323,798	-	323,798	285,062
Standstrong Campaign 2024	<u>32,976</u>	<u>100,000</u>	<u>132,976</u>	-
<b>Total Donations and Legacies</b>	<b><u>2,329,709</u></b>	<b><u>178,803</u></b>	<b><u>2,508,512</u></b>	<b><u>2,427,003</u></b>
<b>(c) <u>Other Activities</u></b>				
Training and Development	212,714	-	212,714	253,521
Charity Shop	182,162	-	182,162	180,623
Donated Goods, Facilities and Services	244,501	-	244,501	41,845
Other Income	<u>8,978</u>	<u>-</u>	<u>8,978</u>	-
<b>Total Other Activities</b>	<b><u>648,355</u></b>	<b>-</b>	<b><u>648,355</u></b>	<b><u>475,989</u></b>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

**5. Donated goods, facilities and services**

For the financial year 2024, in-kind donations have been recognised and classified to comply with Charity SORP FRS 102. In-kind donations measured at fair value to the amount of €244,501 (2023: €41,845) were received in the year and recognised in the Statement of Financial Activities under SORP classification are as follows:

		<b>2024</b>	<b>2023</b>
		<b>€</b>	<b>€</b>
Charitable Activities	Inbound (1800 number) and outbound calls	37,996	15,000
Charitable Activities	Bespoke development of training module for "Allies and Informal Supporters" using e-learning software for our Training team.	4,942	-
Charitable Activities	IT Support for development of new Helpline Database	-	1,845
Charitable Activities	Radio Ads for Multilingual Service Promotion	-	25,000
Charitable Activities	Provision of legal support for a monthly legal clinic for clients using our Support and Outreach service.	88,948	-
Charitable Activities	Provision of research assistance for report on the enforcement of Ireland's coercive control offence to date.	86,990	-
Support Activities	Legal and professional services	18,000	-
Support Activities	Provision of acoustic insulation to two adjacent meeting rooms	<u>7,625</u>	<u>-</u>
		<b><u>244,501</u></b>	<b><u>41,845</u></b>

**6. Expenditure**

Expenditure has been classified to comply with Charity SORP FRS 102. Such costs include cost of raising funds and charitable activities. The costs of raising funds include the costs of inducing others to make gifts that are voluntary income. Charitable activities relate to costs associated with the charitable activities of the charity.

Direct costs (staff costs, overheads, administrative costs, etc.) are allocated to each activity based on actual costs incurred for each activity. Support and governance costs are apportioned per capita, based on the number of individuals employed within the charitable activities of the charity, using the full-time equivalent.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**6. Expenditure (continued)**

**Cost of Raising Funds**

	<b>Total Unrestricted 2024 €</b>	<b>Total Restricted 2024 €</b>	<b>Total 2024 €</b>
Staff costs	306,051	10,975	317,026
Overhead costs	5,235	-	5,235
Administration costs	7,618	-	7,618
Individual Giving	139,397	-	139,397
Corporate fundraising costs	43,284	-	43,284
Digital fundraising costs	168,230	-	168,230
Community fundraising costs	29,339	-	29,339
Standstrong Campaign	-	89,025	89,025
Legacy programme	4,125	-	4,125
General fundraising costs	45,716	-	45,716
Support cost allocation (see breakdown overleaf)	<u>42,129</u>	<u>22,535</u>	<u>64,664</u>
	<b><u>791,124</u></b>	<b><u>122,535</u></b>	<b><u>913,659</u></b>

**Cost of Raising Funds**

	<b>Total Unrestricted 2023 €</b>	<b>Total Restricted 2023 €</b>	<b>Total 2023 €</b>
Staff cost	237,145	-	237,415
Overhead costs	4,520	-	4,520
Administration costs	6,280	-	6,280
Individual Giving	101,218	-	101,218
Corporate fundraising costs	4,659	-	4,659
Digital fundraising costs	170,005	-	170,005
Community fundraising costs	21,078	-	21,078
Legacy programme	4,090	-	4,090
General fundraising costs	33,081	-	33,081
Fundraising strategy development (2023 - 2027)	8,801	-	8,801
Case for support and brand positioning	12,729	-	12,729
Support cost allocation (see breakdown overleaf)	<u>37,690</u>	<u>23,565</u>	<u>61,255</u>
	<b><u>641,296</u></b>	<b><u>23,565</u></b>	<b><u>664,861</u></b>



**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**6. Expenditure (continued)**

**Expenditure on Charitable Activities**

	<b>Total Unrestricted 2024 €</b>	<b>Total Restricted 2024 €</b>	<b>Total 2024 €</b>
Strategic Communications	350,730	85,173	435,903
Too Into You Project	39,344	130,222	169,566
National Freephone Helpline	120,636	593,050	713,686
High-Risk Support Project	30,126	286,849	316,975
Maternity Project	92,757	75,320	168,077
Services	115,772	427,701	543,473
Internal Emergency Fund for Women and Children 2024	81,188	14,373	95,561
Charity Shop	111,777	-	111,777
Training and Development	346,440	66,826	413,266
External Emergency Fund for Women and Children 2024	299,741	-	299,741
Support costs (see breakdown overleaf)	<u>330,003</u>	<u>176,518</u>	<u>506,521</u>
	<b><u>1,918,514</u></b>	<b><u>1,856,032</u></b>	<b><u>3,774,546</u></b>

In 2024, the Too Into You project has transitioned into its own Charitable Activity. In 2023, expenditure for this project was included in Strategic Communications costs. The comparative figure for Too Into You expenditure has been included as a note under 2023 Expenditure on Charitable Activities.

**Expenditure on Charitable Activities**

	<b>Total Unrestricted 2023 €</b>	<b>Total Restricted 2023 €</b>	<b>Total 2023 €</b>
Strategic Communications	322,509	118,362	440,871
National Freephone Helpline	47,266	601,409	648,675
High-Risk Support Project	5,216	197,678	202,894
Maternity Project	156,294	793	157,087
Services	34,337	389,799	424,136
Internal Emergency Fund for Women and Children 2023	74,485	13,753	88,238
Charity Shop	111,851	-	111,851
Training and Development	249,361	104,854	354,215
External Emergency Fund for Women and Children 2023	301,218	-	301,218
Support costs (see breakdown overleaf)	<u>267,324</u>	<u>167,141</u>	<u>434,465</u>
	<b><u>1,569,861</u></b>	<b><u>1,593,789</u></b>	<b><u>3,163,650</u></b>

2023 Too Into You Expenditure totals €127,540 and is included in Strategic Communications costs.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**6. Expenditure (continued)**

**Support costs**

	<b>Raising Funds 2024 €</b>	<b>Charitable Activities 2024 €</b>	<b>Total 2024 €</b>
Governance	19,391	151,888	171,279
Office, premises and facilities	14,014	109,773	123,787
HR/ Safeguarding and Development	2,782	21,794	24,576
I.T.	2,917	22,853	25,770
Finance	15,392	120,571	135,963
Administration	<u>10,168</u>	<u>79,642</u>	<u>89,810</u>
	<b><u>64,664</u></b>	<b><u>506,521</u></b>	<b><u>571,185</u></b>

**Support costs**

	<b>Raising Funds 2023 €</b>	<b>Charitable Activities 2023 €</b>	<b>Total 2023 €</b>
Governance	19,184	136,064	155,248
Office, premises and facilities	12,739	90,353	103,092
HR/ Safeguarding and Development	2,909	20,632	23,541
I.T.	3,979	28,221	32,200
Finance	15,903	112,799	128,702
Administration	<u>6,541</u>	<u>46,396</u>	<u>52,937</u>
	<b><u>61,255</u></b>	<b><u>434,465</u></b>	<b><u>495,720</u></b>

**7. Surplus on ordinary activities before taxation**

Surplus on ordinary activities before taxation is stated after charging / (crediting):

	<b>2024 €</b>	<b>2023 €</b>
Depreciation of tangible assets	30,044	31,436
Audit Remuneration (including VAT)	<u>13,530</u>	<u>8,000</u>

**WOMEN’S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**8. Directors’ remuneration and transactions**

All directors who served during the year received no remuneration from the charity.

Expenses reimbursed to directors during the year amounted to €31 (2023: €31).

Related party transactions are disclosed in note 21 to the financial statements.

**Key Management Personnel**

The CEO’s salary inclusive of employer’s PRSI for the year was €118,921 (2023: €112,161) in addition to 7% of gross salary paid as employer contribution into a pension on behalf of the CEO totalling €7,494 (2023: €7,070).

Other key management personnel of the charity are the senior leadership team. There are five members of the senior leadership team: Financial Controller, Head of Fundraising and Strategic Communications, Head of National Helpline Services, Head of Regional Services and Head of Training and Development. Their cumulative employee benefits (including employer’s PRSI and employer pension contributions) totalled €411,959 (2023: €406,965).

**9. Staff costs**

The average monthly number of persons employed by the company during the financial year analysed by category, was as follows:

	2024 Number	2023 Number
National Freephone Helpline	18	16
High-Risk Support Project	6	4
Services	8	8
Maternity Project	3	2
Training and Development	7	6
Strategic Communications	2.5	4
Too Into You Project	2	-
Fundraising	5.5	5
Charity Shop	3	3
CEO / Finance / Business Support	6	6
<b>Total</b>	<b>61</b>	<b>54</b>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**FOR YEAR ENDED 31 DECEMBER 2024**

9. **Staff costs (continued)**

Their aggregate remuneration comprised:

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
Salaries and wages	2,365,411	1,997,311
Social security costs	245,172	206,791
Pension costs	72,900	67,483
Redundancy costs	8,688	-
Other employee related costs	83,020	58,976
	<hr/>	<hr/>
	2,775,191	2,330,561
	<hr/>	<hr/>

In 2024 there were redundancy costs of €8,688 (2023: €Nil) in relation to one individual.

The total number of employees whose benefits (excluding employer pension contributions and employers' PRSI) for the reporting period fell within the bands below were as follows:

	<b>2024</b>	<b>2023</b>
<b>Salary band</b>		
€60,000- €70,000	3	3
€70,001- €80,000	4	2
€80,001- €90,000	-	-
€90,001 - €100,000	-	-
€100,001 - €110,000	1	1
	<hr/>	<hr/>
	8	6
	<hr/>	<hr/>

These are all full-time employees.

10. **Retirement benefit information**

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
<b>Retirement benefit charge</b>	<u>72,900</u>	<u>67,483</u>

***Defined contribution scheme***

The company operates a defined contribution scheme for its employees. The scheme is externally financed in that the assets of the scheme are held separately from those of the company in an independently administered fund.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**11. Tangible fixed assets**

	<b>Freehold land and buildings</b>	<b>Fixtures and fittings</b>	<b>Total</b>
	<b>€</b>	<b>€</b>	<b>€</b>
<b>Cost</b>			
At 1 January 2024	715,001	290,685	1,005,686
Additions	-	15,637	15,637
	<u>715,001</u>	<u>306,322</u>	<u>1,021,323</u>
At 31 December 2024	715,001	306,322	1,021,323
<b>Depreciation and impairment</b>			
At 1 January 2024	166,859	262,146	429,005
Depreciation charged in the year	14,304	15,783	30,087
	<u>181,163</u>	<u>277,929</u>	<u>459,092</u>
At 31 December 2024	181,163	277,929	459,092
<b>Carrying amount</b>			
At 31 December 2024	<u>533,838</u>	<u>28,393</u>	<u>562,231</u>
At 31 December 2023	<u>548,142</u>	<u>28,539</u>	<u>576,681</u>

**12. Debtors**

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
Stock	39,252	39,144
Trade debtors	22,044	68,124
Accrued income	130,371	217,405
Prepayments	146,107	118,292
	<u>337,774</u>	<u>442,965</u>

During the year, obsolete stock totalling €7,762 was written off to the Statement of Financial Activities upon approval by the Board.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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13. **Components of cash and cash equivalents**

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
Cash at bank and in hand	5,175,956	5,018,664
	<u>5,175,956</u>	<u>5,018,664</u>

14. **Creditors:** amounts falling due within one year

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
Trade creditors	126,356	191,804
PAYE control account	128,551	60,512
Other creditors	663	1,365
Deferred income (see note below)	138,422	249,067
Accruals	51,320	70,976
	<u>445,312</u>	<u>573,724</u>

At year end there was a balance of €Nil payable to the Charity's retirement benefit scheme (2023: €Nil).

Trade creditors and other creditors for which performance conditions have not been satisfied at balance sheet date are payable at various dates in the thirty days after the financial year end in accordance with the creditors usual and customary credit terms.

Creditors for PAYE are payable in the timeframe set down in the relevant legislation.

The €128,551 balance on the PAYE control account relates to the corresponding payroll taxes payable on the 6% salary increase granted to all employees in December 2024 which was backdated to the start of the financial year.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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14. **Creditors:** amounts falling due within one year (continued)

**Deferred income**

	Deferred Income 31 Dec 2023 €	Amount taken to income in 2024 €	Cash received in 2024 €	Deferred Income 31 Dec 2024 €
Tusla	38,262	1,171,666	1,199,723	66,320
Department of Justice	127,775	434,736	358,414	51,452
Goldman Sachs Gives	3,835	38,565	34,730	-
Digital Swim	3,120	3,120	-	-
Standstrong Event	50,000	50,000	-	-
Training Income 2024	26,075	26,075	20,650	20,650
<b>Total</b>	<b>249,067</b>	<b>1,724,162</b>	<b>1,613,518</b>	<b>138,422</b>

15. **Financial instruments**

The carrying amount for each category of financial instruments is as follows:

	2024 €	2023 €
<b>Financial assets measured at amortised cost:</b>		
Trade debtors	22,044	68,124
Other debtors	276,478	335,696
Cash at bank and in hand	5,175,956	5,018,664
	<b>5,474,478</b>	<b>5,422,484</b>
<b>Financial liabilities measured at amortised cost:</b>		
Trade creditors	126,356	191,804
Other creditors	318,956	381,920
	<b>445,312</b>	<b>573,724</b>



**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**16. Net cash flows from operating activities**

	<b>2024</b>	<b>2023</b>
	<b>€</b>	<b>€</b>
Surplus for the financial year	166,063	488,407
Depreciation on tangible assets	30,087	31,436
Decrease / (increase) in debtors	105,191	(122,739)
(Decrease) / increase in creditors due within one year	(128,412)	90,817
	<hr/>	<hr/>
Net cash inflow from operating activities	172,929	487,921
	<hr/>	<hr/>

**17. Analysis of Net Assets by Fund**

	<b>Restricted funds 2024</b>	<b>Unrestricted funds 2024</b>	<b>Designated funds 2024</b>	<b>Total funds 2024</b>
	<b>€</b>	<b>€</b>	<b>€</b>	<b>€</b>
Fixed assets	3,569	558,662	-	562,231
Current assets	117,773	1,131,544	4,264,413	5,513,730
Current liabilities	(117,773)	(327,539)	-	(445,312)
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total</b>	3,569	1,362,667	4,264,413	5,630,649
	<hr/>	<hr/>	<hr/>	<hr/>

**Analysis of Net Assets by Fund previous year**

	<b>Restricted funds 2023</b>	<b>Unrestricted funds 2023</b>	<b>Designated funds 2023</b>	<b>Total funds 2023</b>
	<b>€</b>	<b>€</b>	<b>€</b>	<b>€</b>
Fixed assets	2,982	573,699	-	576,681
Current assets	278,749	785,479	4,397,401	5,461,629
Current liabilities	(169,872)	(403,852)	-	(573,724)
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total</b>	111,859	955,327	4,397,401	5,464,584
	<hr/>	<hr/>	<hr/>	<hr/>

**18. Events after the end of the financial year**

A motion has been put to the Board of Directors to formally close the charity shop in line with the end of the lease in September 2025.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
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**19. Status**

The Charity is a company limited by guarantee not having a share capital.

The liability of the members of the Charity to contribute towards its assets is limited to an amount not to exceed the sum of €1 in each case.

**20. Taxation Clearance**

Women's Aid complies with Circular 44/2006 "Tax Clearance Procedures, Grants, Subsidies and Similar Type Payments" by providing its tax clearance access number to grant providers when requested.

**21. Related party transactions**

During the year, Women's Aid received a one-off donation from Dr Rosaleen McDonagh for €2,085. This donation was restricted to fund the Irish Sign Language interpretation of the executive summary of Women's Aid commissioned research on "Disability – Women and Intimate Partner Violence." A research project designed to enhance access to justice for disabled women, and to increase reasonable accommodation of their needs as victims / survivors of intimate partner abuse. Ms. Rosaleen McDonagh is a member of the Women's Aid's Board of Directors.

There were no related party transactions for the 2023 comparative period that require disclosure.

**22. Capital commitments**

There are no capital commitments authorised by the Board and not provided for at the year end 31 December 2024.

**23. Comparative periods**

The comparative period has been restated where necessary to conform with current period presentation.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

24. **Unrestricted Funds – Designated**

	1 Jan 2024	Income	Expenditure	Transfers in/out	31 Dec 2024
	€	€	€	€	€
6 months Operational Costs plus					
Costs of Closure	2,369,286	-	-	93,714	2,463,000
HR System	8,718	-	(2,196)	-	6,522
Maintenance Head Office and					
Charity Shop	45,000	-	(14,080)	24,080	55,000
Strategic Planning	25,000	-	(14,102)	21,102	32,000
External Emergency Fund for					
Women and Children 2024	300,000	-	(296,673)	(3,327)	-
Internal Emergency Fund for					
Women and Children 2025-2027	370,000	-	(76,176)	36,176	330,000
Maternity Project 2024	173,448	-	(93,912)	(79,536)	-
Too Into You Project Costs					
2025 and 2026	229,808	-	(39,345)	278,645	469,108
Survivor Engagement Programme					
2025 and 2026	118,000	-	(6,896)	38,896	150,000
Research – “Custody and					
Access / Family Law”	66,257	-	(39,882)	9,625	36,000
Research – “Disabled Women					
and IPV”	28,196	-	(28,196)	-	-
Zero Tolerance Fund	118,075	-	(1,145)	-	116,930
Counselling Project - Services	46,370	-	(3,430)	-	42,940
Salaries – Employer Engagement					
Project 2025 – 2026 and Health					
Trainer for 12 months	274,745	-	(90,207)	138,229	322,767
E-Learning – Training &					
Development	29,816	-	(12,346)	22,530	40,000
Strategic Communications					
Consulting and Salary Costs					
2025 and 2026	139,682	-	(60,615)	71,079	150,146
Homeless Project 2025 - Services	30,000	-	-	10,000	40,000
Women's Aid 50 <sup>th</sup> Anniversary	<u>25,000</u>	-	<u>(25,000)</u>	<u>10,000</u>	<u>10,000</u>
<b>Total</b>	<u>4,397,401</u>	=	<u>(804,201)</u>	<u>671,213</u>	<u>4,264,413</u>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

24. **Unrestricted Funds – Designated previous year**

	1 Jan 2023	Income	Expenditure	Transfers in/out	31 Dec 2023
	€	€	€	€	€
6 months Operational Costs plus					
Costs of Closure	2,155,286	-	-	214,000	2,369,286
HR System	10,500	-	(1,782)	-	8,718
Maintenance Head Office and					
Charity Shop	45,000	-	(9,134)	9,134	45,000
Strategic Planning	10,000	-	(6,818)	21,818	25,000
External Emergency Fund for					
Women and Children 2024	310,000	-	(300,000)	290,000	300,000
Website	8,897	-	(8,897)	-	-
Internal Emergency Fund for					
Women and Children 2024					
and 2025	330,000	-	(86,166)	126,166	370,000
Maternity Project 2024	328,407	-	(154,959)	-	173,448
Too Into You Project Costs					
2024 and 2025	190,809	-	(21,888)	60,887	229,808
Survivor Engagement Programme					
2024 and 2025	124,724	-	(28,706)	21,982	118,000
Research – “Custody and					
Access / Family Law”	100,000	-	(33,743)	-	66,257
Research – “Disabled Women					
and IPV”	42,000	-	(13,804)	-	28,196
Zero Tolerance Fund	121,000	-	(2,925)	-	118,075
Counselling Project - Services	50,000	-	(3,630)	-	46,370
Salaries – Employer Engagement					
Project 2024 - 2026	133,000	-	(64,957)	206,702	274,745
E-Learning – Training &					
Development	30,200	-	(384)	-	29,816
Strategic Communications					
Consulting and Salary Costs					
2024 and 2025	143,465	-	(64,435)	60,652	139,682
Homeless Project 2024 - Services	-	-	-	30,000	30,000
Women's Aid 50 <sup>th</sup> Anniversary	-	-	-	25,000	25,000
<b>Total</b>	<b><u>4,133,288</u></b>	<b><u>-</u></b>	<b><u>(802,228)</u></b>	<b><u>1,066,341</u></b>	<b><u>4,397,401</u></b>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

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**25. Restricted Funds**

	<b>1 Jan 2024</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers In/(out)</b>	<b>31 Dec 2024</b>
	€	€	€	€	€
Restricted Funds	111,858	1,876,204	(1,978,567)	(5,926)	3,569
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

The transfer of €5,926 from restricted funds relates to statutory funding received in 2024 relating to salary costs incurred and paid in 2023.

**Restricted Funds previous year**

	<b>1 Jan 2023</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers In/(out)</b>	<b>31 Dec 2023</b>
	€	€	€	€	€
Restricted Funds	41,000	1,729,212	(1,658,354)	-	111,858
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**26. Unrestricted Funds - General**

	<b>1 Jan 2024</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers In/(out)</b>	<b>31 Dec 2024</b>
	€	€	€	€	€
Unrestricted funds	955,327	2,978,064	(1,905,437)	(665,287)	1,362,667
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**Unrestricted Funds – General previous year**

	<b>1 Jan 2023</b>	<b>Income</b>	<b>Expenditure</b>	<b>Transfers In/(out)</b>	<b>31 Dec 2023</b>
	€	€	€	€	€
Unrestricted funds	801,891	2,587,706	(1,367,929)	(1,066,341)	955,327
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

27. **Reconciliation of capital and reserves**

	<b>2024</b>	<b>2023</b>
	€	€
At the beginning of the year	5,464,586	4,976,179
Surplus for the year	166,063	488,407
	<u>          </u>	<u>          </u>
Closing reserves	5,630,649	5,464,586
	<u>          </u>	<u>          </u>

28. **Analysis of changes in Net Cash**

	<b>At 01/01/2024</b>	<b>Cashflows</b>	<b>At 31/12/2024</b>
	€	€	€
Cash	<u>5,018,664</u>	<u>157,292</u>	<u>5,175,956</u>

29. **Leases**

	<b>2024</b>	<b>2023</b>
	€	€
Future minimum lease payments due on Dundrum Charity Shop:		
Within one year	18,750	25,000
In two to five years	-	18,750
	<u>          </u>	<u>          </u>
	18,750	43,750
	<u>          </u>	<u>          </u>

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR YEAR ENDED 31 DECEMBER 2024**

30. **Grant disclosures**

The charity receives the following grants and are disclosed in line with the circular 13/2014:

	<b>Name of Grantor</b>	<b>Actual Name of Each Individual Grant</b>	<b>Purpose for Which Funds Are Applied and Restrictions</b>	<b>Amount and Term of the Total Grant Awarded</b>	<b>The Amount of the Grant taken to final Income in Financial Statements</b>	<b>Amount of Grant deferred to 2025</b>
1	Tusla Child and Family Agency  Transition to Cuan: The Domestic, Sexual and Gender-Based Violence Agency mid-2024.	DSGBV Grant	Restricted for use for supporting women who have been affected by Domestic Violence	€1,199,723  Term: 1 January 2024 to 31 December 2024	€1,171,666  <b>Capital grant?</b> Restricted grant received for the purchase of one laptop for a Maternity Outreach Support Worker.	€66,320
2	Cuan: The Domestic, Sexual and Gender-Based Violence Agency	DSGBV funding Programme	Restricted for use to provide information and support for victims of crime and court accompaniment for victims of crime. Also restricted for use to support the national roll out of the High Risk Support Programme.	€358,414  Term: 1 January 2024 to 31 December 2024	€434,736  <b>Capital grant?</b> Restricted grant received for the purchase of one laptop for the High-Risk Support Project.	€51,452
3	Department of Rural & Community Development; Administered by Pobal	Scheme to Support National Organisations	Restricted for use to support training and education for professionals who deal with women experiencing domestic violence. Also restricted to support the Strategic Communications Department in running public awareness campaigns.	€273,000  Term: 1 July 2022 to 30 June 2025	€90,999  <b>Capital grant?</b> No	€Nil



**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
***FOR YEAR ENDED 31 DECEMBER 2024***

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**31. Approval of financial statements**

The board of directors approved these financial statements and authorised them for issue on 21 May 2025.

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**Management Information**  
**Year ended 31 December 2024**  
**(These pages do not form part of the statutory financial statements)**

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**YEAR ENDED 31ST DECEMBER 2024**  
**APPENDIX ONE- DETAILED FINANCIAL INFORMATION**

**Tusla Income and Expenditure Analysis**  
**(Transition to Cuan: The Domestic, Sexual and Gender-Based Violence Agency mid-2024)**

	Tusla DSGBV Grant 1	Tusla DSGBV Grant 2	2024 Total
	€	€	€
<b>Income</b>			
Tusla DSGBV Grant	-	<u>1,199,723</u>	<u>1,199,723</u>
<b>Total Tusla income</b>	-	<b>1,199,723</b>	<b>1,199,723</b>
<b>Expenditure</b>			
Staff Costs	-	1,116,865	1,116,865
Supervision	-	4,172	4,172
Power of Change facilitation costs	-	1,328	1,328
Repairs and Maintenance	-	4,500	4,500
Depreciation	735	201	936
Insurance	-	11,000	11,000
Mobile phone	-	1,041	1,041
Light and Heat	-	6,000	6,000
Stationary	-	15	15
Audit	-	3,500	3,500
Integrated Helpline Platform Running costs	1,579	11,460	13,039
IT	-	<u>9,000</u>	<u>9,000</u>
<b>Total Tusla expenditure</b>	<b><u>2,314</u></b>	<b><u>1,169,082</u></b>	<b><u>1,171,396</u></b>
<b>Tusla Current Year End Surplus/(Deficit)</b>	<b>(2,314)</b>	<b>30,641</b>	<b>28,327</b>
Opening Tusla balance	3,049	36,682	39,731
Total Closing Tusla balances	735	67,323	68,058
<b>Tusla closing fund balance is comprised of:</b>			
1. Restricted funds carried forward for the depreciation of 2 funded PCs purchased for the Helpline Department in 2023 and 1 funded laptop purchased for a Maternity Outreach worker in 2024	735	1,003	1,738
2. Notified carried forward sums related to 2024 funding	-	<u>66,320</u>	<u>66,320</u>
<b>Total</b>	<b><u>735</u></b>	<b><u>67,323</u></b>	<b><u>68,058</u></b>

**WOMEN’S AID COMPANY LIMITED BY GUARANTEE**  
**YEAR ENDED 31ST DECEMBER 2024**  
**APPENDIX ONE- DETAILED FINANCIAL INFORMATION**

**Department of Rural & Community Development - Administered by Pobal Income and Expenditure Analysis**

	Scheme to Support National Organisations	2024 Total
Income	€	€
Scheme to Support National Organisations	<u>90,999</u>	<u>90,999</u>
<b>Total Pobal income</b>	<b>90,999</b>	<b>90,999</b>
<b>Expenditure</b>		
Staff Costs	85,849	85,849
Cleaning	250	250
Insurance	1,000	1,000
Light and Heat	1,000	1,000
Audit and Payroll Costs	1,000	1,000
Stationary and office supplies	900	900
IT Costs	<u>1,000</u>	<u>1,000</u>
<b>Total Pobal expenditure</b>	<b><u>90,999</u></b>	<b><u>90,999</u></b>
<b>Pobal Current Year End Surplus/(Deficit)</b>	-	-
Opening Pobal balance	-	-
Total Closing Pobal balances	-	-

**WOMEN'S AID COMPANY LIMITED BY GUARANTEE**  
**YEAR ENDED 31ST DECEMBER 2024**  
**APPENDIX ONE- DETAILED FINANCIAL INFORMATION**

**Cuan Income and Expenditure Analysis**

	<b>Cuan DSGBV funding programme</b>	<b>2024 Total</b>
<b>Income</b>	<b>€</b>	<b>€</b>
Victims of Crime Scheme – Core Funding	358,414	358,414
<b>Total Cuan income</b>	<b>358,414</b>	<b>358,414</b>
<b>Expenditure</b>		
Staff Costs	400,106	400,106
Recruitment	540	540
Cleaning	20	20
Mobile phone	3,377	3,377
Depreciation	885	885
Stationary and office supplies	1,086	1,086
Travel and Subsistence	7,974	7,974
Payments to Other Service Providers	5,546	5,546
HRSP Evaluation costs	<u>14,884</u>	<u>14,884</u>
<b>Total Cuan expenditure</b>	<b><u>434,418</u></b>	<b><u>434,418</u></b>
<b>Cuan Current Year End Surplus/(Deficit)</b>	<b>(76,004)</b>	<b>(76,004)</b>
Opening Cuan balance	129,287	129,287
Total Closing Cuan balances	53,283	53,283
<b>Cuan closing fund balance is comprised of:</b>		
1. Restricted funds carried forward for the depreciation of 2 funded Laptops for the High Risk Support Project purchased in 2023 and 1 funded laptop for the same project purchased in 2024	1,831	1,831
2. Notified carried forward sums from 2024	<u>51,452</u>	<u>51,452</u>
<b>Total</b>	<b><u>53,283</u></b>	<b><u>53,283</u></b>